

## **SofTechnics Introduces SoftRetail at Retail's Big Show in New York City**

**January 7, 2010 – Akron, OH** - SofTechnics, the premier provider of mobile price and inventory management solutions for the retail sector, is introducing SoftRetail, a new suite of store support applications, at the NRF 99<sup>th</sup> Annual Convention & Expo, January 11-12 at the Jacob Javits Convention Center in New York City, NY.

SoftRetail utilizes the latest technologies, including a Services Oriented Architecture (SOA), in combination with industry-proven business logic to support the requirements of a broad cross-section of retail, including Supermarket and General Retail. SoftRetail manages store-level operations including receiving, ordering, maintain sales floor conditions, extended inventory management, and item and price management. The application infrastructure supports the most widely adopted open service standards reducing integration costs and total cost of ownership while maximizing ROI.

At SofTechnics' booth #1943, attendees will be able to see how SoftRetail will help improve their store operations. "Today, modern retailers carry both grocery and general merchandise products in their stores and manage their inventory based on best practices from both market segments," states Tim Drummond, Vice President of Development at SofTechnics. "We are pleased to announce that with SoftRetail, all of these business practices can be managed with just one software solution. SoftRetail is the result of collaboration with many of our customers to fulfill the need for an integrated, modular store software solution that offers superior flexibility through the use of open architecture and service orchestration."

SofTechnics will also demonstrate the latest enhancements in the ChainTrack.HQ Master Data Management solution, SoftGrocer in-store application suite for grocery, GeM2020 in-store application suite for general retail, and the latest in hardware offerings. Visitors can also expect to see how these latest product releases support the newest industry initiatives for product traceability and recalls.

### **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.

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