



# Press Release

For Immediate Release

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## Apprise Software Expands Into Seoul, Korea

ERP & SCM Software Provider Brings Expertise & Services to Region's Consumer Goods Industry

BETHLEHEM, PA, August 24, 2011 — Apprise Software, developer of Apprise®, the enterprise resource planning (ERP) and supply chain management (SCM) application for consumer goods manufacturers and distributors, today announced it has opened a third office in the Asia Pacific region in Seoul, Korea. Apprise Software develops and deploys fully integrated software with tools and functionality designed to meet the needs of global consumer goods companies. The software is developed, implemented and supported from the company's headquarters in North America and through offices in China, Australia, Czech Republic and Korea.

The Seoul location will enable the company to support the supply chain activities of global manufacturers and distributors operating in Korea. Apprise Software's focus on the consumer goods industry brings specialized application and support services to the region, including professional services from its team of business analysts who are expert at providing best practice advice, development assistance, implementation and support services.

"We're looking forward to increasing our ability to better support our Asian customers and our focus on the Korean market," said Jeff Broadhurst, president. "Apprise offers industry specific ERP and SCM in one integrated application. Our singular focus on consumer goods helps drive faster development and implementation for our customers."

Apprise helps streamline the end-to-end processes of global companies who manufacture, import, and distribute consumer goods from Asia and other locations. Apprise customers include multi-national, multi-lingual companies that distribute products to retailers in Asia, Europe, North America and South America. The software is available in more than a half-dozen language sets, including Korean.

Application functionality enables companies to monitor the production activities of overseas suppliers, provides integrated tools to manage compliance requirements such as EDI, RFID, labeling, shipping, and other mandates. Apprise enables consumer goods companies to see and understand bottom line profitability on individual products, brands, stores and by retail chain through its proprietary profitability scorecard.

Apprise includes tools that improve: information sharing with suppliers and customers, demand planning and forecasting activities, product lifecycle management tasks, shipping and route delivery — including container management and landed costs - warehouse and inventory management, financials, reporting, business intelligence, customer relationship management, web commerce, and more. The application includes chargeback management tools that enable consumer goods companies to reduce, resolve and recover retailer chargebacks to help improve bottom line performance.

### About Apprise Software

Founded in 1984, with offices in North America, China, Korea, Australia and the Czech Republic, Apprise Software is a leading provider of integrated ERP and SCM software and services for consumer goods distributors and manufacturers. 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.co.kr](http://www.apprise.co.kr)