



Junction Solutions

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Contact:

Julie Herron Carson

jcarson@junctionsolutions.com

+1 404-285-3434

Junction Solutions Launches JunctionMCR On-Demand Built in Microsoft Dynamics AX

*Rich and Scalable Multi-channel Solution Set Delivers Full Capability Without the
Traditional Up-Front Capital Expenditure*

DENVER, CO — Denver-based Junction Solutions (www.junctionsolutions.com), a provider of vertical, market-specific on-premise and on-demand software applications and services for the Multi-Channel Retail, Food and Beverage and Distribution industries, has launched a new on-demand version of its flagship retail solution, JunctionMCR™. Specifically created for mid and large market Multi-Channel Retailers, JunctionMCR is an end-to-end multi-channel retail solution native to Microsoft Dynamics® AX and built with extended functionality to provide control and visibility over the entire retail supply chain.

“Our new on-demand version of JunctionMCR offers the unique combination of our customizable, flexible, vertical-specific ERP solution with the ease of use and financial benefits of an on-demand delivery,” said Jeff Grell, president and CEO of Junction Solutions. “JunctionMCR On-Demand can be deployed quickly with significantly lower upfront costs when compared to a traditional on-premise installation.”

“To succeed in today’s market, retailers must leverage technology smartly and use it in support of a strategy that creates a truly seamless shopping experience,” said Jeff Marker, senior vice president of multi-channel retail for Junction Solutions. “JunctionMCR connects critical retail headquarters, point-of-sale, call center and supply chain processes to deliver value in every area of the retail operation with real-time visibility to data and activities across all retail channels. Because consumers are seeking more informed purchase scenarios, retailers must embrace the notion of ‘anytime-anywhere’ retailing. Junction Solutions’ new On-Demand solutions and business services are designed specifically for the retailers who require a rich and scalable multi-channel solution set without the traditional up-front capital expenditures for hardware and software.”

"Retail industry customers are looking for innovative ways to deploy IT applications to drive efficiency and cost control in their organization, without sacrificing the customer experience," said Will Roche, Microsoft's US Dynamics Retail Industry Director. "JunctionMCR On-Demand aligns with Microsoft's Connected Retail Experiences strategy to provide the flexibility and deployment options our customers require to achieve their business goals and deliver a truly connected customer experience."

About Junction Solutions

With offices throughout the U.S. and U.K., Junction Solutions provides vertical-specific on-premise and on-demand software applications and services that help organizations enhance operational performance, reduce costs, expand delivery channels and strengthen relationships. Built on Microsoft Dynamics® AX and designed specifically for Multi-Channel Retail, Food & Beverage and Distribution companies, Junction Solutions' innovative offerings focus on enterprise resource planning, (ERP), supply chain management (SCM – demand, order, warehouse, yard and distribution management), human capital management, merchandising, order entry management, call-center management, eCommerce engagement and fulfillment. The company was named 2010 Microsoft Dynamics® Retail Partner of the Year. For more information, please visit www.junctionsolutions.com.

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