

FOR IMMEDIATE RELEASE

Epicor and Shopatron to Offer Integrated eCommerce Solution for Automotive Aftermarket Suppliers

Consumer Transactions to be Fulfilled through Epicor Parts Network Distributor Locations

AUSTIN, Texas, November 4, 2014 -- Epicor Software Corporation, a global leader in [business software solutions](#) for manufacturing, distribution, retail and services organizations, today announced an agreement with [Shopatron](#), an industry-leading provider of enterprise-class distributed order management solutions, to offer an integrated B2C eCommerce platform for automotive aftermarket suppliers. Epicor will work with industry suppliers to implement Shopatron's cloud-based distributed order management solutions and route the resulting transactions through [Epicor Parts Network](#) (formerly Internet AutoParts) connected distributors.

Manufacturers of more than 1,000 consumer goods brands such as Honda Engines, Ducati, Arctic Cat and Polaris use Shopatron's order management solutions to drive online sales that are ultimately fulfilled by local distributors or retail providers through in-store pickup or ship-from-store fulfillment. Companies using Shopatron report an average increase of 49 percent in online sales after implementing the solution, while 57 percent of participating retailers increase their purchases from Shopatron-powered manufacturers.¹

As a member of the Shopatron Alliance program, Epicor will assist aftermarket suppliers in establishing their cloud-based eCommerce platforms and integrate Shopatron order management functions with the industry-leading Epicor Parts Network, which comprises approximately 29,000 replacement parts distributor/jobber locations. All parts, automotive pricing and availability information used by the Shopatron solutions will be provided through the [Epicor ePartExpert](#) electronic catalog.

"This collaboration will enable aftermarket manufacturers to dramatically expand their sales reach and control the way their brands are represented online while supporting their distribution channel partners," said Scott Thompson, vice president, automotive, retail distribution solutions for Epicor.

"This innovative solution can also help local parts providers connect with new customers whom they otherwise might never encounter through normal business operations."

Shopatron's order routing capabilities automate fulfillment through assigned dealers or distributors to comply with a brand's territory policies and best practices, so consumers purchasing through Shopatron-powered eCommerce sites have the option to pick up their products or receive a shipment from the designated local provider. Selection of the local provider can be based on a number of criteria, including location, availability, price, and customer satisfaction ranking.

¹ Source: Shopatron, "Retailer eCommerce Study" (2013)

“The respective strengths of Shopatron and Epicor make for a natural and powerful partnership,” said Michael Quinn, vice president of alliances for Shopatron. “Together, we’re making it easy for manufacturers to execute on strategic direct-to-consumer initiatives with technology that supports their retail and wholesale partners and gives customers a superior shopping experience.”

To learn more, please contact your Epicor representative, visit the Epicor exhibit (2238) at the 2014 AAPEX Show, November 4-6 in Las Vegas, call Epicor toll-free at 888-463-4700, or email automotive.marketing@epicor.com.

About Shopatron

Shopatron is the world’s leading provider of cloud-based distributed order management. Powered by the patented Shopatron Order Exchange, Shopatron Manufacturer allows branded manufacturers to seamlessly leverage the available inventory in every retail storefront and distribution center when fulfilling online orders. Shopatron makes it easy and affordable to deploy advanced capabilities like in-store pickup and ship-from-store, without major up-front costs. Shopatron enables over 1,000 manufacturers to unite their e-Commerce programs with their physical retail channels, increasing sales, speeding inventory turns, and delivering a superior purchase experience to online shoppers. For more information, visit ecommerce.shopatron.com. Follow Shopatron on Twitter [@Shopatron](https://twitter.com/Shopatron).

About Epicor Software Corporation

Epicor Software Corporation is a global leader delivering inspired business software solutions to the manufacturing, distribution, retail and services industries. With over 40 years of experience serving small, midmarket and larger enterprises, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), retail management software, supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor provides the single point of accountability that local, regional and global businesses demand. The Company’s headquarters are located in Austin, Texas, with offices and affiliates worldwide. For more information, visit www.epicor.com.

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