

## Roundy's Supermarkets Chooses SoftGrocer to Reduce Inventory Overhead and Improve In-Stock Position

**January 5, 2010 – Akron, OH** - SofTechnics, the premier provider of mobile price and inventory management solutions for the retail sector, is pleased to announce today that Roundy's Supermarkets is implementing the SoftGrocer Inventory Management solution throughout their chain. Roundy's Supermarkets selected a centralized deployment of SoftGrocer such that all software, data, and business rules reside at the corporate headquarters while the information is made available to store associates via in-store workstations and mobile devices, and tight integration with other in-store and corporate systems.

The SoftGrocer Inventory Management solution is comprised of the following modules: Receiving, Ordering, and Location Based Inventory, integrated to streamline the physical count and backroom picking processes, ensure perpetual balances are verified and accurate, and update perpetual balances automatically from routine store operations such as receiving, transfers, adjustments, and point of sale transactions. The applications provide store personnel and peripheral store systems with crucial, timely inventory information, which helps to ensure the right inventory levels are maintained on-hand.

This system has resulted in better backroom inventory management, reduced store inventory, and reduced out-of-stocks. Now the inventory managers have the real-time information to manage inventory, which has provided savings to Roundy's in each store where SoftGrocer is deployed. In addition, Roundy's receivers are able to receive only the authorized product for the store, at the lowest negotiated cost.

"Implementing SoftGrocer helped us reduce our item out-of-stocks," said John Boyle, Chief Information Officer of Roundy's Supermarkets. "At the same time, we were also able to reduce backroom and overall store inventory levels without impacting product availability, which creates an immediate cost savings for our stores."

"SofTechnics is pleased to provide Roundy's Supermarkets with immediate and measurable ROI," said Guy Dille, President of SofTechnics. "Getting control over store inventory levels is a challenge, but one that returns significant benefits. Our SoftGrocer Inventory Management solution provides retailers with the tools necessary to reduce inventory levels while concurrently reducing out-of-stocks."

**About Roundy's Supermarkets:**

Roundy's Supermarkets, Inc. is a leading grocer in the Midwest with nearly \$4 billion in sales and more than 19,000 employees. Founded in Milwaukee in 1872, it operates 154 retail grocery stores under the Pick 'n Save, Copps, Rainbow and Metro Market banners in Wisconsin & Minnesota. For more information about Roundy's, visit the company website at [www.roundys.com](http://www.roundys.com).

**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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