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Brazil Ace Hardware Enriches Operations with Epicor Eagle N Series

Indiana-based Hardware Retailer Selects Epicor for Increased Functionality and Industry Expertise to Jump-Start Newly Opened Business

Epicor Software Corporation, a global provider of [industry-specific enterprise software](#) to promote business growth, announced today that Indiana-based [Brazil Ace Hardware](#) has selected the Epicor Eagle N Series retail business management solution to access increased functionality, and improve overall operational efficiency and accuracy.

Opened in 2015, Brazil Ace Hardware is a member of the largest retailer-owned hardware cooperative in the industry—[Ace Hardware](#). As a small town USA business, the company strives to meet the needs of the local community by consistently refreshing the product mix to meet and exceed customer expectations.

Building a Solid Business

As a new business focused on creating a strong operational foundation, Brazil Ace plans to take advantage of its new retail management system from Epicor to streamline business processes and better serve customer needs. “When we purchased the store, the former owner was using a software solution with very outdated technology—basically everything was input by hand,” said Steve Guernsey, owner and general manager, Brazil Ace Hardware. “We needed a more robust solution that could remove manual processes, help us address challenges in inventory control and promotions, and also partner with us as we evolve into a world-class retail business with the goal of expanding. We decided that with Epicor’s strong retail industry expertise and advanced technology, it was the best fit for our company and offers the functionality that will help us get where we want to be.”

Effectively Engaging Consumers

Epicor Eagle N Series software is replacing a system that doesn’t offer real-time or in-depth promotional capabilities—an essential requirement for company like Brazil Ace which upholds customer experience and service at the forefront of the business.

“The ability to create exciting product promotions for our customers that are also beneficial for our business is paramount,” said Guernsey. “Through the use of fine-tuned reporting in the Epicor



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Dynamic Promotions application, we should be able to have better control over our promotions and execute them more effectively. This in turn will improve our customer engagement at the point of sale, boost store traffic, get slow-moving inventory moving and, of course, increase purchases.”

Rich Data for Operational Improvement

In addition to the customer experience capabilities of Eagle N Series software, the reporting and analyzing functionality of the solution stood out to Brazil Ace. “The depth of reporting within the Eagle N Series solution seems to be chock-full of rich information for business improvement. This data will help us analyze the business better so that we can make superior buying decisions which will help with inventory turns and lead to an rise in profitability.”

“Strong reporting and real-time access to information are both key functionality within Eagle N Series software,” said Doug Smith, director, product management and marketing, Epicor. “We are excited to welcome Brazil Ace Hardware into the large Eagle user family and provide them with the tools they need to improve visibility within their business and grow.”

About Epicor Eagle N Series

Epicor Eagle N Series software is a fully-integrated retail business management system, with built-in best practices, designed for small to mid-sized businesses. Thousands of retail customers rely on the Epicor Eagle N Series solution to operate more efficiently and grow revenue and profits. Visit the [Epicor Eagle N Series solution hub](#) to learn more.

About Epicor Software Corporation

Epicor Software Corporation drives business growth. We provide flexible, industry-specific software designed around the needs of our manufacturing, distribution, retail, and service industry customers. More than 40 years of experience with our customers’ unique business processes and operational requirements are built into every solution—in the cloud or on premises. With this deep understanding of your industry, Epicor solutions manage complexity, increase efficiency, and free up resources so you can focus on growth. For more information, [connect with Epicor](#) or visit www.epicor.com.

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Contact: Lindsay Ortega
Senior Specialist, Public Relations
Epicor Software Corporation
+1 952 417 5022
lortega@epicor.com