



# Press Release

For Immediate Release

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## Global Support Service Keeps Business Humming for Apprise Software Customers

24-hour Global Support Minimizes Supply Chain Disruption for Consumer Goods Companies

BETHLEHEM, PA, February 26, 2013 — Manufacturing and distributing consumer goods is a global endeavor, requiring long hours across multiple continents. Supporting the technology needs of consumer goods manufacturers and distributors requires a similar commitment to providing global support and services. In 2007, Apprise Software opened its first global office to provide support and services to its Apprise® enterprise resource planning (ERP) and supply chain management (SCM) customers doing business in Asia. Since then, the company has expanded its global support network, now offering support and services in Europe as well.

“In 2006 we made the commitment to open an office in Asia where our customers were conducting business,” said Jeff Broadhurst, president. “More recently we began offering support out of our Brno, Czech Republic office. Between North America, Asia, and Europe we cover our customers’ support needs 24 hours a day in the same time zones and native languages they do business.”

Uninterrupted 24-hour support can mean the difference between meeting retailer deadlines, or missing them. In the past, Asia or Europe-based customers lost valuable business time when their overseas operations logged issues with North America only to wait – sometimes hours – for the sun to rise on the business day in North America. Now, issues can be logged directly into Apprise® Care, Apprise Software’s online customer support tool, and the issue is immediately assigned to a global team of support representatives who respond to the issue no matter what time of day or night.

“Our global support team offers stellar service and business continuity for our customers,” said Lynn Whitman, vice president, customer services. “The team is comprised of members from each of our offices. They know our customers, understand their business, and work on issues collaboratively in order to keep operations running around the world.”

Apprise Care team members troubleshoot issues and answer questions around the clock on any number of system related topics. From the mundane ‘how do I run this report’, to more complex issues such as setting up multiple currency general ledger accounts, the Apprise Software team answers questions, offers advice and shares best practices.

“Our team knows the consumer goods industry,” noted Whitman. “It’s all we do. So we understand how important it is to keep the supply chain moving forward so goods can get to retail shelves on time. No question is too big or too small for our team.” Apprise Software offers 24-hour phone support and an online support portal where issues can be logged and tracked. A knowledgebase of frequently asked questions, technical tips and best practices offers customers self-service support options as well.

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## Continued - Global Support Keeps Business Humming for Apprise Software Customers

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 enterprise resource planning (ERP) and supply chain management (SCM) company provides fully integrated and singularly focused solutions for importers, manufacturers, and suppliers of consumer goods that sell to mass merchants and independent retailers.

### **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 more than 25 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 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).

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