

Latest ChainTrack.HQ Release Offers Superior Functionality In Master Data Management For Grocery Retailers

Version 4.2 Provides Tighter Control Over Item Lifecycles and Improves Data Integrity With Store Systems

November 3, 2009 – Akron, OH – SofTechnics, the premier provider of mobile price and inventory management solutions for the retail sector, is pleased to announce the general availability of ChainTrack.HQ version 4.2. This release constitutes the most comprehensive toolset for Master Data Management available to grocery retailers.

ChainTrack.HQ is a web-deployed Master Data Management (MDM) solution that manages item assortment, pricing strategy, vendor authorizations, and all of the data necessary for hosting in-store retail operations. Version 4.2 extends functionality with a range of new features that were designed based on customer feedback, technology advancements, and the support of industry initiatives. This release includes a series of new “assistants” that streamline the process of modifying large amounts of data simultaneously. Through these assistants, users can easily support everything from vendor replacements for DSD items to updating POS flags and product classification changes. Many of the new features included in this release are also geared toward enforcing data integrity through tight integration with the SofTechnics store systems.

“We were able to see immediate benefits from upgrading to this latest release of ChainTrack.HQ,” said Steve Brown, POS Director at Dave’s Marketplace. “The redesigned item comparison process with CT2020 has already improved the quality and accuracy of data at our stores, and provides tighter control over how we handle any identified discrepancies.”

“Running a grocery organization means maintaining hundreds of thousands of items and all of their unique attributes, which can be a very labor-intensive undertaking,” states Guy Dille, Global Business Unit Leader, Retail Software & Integration for Mettler-Toledo. “Our focus with ChainTrack.HQ is to simplify this process to ensure that our customers continue to achieve reductions in the time spent in data management so that they can focus on the key business initiatives that drive their operations.”

About Dave's Marketplace:

Dave's Marketplace has established an outstanding reputation for quality products and superior customer service. This distinguished quality and service dates back to 1969 when Dave Cesario opened a small roadside fruit and vegetable stand originally called Dave's Fruitland. Over the past 40 years, Dave's has grown into *the largest independent grocery chain in Rhode Island*. We have only our Excellent Employees and Customers to thank for this accomplishment.

About SofTechnics:

SofTechnics is the premier provider of mobile price and inventory management solutions for the retail sector. Retailers have come to rely on SofTechnics for our twenty-year track record in achieving retail excellence through innovative grocery and general merchandising solutions. We have the experience and the vision to help you manage your inventory, improve your bottom line, and dramatically increase your productivity - all with a rapid return on investment. SofTechnics, Inc. is a wholly-owned subsidiary of the Mettler-Toledo Corporation with North American headquarters in Columbus, Ohio, and regional offices across the United States.