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LBM Mobile Technology Comes of Age with Epicor BisTrack Cloud

Epicor Launches Powerful and Easy-to-use Mobile Sales Solution
for Lumber and Building Materials Dealers

AUSTIN, Texas, August 10, 2015 -- Epicor Software Corporation, a global leader in business software solutions for manufacturing, distribution, retail and services organizations, today announced Epicor® BisTrack™ Cloud, an advanced mobile sales software package that helps boost the efficiency, productivity and effectiveness of lumber and building materials (LBM) salespeople when they are away from the office. A mobile extension to the popular Epicor BisTrack customer relationship management (CRM) platform, Epicor BisTrack Cloud provides quick and easy access to customer and product information, seamless customer communications, and remote ordering capabilities. The software also gives owners, managers and other mobile employees access to critical business information, dashboards, actionable smart views, and customer and product information anywhere and on any mobile device.

Sales are the lifeblood of any business, and, given the nature of the LBM market, outside sales are especially important to the success of any LBM sales effort. Until now, the mobile sales technologies offered to LBM dealers have been rudimentary and difficult to use. As a result, most salespeople have rejected these solutions, preferring to jot orders on paper and call the back office for order and product information. Unfortunately, these same salespeople may forget to follow up on business opportunities, lose track of orders or quotes, and frustrate customers with delayed responses to simple questions and requests.

"We have had the opportunity to beta test Epicor BisTrack Cloud, and enjoy its ease-of-use and functionality," said Robert Sanford, owner of Sanford & Hawley Inc. "Epicor BisTrack Cloud gives our sales team instant access to key information in the field that sets them apart from our competitors, and helps us offer our customers an enhanced level of service and information. We are confident that our continued use will result in increased sales opportunities and win rates. From an owner's perspective, it's a cutting-edge, powerful tool."

Epicor BisTrack Cloud Automates Outside Sales Process
Epicor BisTrack Cloud is designed to improve the productivity and effectiveness of outside sales people and mobile managers by giving them remote access to the mission critical information stored in their business system. It incorporates an innovative touch-based interface for easier use across smartphones, tablets and laptops. The software presents the most common tasks and sales-related information in an array of Smart Tiles. These Smart Tiles can be further customized to support the

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specific needs, job requirements and preferences of each employee. For example, each salesperson can have personalized shortcuts to their customer opportunities, quotes, customer notepads and other frequently used functions.

Epicor BisTrack Cloud combines this simple, user-defined interface with powerful and proven sales technologies. The software allows outside salespeople to remotely connect to the Epicor BisTrack business management system so they can be as informed and productive outside the office as they are at their desk. By giving these remote workers direct access to this information, the software streamlines customer information requests and frees back office staff from having to provide this information over the phone.

Epicor BisTrack Cloud automates the entire outside sales process. It gives outside salespeople the tools to track new business opportunities, follow up on outstanding quotes, and close the deal at the customer's jobsite. The software also alerts salespeople about important opportunities, customer issues, order status and delivery updates.

"With solutions that span the warehouse, yard, dispatch area, front office and back office, Epicor's technologies tie together and add efficiencies to the different divisions that make up a lumber and building materials business," said Graham Rigby, director of lumber and building materials product management for Epicor. "Epicor BisTrack Cloud extends our reach to the outside sales team with a groundbreaking mobile software package that runs on most modern day mobile tablets, laptops and smartphones. This software puts all the critical information outside salespeople need to be more proactive, productive and effective into the palm of their hands."

For additional information regarding Epicor BisTrack Cloud and other Epicor products and services, please contact your Epicor representative, call Epicor toll-free at **(888) 463-4700** or email lbm@epicor.com.

About Epicor Software Corporation
Epicor Software Corporation is a global leader delivering inspired business software solutions to the manufacturing, distribution, retail and services industries. With over 40 years of experience serving small, midmarket and larger enterprises, Epicor has more than 20,000 customers in over 150 countries. Epicor enterprise resource planning (ERP), retail management software, supply chain management (SCM), and human capital management (HCM) enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor provides the single point of accountability that local, regional and global businesses demand. The Company's headquarters are located in Austin, Texas, with offices and affiliates worldwide. For more information, visit www.epicor.com.

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