

# Press Release

## **From COBOL to Microsoft® .NET, a Lot Has Changed in 20 Years for Apprise Software and Its Customers**

**Bridgewater, N.J. – July 27, 2004** – Apprise Software, Inc., a leading provider of enterprise-wide software solutions for consumer goods distributors, announced today that 2004 marks the celebration of its 20<sup>th</sup> year in business. Much has changed in 20 years for Apprise Software and its customers. Apprise Software's applications began in the 1980s as character-based solutions written in COBOL and then soon migrated to applications written in a 4th generation language. Apprise Software's Apprise® Distribution was later developed using a clean sheet development approach in the 1990s and today leverages the latest technologies--such as the Microsoft® .NET framework--to provide customers with enterprise-wide financial and operational solutions.

While technology has dramatically changed, Apprise Software's customers--consumer goods distributors--have seen equally earthshaking changes to their world. Many once manufactured locally, and now have shifted to overseas manufacturing, outsourcing and product importation, while their customer base has become dominated by large retailers and mass merchants, creating significant new supply chain compliance requirements.

"Almost every aspect of both our customers' business and our technology has changed since 1984," said Jeff Broadhurst, president of Apprise Software, Inc. "Our customers have had to evolve quickly to survive and so have we. We are lucky to have a great customer base that has been quick on their feet in staying ahead of trends in their industry. We are equally fortunate to have been able to lead our industry with applications that are world-class in both functionality and technology."

Janome America, Inc., the U.S. headquarters of Janome Sewing Machine Co., Ltd. of Japan and a world leading manufacturer and distributor of sewing machines and related accessories to over 700 locally-owned independent dealers and national dealers such as JCPenney, QVC and Hancock Fabrics, is a long standing Apprise Software customer. "Janome America has roots that date back to 1867. As you would imagine, the company has experienced a great deal of change," said Raymond Bunora, information technology and logistics manager for Janome America, Inc. and sister company Janome Sewing Machine Co., (Canada) Ltd. "20 years ago, the first automated sewing machines for home use were just being introduced. Today's models are software-driven, fully-automated, computerized machines with color touch-screens and PC integration capabilities."

As part of a large multi-national organization, the North American Janome subsidiaries have complex global supply chain requirements. With plants overseas in Japan and other parts of Asia, accurate and timely inventory tracking, management and forecasting is critical to meeting customer demands. New retail outlets through department stores and mass merchants have created complex compliance requirements, such as dynamic routing and EDI. System integration and full visibility into supply chain and business performance across all functions is critical to efficient business operations.

"We started out using Apprise Software for order entry capabilities and for financial applications in the accounting department," said Bunora. "As our business environment changed, Apprise Software's applications have grown with us to address our new and constantly evolving business needs, from sales and service to import management and retailer compliance. Today we use Apprise Software across all functions and levels of the organization for all of our operations in the United States, Canada and Mexico," continued Bunora. "Everyone has real-

time visibility into the supply chain and business performance results, which improves our interactions with customers and the level of service that we are able to provide them.”

“Apprise Software’s goal has always been to develop and deliver highly functional, quality solutions for the distribution industry that integrate and leverage the latest proven technologies,” said Kevin Ryer, vice president of research and development for Apprise Software, Inc. “By staying ahead of the curve in identifying and adopting the right new technologies, such as relational databases in the 1980s, graphical user interfaces in the early 1990s and the Microsoft® .NET framework today, we are well positioned to continue to execute against that goal for the next 20 years and beyond.”

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

*Founded in 1984, Apprise Software, Inc. is a leading provider of enterprise-wide software solutions for consumer goods distributors. Leveraging industry best-practices and the latest technologies - such as the Microsoft® .NET framework and wireless warehouse solutions –Apprise Software provides consumer goods distributors with solutions that meet their unique business requirements, including purchasing, distribution resource planning, import management, customer service, sales, EDI, CRM, retailer and mass merchant vendor compliance and chargeback management, manufacturing, warehouse management, financials, executive information systems, business intelligence and eBusiness solutions.*

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

#### **About Janome America, Inc.**

*Janome America is the largest subsidiary of Janome Sewing Machine Company of Tokyo, which produces more than 1.8 million sewing machines annually as well as a line of related sewing products and embroidery software. It is a category leader in innovation, and Janome sewing machines are recognized throughout the industry for their ease-of-use and unsurpassed stitch quality.*

For more information, visit [www.janome.com](http://www.janome.com)

Apprise® is a registered trademark of Apprise Software, Inc.

Janome® is a registered trademark of Janome Sewing Machine Co., Ltd. of Japan in the United States, Japan and/or other countries.

Microsoft® is a registered trademark of Microsoft Corporation in the United States and/or other countries.

###

#### **Contacts:**

Apprise Software, Inc.  
Kelley Marko  
Phone: (908) 725-6000  
email: [kmarko@apprise.com](mailto:kmarko@apprise.com)

Janome America, Inc.  
Customer Relations  
Phone: (201) 825-3200  
email: [custrel@janome-america.com](mailto:custrel@janome-america.com)

