

# Press Release

## **A-America, Inc. Selects Apprise® Wireless Warehouse for Warehouse Automation**

- **Early returns on investment seen within two days**
- **Picking efficiencies improve 67%**

**Bridgewater, N.J. – May 2, 2005** – Apprise Software, Inc., a leading provider of integrated software solutions for consumer goods distributors, announced today that A-America, Inc. has selected and implemented Apprise® Wireless Warehouse to automate operations in its 200,000 square foot warehouse.

Headquartered in Seattle, WA, A-America is a leading importer and distributor of home furnishings for the bedroom, dining room and home office. For over 30 years, A-America has had a history of profitable growth providing quality home furnishings, at competitive prices, to specialty and large chain furniture retailers throughout the United States and Canada. In a highly competitive market, A-America has been able to reduce costs, increase efficiencies and deliver improved service to customers by consistently focusing on operational improvements.

A-America selected Apprise Wireless Warehouse due to robust functionality and tight integration with its broader ERP solution, Apprise® Distribution, which is also provided by Apprise Software. Apprise Wireless Warehouse enables A-America to automate data collection in its warehouse for improved efficiencies in receiving, putaway, picking and shipping; reduced warehouse errors; increased visibility into inventory location and availability; and tighter control over inventory overages, shortages and shrinkage.

Starting with a phased implementation, Apprise Wireless Warehouse was deployed initially in one warehouse zone. “We wanted to test the technology, and we expected an initial decrease in warehouse worker productivity as the team learned how to most efficiently use the system,” said Kurtis Beach, information systems manager for A-America. “But, the Apprise system was reliable, intuitive and easy to learn. The team was productive within hours, and we saw early and sustainable productivity improvements in just two days - not two to three weeks as we had expected.” As a result, A-America sped up deployment of Apprise Wireless Warehouse to the remainder of their warehouse operations.

“The elimination of paper picking, and the automation of and improved control over workflow, have increased picking efficiencies by 67%,” said Shawn Ross, warehouse operations manager for A-America. “We have real-time insight into worker productivity, and we can dynamically allocate and change activities based on priorities in order to best meet our customers’ needs. We expect to break even on the system in less than one year,” continued Ross.

Apprise Wireless Warehouse is an integrated element of Apprise Distribution – Apprise Software’s enterprise-wide solution designed to help consumer goods distributors optimize their operational performance from importing goods through distributing them to retailers and mass merchants. “Warehouse management is a critical element and cost driver in our customers’ distribution process,” said Jeff Broadhurst, president of Apprise Software. “Apprise Wireless Warehouse provides our customers with the capabilities they need to meet the requirements of their customers while also delivering improved warehouse accuracy, efficiency and productivity for a positive impact on both their top and bottom line.”

Apprise Wireless Warehouse utilizes flexible industry leading hardware options, including rugged hand-held devices and tablet PCs, which are based on the latest 802.11 wireless

standards. Through the use of Microsoft® .NET and Progress® OpenEdge™ 10 technologies, Apprise Wireless Warehouse maximizes the benefits associated with automated data collection by allowing a distributor's warehouse personnel to seamlessly communicate and exchange information in real-time with the broader enterprise system. This real-time integration provides warehouse and other personnel with critical insight into inventory availability and status, enabling them to improve order fulfillment rates, increase order accuracy and enhance customer satisfaction. In addition, the solution provides warehouse management with real-time insight into warehouse personnel performance, enabling them to dynamically assign and adjust warehouse tasks based on customer priorities and personnel workloads in order to maximize productivity.

### **About Apprise Software, Inc.**

*Founded in 1984, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions for consumer goods distributors. Leveraging latest technologies - such as the Microsoft® .NET framework, Progress® OpenEdge™ 10 and wireless warehouse solutions – along with industry best-practices, Apprise Software provides consumer goods distributors with solutions that meet their unique business requirements while delivering reduced costs, improved efficiencies, enhanced revenues and profitability and a quick return on investment.*

For more information about Apprise Software, Inc. please visit <http://www.apprise.com>.

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