



## **Homemakers to Deploy Latest Technology from Escalate Retail to Gain Competitive Advantage in Tough Retail Economy**

**San Diego – July 13, 2009** --- Escalate Retail today announced that Homemakers, Iowa's largest furniture store, will launch as the Beta partner for the latest Enterprise 1 version 12.1 this July. Additionally, Homemakers will upgrade its customer-facing solution by moving to the latest release of Customer 1 version 4.2.

Version 12.1 of Enterprise 1 provides Homemakers with functionality they can begin using immediately, including:

- **True landed cost tracking:** Provides a breakout of all costs for freight, customs, and more for every item on a purchase order; also tracks that cost throughout the life of the item within Homemakers' inventory until the item is sold
- **Item images:** Now included within the Enterprise 1 interface for easy access and visibility for customer service representatives
- **Updated report processing and check programs:** Allows additional ease of use with point-and-click functionality that takes advantage of the browser-based environment introduced with Version 12
- **Sales gateway:** Featuring customer creation and lookup, customer bill-to and ship-to updates, batch file process for item and price information, inventory availability and more.

With the upgrade to the latest Customer 1 release, version 4.2, Homemakers will have even more flexible options for the types of sales it needs to support. This will be especially critical for the upcoming Grand Opening of a new store in July that will offer seven cash lanes for quick sales, with seventy-nine other stations devoted to more complex orders that involve scheduling a delayed delivery, checking inventory, or processing a credit application. The new, user-friendly Customer 1 interface also projects a sleek, modern image that is consistent with the Homemakers brand.

"By enabling customer history and inventory availability lookup within our website seamlessly integrated to Enterprise 1, we now have a single view of our customers for all customer service and marketing activities and a single view of the inventory within our stores and on the web," said Rick Greth, Manager Computer Operations, Homemakers Furniture. "With so many customers now shopping online before visiting a store to make their purchase, we feel this seamless customer experience will provide us with a tremendous advantage over our competitors. We are highly confident that the ROI from these projects will meet our expectations."

"We are very pleased to be launching the Beta version of Enterprise 1 version 12.1 with Homemakers, a longstanding and successful customer," said Steve Pulver, Vice President and General Manager, Escalate Retail. "Homemakers has always worked diligently with our team at Escalate to ensure efficient and thorough implementation and adoption of new technology, and we have no doubt that it will see strong benefits from these new releases."

**About Escalate Retail**

Escalate Retail is the #1 provider of retail solutions that drive cross-channel excellence and personal, relevant shopping experiences – on the web, in the store and over the phone. Escalate Retail's *Buy Anywhere, Fulfill Anywhere Commerce™* is powered by Escalate's Cross-Channel Suite, which includes Escalate e-Commerce, Relationship Marketing, Clienteling and Order Management. More than 500 retailers run their businesses on Escalate software, including 11 of the largest 100 retailers worldwide, over 50 of the Internet Retailer top 500 e-commerce sites and 14 of STORES Magazine's "Hot 100". The company maintains headquarters in San Diego, CA with three additional offices located across North America and Europe. For more information, visit [www.Escalate.com](http://www.Escalate.com).

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