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JustEnough Software, Columbus and Keyora Launch E2E Retail Powered by Microsoft Dynamics

Joint Offering Marks the Industry's First Comprehensive, End-to-End Solution for Omni-Channel Retailing

Newport Beach, Calif. – Jan. 11, 2012 – [JustEnough Software](#), [Columbus](#) and [Keyora](#) today announce the launch of their joint offering, **E2E Retail Powered by Microsoft Dynamics**. Built on Microsoft's industry-leading Dynamics AX enterprise resource planning (ERP) system, it is the industry's first cohesive, end-to-end solution designed to meet the needs of today's omni-channel retailers.

E2E Retail Powered by Microsoft Dynamics brings together powerful e-commerce, financial planning, merchandise and assortment planning, allocation and replenishment, business intelligence, store operations and point-of-sale capabilities. The solution eliminates reliance on disparate and disconnected retail systems, replacing them with real-time, connected workflows. As a result, retailers can unite their people, processes and selling channels in an effort to:

- Compete for brand differentiation and customer loyalty
- Meet and exceed the needs of increasingly demanding consumers
- Keep pace with the rate of change as new selling channels emerge and the line between social networks and the marketplace continues to blur

"With the growing number of selling channels, product choices and unprecedented access to information, retailers are challenged to keep pace with changing consumer buying behaviors," said **Malcolm Buxton, president and chief executive officer of JustEnough**. "The omni-channel retail environment is making it more difficult for companies to meet increasing service-level expectations while minimizing inventory costs and maximizing margins. E2E Retail Powered by Microsoft Dynamics can help. Users will be able to plan demand-driven assortments and deliver the right products to the right channels to drive up sales and corner market share."

Thomas Hauge, managing director of Columbus North America, added, "The benefits retailers will realize using E2E Retail Powered by Microsoft Dynamics are numerous. Increased basket size, improved enterprise-wide visibility and enhanced customer service levels combined with the ability to blend sales channels are just some of the tangible results users will enjoy. Ultimately, retailers will gain the flexibility and control needed to deliver a compelling omni-channel shopping experience."

For a demonstration or to learn more about E2E Retail Powered by Microsoft Dynamics, visit booth #3020 at the **2012 National Retail Federation BIG Show** in New York City,



January 15-18. Visit www.e2etailsolutions.com for additional information about the industry's leading end-to-end approach to omni-channel retailing.

About Columbus

With solid industry know-how, Columbus is a preferred business partner for ambitious companies within the food, retail and manufacturing sectors. Columbus' key deliverables include flexible and future-safe ERP, CRM, BI and related business applications that deliver competitive advantage. We know how to adapt and implement our proven Microsoft-based solution sets to maximize efficiency and overall business performance – for immediate impact. Exceeding 20 years of experience and 6,000 successful implementations, Columbus currently employs over 1,000 dedicated staff working out of 41 offices in 21 countries. Read more at www.columbusglobal.com.

About JustEnough

Founded in 1994, JustEnough is a global leader in Demand Management solutions. JustEnough services more than 500 of the world's leading brands including Allocation and Replenishment of inventory at **Kenneth Cole**, Merchandise and Assortment Planning at **Levi Strauss**, Sales Forecasting at **Kraft Foods**, Inventory Planning for **IDS Group** (Li & Fung) and **Nissan**, and Mobile Sales Force Automation at **SAB Miller**, **Cadbury** and **Heineken**.

OnCloud, OnSite and OnMobile, JustEnough's Demand Management solutions, help retailers, distributors and brand owners to forecast their customer demand, plan their assortments, allocations and inventory, shape their demand and then execute on those plans. JustEnough is headquartered in the United States with offices worldwide. Learn more at www.justenough.com.

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