



Junction Solutions

## For Immediate Release

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### **Junction Solutions Unveils True Cross-Channel Retail Technology Enablement at the NRF Big Show**

LINCOLNSHIRE, Ill.-- Chicago-based Junction Solutions ([www.junctionsolutions.com](http://www.junctionsolutions.com)), a provider of vertical market-specific software applications and services for the Multi-Channel Retail and Food and Beverage industries, will debut its end-to-end, cross-channel technology strategy and solutions set at North America's largest retail conference in January 2011. For the first time, mid and large-market retailers will have hands-on access to a live, production-quality retail environment that will demonstrate how to fully integrate e-commerce, mobile solutions, brick and mortar stores, order centers, the warehouse, fulfillment operations, payment processing and distribution from a single data repository.

"It is up to retailers to leverage technology smartly and to use it in support of a strategy that creates a truly seamless shopping experience," said Jeff Grell, president and CEO of Junction Solutions. "Consumers are seeking more informed purchase scenarios across channels and ultimately the optimal shopping experience. Retailers must embrace the notion of 'anytime-anywhere' retailing and Junction Solutions' cross-channel solutions and business services deliver the 360-degrees of visibility necessary to bring this concept to reality."

Leveraging the full advantages of the Microsoft Dynamics AX platform, the Junction Solutions' cross-channel retail (XCR) solutions set supports a customer-centric approach to the buying process by aggregating critical data across the web, mobile, store, call center and catalog/direct sales channels and presents it in real time to every retail employee involved in the purchase and fulfillment process. The live demonstration that will be delivered at the NRF Big Show 2011 will be the first time the retail industry can explore a capsulated version of this highly complex process.

"Junction Solutions has created a unique and strategic set of cross-channel retail solutions that fully support Microsoft's vision of the truly connected customer environment," said Will Roche, Microsoft's US Dynamics Retail Industry market development manager. "Built entirely on Microsoft Dynamics AX, the Junction Solutions' XCR solution enables full operational transparency across and between every sales channel."

Junction Solutions is the Microsoft 2010 Retail Partner of the Year and will be featured at the NRF Big Show 2011 in booth # 979.

## **About Junction Solutions**

With offices throughout the U.S. and U.K., Junction Solutions provides vertical-specific 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 Food & Beverage and Multi-Channel Retail 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. For more information, please visit [www.junctionsolutions.com](http://www.junctionsolutions.com).