

Johannesburg, SOUTH AFRICA, 27 June, 2017

## Epicor Signs International Channel Distribution Deal to Grow Footprint in Sub-Saharan Africa

***Demand for Epicor software in Africa drives reseller, epic ERP, to become distributor to meet market potential***

Epicor Software Corporation, a global provider of [industry specific software](#) to promote business growth, announced today that it has signed an international channel distribution deal to accelerate business growth and meet demand across Africa. The arrangement will see [epic ERP](#), previously a value-added reseller (VAR) for Epicor in South Africa, shift focus from selling and implementing Epicor ERP to customers directly, to recruiting and supporting resellers to grow their customer base.

epic ERP was established in December 2015 by South African [Pros Software](#) to meet market demands for strong expertise in delivering enterprise resource planning (ERP) solutions. In under a year its revenue has grown over ten times and its ERP application team has quadrupled in size. Despite having recruited some very talented resources to provide customers with support, demand is currently outstripping supply. In order to grow the business at the rate that the market opportunity would allow, the company has decided to change to a distribution model.

A recruitment drive for VAR partners in the region has begun with a view to doubling the current reseller base in the first eighteen months. epic ERP will take full responsibility for managing, marketing, invoicing and training resellers across Africa.

Danéel van Eck, director strategy at epic ERP commented, "Epicor ERP is a great fit for growing midmarket companies in Southern Africa and this presents enormous opportunity for growth. It would not be possible for the current number of resellers in the territory to properly support the envisaged growth of Epicor ERP. We see most of the growth primarily in South Africa over the next twelve months and then expanding rapidly to take advantage of the increasing maturity in the rest of Africa.

"We view Epicor as a very competitive solution, being able to use its modern architecture has enabled our customers to take ownership of their systems and prepare for challenges ahead, such as digital transformation and Industry 4.0. Our vision is to enable our customers to grow business, not software. This allows us to be involved in higher value activities."

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Danéel van Eck  
Director Strategy  
epic ERP

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Sabby Gill, executive vice president international at Epicor Software commented, “To make an impact on the African market takes investment and infrastructure. By partnering and working with epic ERP as a distributor we increase our footprint and are able to penetrate larger organisations. This is a new business model for Epicor and it enables us to have a substantial team on the ground to promote further international growth.”

### **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, hosted, 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](http://www.epicor.com).

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