

FOR IMMEDIATE RELEASE

Fast Fashion Retailer rue21 Selects Epicor QuantiSense Retail Business Intelligence for Improved Enterprise-Wide Decision Making, and Cloud Infrastructure for Rapid Speed to Value*Long-time Customer Taps New Epicor Capabilities for Unified Reporting and Analytics across Merchandising, Store Operations and Digital Retail, Uniting Online and In Store Worlds*

RETAIL INSIGHTS 2015 – NASHVILLE, TENN., May 20, 2015 – Epicor Software Corporation, a global leader in [business software solutions](#) for [retail](#), manufacturing, distribution, and services organizations today announced that [rue21](#), a leading specialty apparel retailer, has selected the Epicor QuantiSense Retail Business Intelligence suite to support enterprise-wide reporting and analytics across merchandising, store operations and digital retail.

rue21 is one of the fastest-growing fashion retail brands in the U.S., and offers the latest trends in apparel and accessories at every day great value for girls and guys, including graphic t-shirts, denim, dresses, shirts, hoodies, belts, jewelry, handbags, footwear, and intimate apparel. The retailer has relied on the proven Epicor Retail technology suite for years, most recently to help support the company's extensive growth into new markets and merchandise categories, including a junior plus size division – rue+ -- launched in 2014.

Now the company is taking advantage of the Epicor Retail suite's recent expansion to include solutions from business intelligence and analytics vendor QuantiSense, which Epicor acquired in October 2014, to gain a real-time comprehensive view of its business operations.

By combining a wide variety of source data systems, the Epicor QuantiSense Retail Business Intelligence suite will give rue21 visibility across both digital and retail aspects of its business, giving the retailer key capabilities to address today's omni-channel retail demands from the supply chain through multi-channel points of purchase. The suite will provide rue21 with immediate, "self-serve" flexible reporting and drill-down capabilities to better understand and act on key trends and opportunities.

To support rapid speed to value – going live with its Business Intelligence deployment in 90 days – rue21 will leverage Epicor's proven cloud deployment model supported by the fully elastic Amazon Web Services cloud infrastructure, including the Amazon Redshift cloud data warehousing solution.

"Epicor's business intelligence expertise in the specialty apparel market segment and the measurable successes that other QuantiSense users shared made us feel extremely comfortable in selection of the Epicor QuantiSense Retail Business Intelligence suite. The speed and low-risk nature of the cloud

deployment model made the value proposition even more compelling,” said Judy Kucinski, vice president of Strategic Merchandising.

“Business intelligence is becoming a ‘must-have’ key competency for all retailers, but especially so for fast fashion retailers such as rue21, where tracking and analyzing the sheer variety and velocity of data becomes too cumbersome, too complex, and way too time-consuming,” said Jeff Buck, vice president, Retail Analytics, Epicor Retail. “rue21’s uniquely successful fast fashion business model is about speed which is embodied in every aspect of its business; the need for information and enabling business users with information BI self-service is critical to supporting this model. QuantiSense’s sole focus is assisting retailers in managing business complexities across channels and in gaining actionable insights with the velocity befitting the needs of fast fashion retailers.”

About Epicor Retail

Epicor Retail advanced end-to-end cloud and on-premises solutions meet the business needs of forward-thinking retailers, and the evolving expectations of their technology-enabled customers. Our solutions, which include Store/Mobile Store, Digital Commerce, CRM/Clienteling, Enterprise Order Management, Planning, Merchandising, Sourcing/PLM, Audit and Operations Management, and QuantiSense Retail Analytics, optimize all aspects of customer engagement, enterprise merchandising management and big data analytics. Together, they represent retail’s first extended omni-channel Cloud offering with a converged commerce platform that supports one clear view of products, customers, and transactions across the enterprise. Epicor Retail solutions are trusted by more than 500 leading brands -- from Aeropostale, Boot Barn, and Carters to Michael Kors, Plow & Hearth, rue21, and Urban Outfitters -- to drive efficiency, profitability and growth.

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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