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## Apprise Software Expands Reach in Europe

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Partnerships with Nirax and Global Software Solutions Continue Apprise Software's Global Expansion

Almere, The Netherlands, November 5, 2013 — Apprise Software has signed on two new partners to represent the Apprise® enterprise resource planning (ERP) solution for consumer goods manufacturers and distributors. Nirax, based out of Moscow, Russia, will be representing Apprise in greater Moscow and St. Petersburg and Global Software Solutions, based out of Etten-Leur, Netherlands, will be representing Apprise in Belgium, Netherlands and Luxembourg. These two partnerships will enable Apprise Software to reach a broader customer base in these European markets.

Nirax has years of experience selling ERP software into the Russian market. After analyzing the current ERP software offerings in Russia, their company recognized there was no solution in their market with out-of-the-box consumer goods specific functionality. Partnering with Apprise Software presents a huge opportunity for them to reach consumer goods manufacturers and distributors with a solution tailored to the way they run their business. Nirax CEO Andrey Glukhov said of the partnership, "Our company has performed implementation of ERP systems from different vendors for over five years. We truly believe that Apprise is the most promising ERP software solution we now offer, and plan to make it our main focus. We chose Apprise Software for the following reasons: as an industry specific solution, Apprise is exceptionally well thought out and meets all the requirements of the consumer goods supply chain; the Apprise product specialists are always ready to help whenever we need, which creates a close-knit working relationship; and the functionality and architecture of Apprise is superior to other similar solutions."

Global Software Solutions works closely with mid-size consumer goods wholesalers. Their previous focus was solely on providing clients with accounting software and basic trade processes, as well as development of online business applications. Global Software Solutions signed on as an Apprise Software partner so they can also offer a single integrated ERP solution to help run their clients supply chains. The fact that Apprise comes out-of-the-box with all of the tools consumer goods companies need to run an efficient supply chain was the main selling point. "Customers are more demanding than ever at this time. With Apprise business software we can provide our consumer goods customers a software solution with completely integrated functionality. This way they can

improve their supply chain performance and create the best value for their customers,” said Edmond van Gestel, director, Global Software Solutions.

The Apprise ERP software solution is used by companies around the world, and it is recognized as the industry’s only fully integrated supply chain solution designed specifically for consumer goods manufacturers and distributors. Apprise is built with global consumer goods companies in mind, and includes multi-lingual and multi-currency functionality. It is available in 10 languages, including Russian, Dutch, German, English, UK English, French, Spanish, Chinese, Korean and Czech.

“We’re excited to bring on two excellent new partners to represent the Apprise solution in these important European markets,” said Jeff Broadhurst, CEO of Apprise Software. “We offer a unique ERP software solution that is differentiated from anything currently in these markets, and we feel these are the partners with the local expertise to work with local consumer goods manufacturers and distributors. Together, we will help these companies improve their supply chain efficiencies and relationships with their retail customers, while also increasing their profits.”

Apprise is an end-to-end supply chain solution that helps companies improve their entire business from manufacturing and sourcing through delivery to retail customers. Apprise ERP includes tools and functionality for manufacturing, production monitoring, importing, warehouse, inventory, logistics, financials and compliance requirements such as EDI, RFID, labeling, shipping, and other mandates. A proprietary profitability scorecard helps consumer goods companies see and understand bottom line profitability on individual products, brands, stores and by retail chain.

Since 1984, Apprise ERP has given consumer goods companies a single, integrated solution that is dynamic and powerful enough to manage the entire consumer goods supply chain. Developed, implemented and supported by Apprise Software, the software provides fully integrated and singularly focused solutions for importers, manufacturers, and suppliers of consumer goods that sell to mass merchants and independent retailers.

### **About Nirax**

Nirax is a leading business software reseller that also handles software implementations and support. Nirax prides itself on understanding the needs of their customers and bringing them the best possible software solution for business management, finance and taxes. The Nirax team is focused on improving their customers overall business by providing software to produce a competitive advantage. For more information, visit: [www.nirax.ru](http://www.nirax.ru)

### **About Global Software Solutions**

Global Software Solutions is on the forefront of selling packaged software and developing custom solutions, mainly online, for the Netherlands, Belgian and German markets. They’re a team of experienced specialists that work together with the customer in order to find the most desired solution. It enables them to stay agile and include their customers’ feedback continuously through the process. This process helps them deliver top quality web applications, mobile applications and business software to their customers. For more information, visit: [www.global-s.nl](http://www.global-s.nl)

## About Apprise Software

Apprise Software has been providing integrated enterprise resource planning (ERP) and supply chain management (SCM) solutions to global consumer goods companies for nearly 30 years. The company offers global support, professional services, programming and other services through its headquarters in the US, and global offices in China, Korea, Australia, Czech Republic, the UK and the Netherlands. Leveraging the latest technologies – such as Microsoft® .NET, wireless warehouse solutions, RFID, cloud and iPad applications, along with industry best practices, our solutions deliver reduced costs, improved efficiencies, enhanced revenues and profitability, and a quick return on investment. For more information, visit [www.apprise.com](http://www.apprise.com)