



## NEWS RELEASE

### For Immediate Release

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### UTC RETAIL Offers Enhanced Omni-Channel Functionality

*In-store omni-channel functionality and API added to POS-J's base feature set*

**Rochester, NY, January 8, 2015:** UTC RETAIL, a full-service provider of store solutions to the specialty retail marketplace, including software, hardware and professional services, announces the introduction of its new POS-J omni-channel functionality. These added features provide retailers with the ability to fully integrate their store solution into their omni-channel business strategy.

"Omni-channel can mean many things to many people," said Sam Villanti, President and CEO for UTC RETAIL. "As a result, our development strategy was to make our offering as flexible as possible. So, store associates can create new orders in POS-J or fulfill orders created in other channels, but the movement of data into and out of the central POS-J database, and the type of data moved, is completely up to the retailer. This allows for a variety of systems supporting other channels within the enterprise to be easily integrated and provides customer order information in near real-time."

In addition to some advanced functionality already within the base POS-J product, such as special orders and item look-up across the chain, the new feature set helps to support store-level omni-channel requirements, such as initiate a new order at a store, look-up an order from another channel or store, and pick-up or cancel an existing order. The product's architecture also includes an API to support the movement of information to/from POS-J's central database and other solutions in the retailer's omni-channel enterprise. With this approach, the retailer has the flexibility to choose which application is the omni-channel "hub" or the centralized system of record for reporting and analysis. It also allows for easier transition in the future, should the retailer make any changes to other applications in the enterprise, including catalog or e-commerce solutions.

### About UTC RETAIL™

UTC RETAIL offers a suite of in-store solutions, including software, hardware and services, which help our customers to thrive in the ever-changing and always accelerating retail climate. With 27 years of experience and over 450,000 store-level installations, UTC RETAIL has been recognized as the industry leader in delivering outstanding service and exceptional value. . Most recently, UTC RETAIL was again named a top 20 overall provider in the 2014 RIS News Software LeaderBoard. To date, more than 200 retailers, ranging in size from 1 store to over 2,000 locations, have chosen UTC RETAIL as their trusted partner. For more information on UTC RETAIL, call us at 1-800-349-0456, visit us at [www.utcretail.com](http://www.utcretail.com) or stop by our booth (#3111) for a product demo at the upcoming National Retail Federation Annual Conference and Exposition at the Jacob Javitz Center in New York City on January 11-13, 2015.