



Press Release

For Immediate Release

Contact:

Jae-Bum Kim

Apprise Software, Ltd.

Email: Jae.Kim@apprise.com

Tel: +82 2 558 4100

Contact:

Sheila Caballero

Apprise Software, Inc.

Email: Sheila.Caballero@apprise.com

Tel: (610) 991-3900

Apprise Software Inks Deal With Hyundai BS&C

Partnership Expands Hyundai's Reach, Which Now Includes Distribution Software Market

SEOUL, KOREA, March 11, 2013 — Apprise Software has inked a deal with Hyundai BS&C, a leading IT consulting and solutions provider, to represent the Apprise® enterprise resource planning (ERP) solution for consumer goods manufacturers and distributors in Korea and throughout Asia. Hyundai chose the Apprise solution, a single integrated ERP package, because it enables consumer goods companies to run their entire business without the need for expensive add-ons or customizations. The partnership combines Apprise Software's global best practice knowledge with advice and services from one of the region's most trusted consulting organizations.

As part of the agreement, Hyundai BS&C will form a new specialist group that will serve the consumer goods industry. The new group will expand Hyundai BS&C's IT services expertise into the manufacturing and distribution sector. Hyundai BS&C has vast system integration, IT outsourcing and consulting and solution expertise. Apprise Software brings industry specific solutions to the region specifically designed for the way global consumer goods companies do business.

"Most Korean distributors have been using local ERP solutions based on local distribution practices without considering global distribution standards," said Hwang Hwan Guk, senior vice president, Hyundai BS&C. "We will help distributors implement the best ERP solutions that will help them run their global business more efficiently."

The Apprise ERP solution is respected around the world as the industry's only fully integrated supply chain solution designed specifically for consumer goods manufacturers and distributors. Created with the needs of global consumer goods companies in mind, the software includes multi-lingual and multi-currency functionality. The software is available in more than a half-dozen language sets, including Korean.

"We're happy to have Hyundai BS&C's trusted team of IT solution experts join with us to increase awareness of the Apprise solution in such an important market," said Jeff Broadhurst, president, Apprise Software. "Demand for consumer goods in the region continues to be strong, and manufacturing and distribution companies need ERP and supply chain management (SCM) solutions that can keep pace with their business. Apprise helps companies improve productivity and profitability while getting brands to market at the right time and at the right price."

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 ERP and 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.

Continued - Apprise Software Inks Deal With Hyundai BS&C



Seoul, Korea -- Executives from Hyundai BS&C and Apprise Software celebrate the signing of a strategic alliance agreement between the two companies. Present (left to right) are: Young Ho Lee, Director of IT Solutions Consulting - Hyundai BS&C, Jae Kim, Country Manager - Apprise Software Korea, Jeff Broadhurst, CEO - Apprise Software. Also from Hyundai BS&C, Hwan Kook Hwang, Senior VP of IT Business Division, Alex Hong, VP of IT Business Division, Byung Chul Kim, Director of IT Technical Services.

About Hyundai BS&C

Hyundai BS&C is a leading total IT services provider with expertise in system integration, IT services and consulting for the manufacturing, distribution, construction, chemical, finance and public sectors. The Hyundai BS&C team is focused on improving the productivity of their customers to drive competitive advantage through service offerings that include: IT needs analysis, consulting, design, implementation and maintenance. As a leading IT Services and Convergence consultancy, Hyundai BS&C helps optimize a diverse range of industries from shipbuilding and automotive, to wholesale distribution of consumer goods. For more information, visit: www.hd-bsnc.com

About Apprise Software in the Cloud

Apprise Software offers on-premise, multi-tenant and private cloud options for global consumer goods companies. Our partnership with Amazon Elastic Compute Cloud (Amazon EC2) gives our customers the reliable, secure and scalable solutions they need to launch their business in the cloud. And Amazon ensures your cloud deployment is backed by a 99.95 percent uptime guarantee. Partnering with Amazon EC2 gives consumer goods companies lower latency and higher throughput. Together, we offer easy-to-deploy, affordable-to-license, subscription-based alternatives to traditional on-premise solutions.

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 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.

###