



## **Jesta I.S supports Multi-Channel operations with Vision E-DOM**

**New York, NY – March 1, 2010 - Jesta I.S. Inc.**, a leading supplier of business solutions for the soft goods and specialty markets announced today the extension of Vision Suite to support Multi-Channel Retail operations with Vision E-DOM (Electronic Distribution Order Management).

In order to compete, the "21st century retailer" must have an integrated retail software solution that provides insight into customer data across multiple sales channels, uncovers new revenue and growth opportunities, improves customer relationships, and increases profitability. However, many retailers today are still facing two major obstacles—a lack of cross-channel operational efficiencies and lingering technical shortfalls.

As a result, Jesta I.S. introduced Vision E-DOM to help businesses successfully face the challenge. Jesta's Vision Suite new module, Vision E-DOM (Electronic Distribution Order Management) support companies' cross-channel sales by integrating their brick-and-mortar merchandising, online activities with corporate policies and inventory management needs. Moreover, it provides real time information to managers across the enterprise to respond and make decisions helping them to reduce costs while maintaining a consistent corporate brand image.

With the Vision Suite, retailers are now capable of redefining the customer experience, improving merchandising, overcoming inventory challenges, capturing lost opportunities, taking advantage of real-time demand information and achieving operational efficiencies that were never before possible. Vision E-DOM is the next generation e-commerce fulfillment system that allows product fulfillment from any designated location including store locations. By creating a seamless cross-channel environment, retailers are now able to realize inventory optimization, achieve more effective assortment planning based on accurate cross-channel demand, create greater inventory turnover across the chain, increase sales, improve profitability and experience higher levels of customer satisfaction.

Retailers are in a race to improve the profitability of their online channel along with their traditional brick-and-mortar stores. Those retailers thinking about growing these channels together, in a more multichannel strategy, have the potential to produce growth and shareholder returns superior to those developing channels independently. The Vision Suite is the foundation to develop these channels", commented Leslie Belcher, President of Jesta I.S.

### **About Jesta I.S.**

Jesta I.S. is a leading supplier of business solutions leveraging more than 40 years of expertise in supply chain management systems for manufacturers, distributors and retailers primarily in the soft goods and specialty industries worldwide. Jesta I.S. is recognized for its



expertise, innovative products and services and its commitment to evolving business solutions in today's rapidly changing business world. Jesta I.S.' solutions process essential business management information for well known industry leaders including Perry Ellis International (NASDAQ: PERY), PUMA (German: PUM), Genesco Inc. (NYSE: GCO), Town Shoes Limited, Cole Haan, Hagggar Clothing Co., Cavender's Boot City and DSW Inc. NYSE: DSW) as well as many others. Additional information is available at [www.jestais.com](http://www.jestais.com)

### **About Vision Electronic Distribution Order Management**

As you move into the world of e-Tailing, Jesta I.S.' Vision Electronic Distribution Order Management (Vision E-DOM) can help you. Vision E-DOM will manage the product assortment available for purchase on the web site (or multiple sites), then manage and fulfill the orders as they are received, closing the feedback loop with the customer by providing shipping notification when the products purchased are on their way.

Vision E-DOM will determine which location(s) are to be used to fulfill an order based entirely on a flexible set of parameters. Whether you choose to allow partial shipments from multiple warehouses, distribution centers, or stores, or only allow complete shipments from a single location, Vision E-DOM will ensure appropriate pick tickets and transfer notifications are sent to the appropriate fulfillment center, and then monitor the progress of the order.

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