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Rectella Selects Epicor to Drive Online Growth

Home Furnishings Retailer chooses Epicor Commerce Connect Integrated with Epicor ERP to Support Ongoing Growth

Epicor Software Corporation, a global provider of [industry-specific enterprise software](#) to promote business growth, today announced that Rectella has chosen [Epicor Commerce Connect](#), a flexible eCommerce platform management solution for B2B and B2C companies, tightly integrated with Epicor enterprise resource planning (ERP) to support its ambitions to become a true multi-channel retailer.

[Rectella](#) – historically a manufacturer – has moved into the retail space selling home furnishings including curtains and bedding through its Julian Charles brand. Shortly after celebrating its first anniversary online, the [Julian Charles](#) brand experienced a huge spike in growth. This growth, however, brought problems of its own – exposing the incumbent eCommerce platform as lacking enough agility and flexibility to support Julian Charles’ multi-channel growth plans.

Built on Magento® open source technology, Epicor Commerce Connect enables companies to develop unique websites quickly and manage them easily – providing the tools to develop a rich customer experience throughout the whole online order lifecycle. Fully integrated with [Epicor ERP](#), Epicor Commerce Connect eliminates the need to maintain a separate product database and provides streamlined access to ordering, product or account information including customer specific pricing, inventory levels, marketing and customer service processes – in real-time using data that can be viewed online.

With a number of employees having previously used Magento software, Epicor Commerce Connect was one of a number of solutions on Rectella’s list of possibilities, however, the flexibility and opportunity for growth offered by the software was the key factor in Rectella’s decision.



JULIAN CHARLES
SINCE 1947

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*Stuart Hall
Sales Director UK and Ireland
Epicor Software*

“With the ultimate goal of driving sales and some very aggressive targets in place for the next few years, we needed a solution that was flexible enough to grow with us, and Epicor provided us with this,” said Tim Berryman IT technical manager at Rectella.

“An example of where the platform has really worked for us was over the last Black Friday weekend. The stability of the new web platform allowed us to cope with unprecedented levels of traffic and contributed to the four days of trading being our strongest to date. This is the type of growth that just wouldn’t be possible without the new Epicor platform, which helped us deliver better trading figures than expected,” he added.

“While many companies can provide eCommerce services, very few providers are able to deliver the value and results that Epicor Commerce Connect provides,” adds Stuart Hall, sales director for Epicor Software in the UK and Ireland.

“Integrated with the latest version of Epicor ERP, Epicor Commerce Connect enables our customers to utilise their websites to drive revenue, increase customer satisfaction and grow their businesses,” concludes Hall.

About Epicor ERP

Epicor ERP is a global enterprise resource planning solution that delivers the choice, flexibility and agility to drive growth and opportunity throughout your business without the complexity of legacy platforms. A single, end-to-end software solution for business, Epicor ERP is available in the cloud, hosted, or on-premises. Epicor ERP offers a modular approach with robust capabilities focused on reducing costs, streamlining processes, and improving customer responsiveness across the enterprise -- all top priorities toward achieving continued growth and profitability. Visit the [Epicor ERP 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, 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.

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