

## **National Survey Ranks ECRS as the Top US-Based Retail Automation Point of Sale Provider**

**BOONE, NC - DECEMBER 6, 2012** –ECR Software Corporation (ECRS) is pleased to announce its stellar rankings in the 2012 RIS Software LeaderBoard, which placed them as the top US-based retail automation software vendor focused in point of sale technology. The annual survey of over 300 retail executives serves as the "go to" guide for retailers looking toward technology investments and initiatives for the coming year. Eighty-two software companies, specializing in retail technology areas such as analytics, point of sale, and database management, received votes to be included in this year's survey and the top twenty among this group were ranked based on criteria including technology innovation, revenue, and customer satisfaction. ECRS finished in fourth place on the overall Software LeaderBoard, first for Customer Satisfaction by Grocery Retailers, and first for Return on Investment.

Speaking to ECRS' 23 years of adaptability and growth amidst near-constant market changes and ever-evolving technology trends, and to its strict adherence to a values-based core business philosophy centered on customer satisfaction, ECRS is one of only four companies to be consistently listed in the top of every RIS LeaderBoard since the survey's inception 12 years ago.

For 2012, ECRS placed in the top 10 of 32 retailer-influenced categories and scored 49.1 out of a possible 50 points for customer satisfaction. ECRS also pulled in its highest number of points to date for Retail Concentration, a reflection of an increasingly impressive technology suite featuring innovative solutions in areas such as supplier integration, automated store replenishment, analytics, self service, and point-of-sale, enabling retailers to maximize bottom line results with one complete system.

RIS LeaderBoard maintains its high standard of integrity by surveying a large pool of qualified retail executives, providing all participants with transparency of methodology, and the use of a third-party research firm, Litchfield Research, to ensure objectivity.

"ECRS has been a mainstay of the RIS LeaderBoard for 12 consecutive years," said RIS News Editor, Joe Skorupa. "Their dedication to customer service and technology development remains clear."

"ECRS is a fiercely independent software company focused exclusively on customer results," said ECRS President and CEO Pete Catoe. "It's an honor to be recognized for our innovative approach and attention to customer care. We're dedicated to automating the science of retail allowing our customers to focus on their retail art. We feel strongly that this delicate balance between science and art creates truly successful retail businesses as this survey consistently reflects year after year."

ECRS will be showcasing its front-to-back retail automation suite, Catapult™, in booth 2261 at the 2013 National Retail Federation – Retail's Big Show in New York City on January 14-15. To pre-schedule an appointment, please contact [marketing@ecrs.com](mailto:marketing@ecrs.com).

### **About ECR Software Corporation**

Since 1989, ECRS has provided comprehensive retail automation. The ECRS product suite includes: point-of-sale, back office management, inventory and replenishment, warehousing, supply chain, mobile solutions, kiosk, self checkout, customer loyalty, marketing, and management, gift card, general ledger, A/R, scale management, fuel pump interface, and pharmacy system integration. To learn more, please visit [www.ecrs.com](http://www.ecrs.com). Contact: [marketing@ecrs.com](mailto:marketing@ecrs.com). 800.211.1172 x5082