

## Slotting Optimization Technology Fosters Strategic Improvement for Distribution Centers

### *Optricity Named To 20 Most Promising Logistics Solutions Providers*

#### FOR IMMEDIATE RELEASE

RESEARCH TRIANGLE PARK, NC – August 11<sup>th</sup>, 2015 – Optricity, Workplace Optimization Technology and software provider, was recently named to *CIO Review*'s listing of the 20 Most Promising Logistics Solutions Providers of 2015.

Each year *CIO Review* takes an in-depth look at hundreds of logistics providers to develop their Top 20 Most Promising list. Basing its selection on the vendors' capabilities to recognize challenges within the supply chain and their work to pioneer innovative solutions, *CIO Review* works to present companies of distinction. Optricity is noted for its team's ability to identify and create solutions that both elicit cost savings and provide strategic improvements to warehousing operations.

Dan Basmajian, President and CEO of Optricity, responds to the recognition: "Optricity is honored to be named to *CIO Review*'s Top 20 Most Promising Logistics Technology Solution Providers. Creating useful, usable and beneficial supply chain solutions is our passion. As we continue to tackle complex logistics challenges, we hope that the passion shows in the results our clients achieve." Optricity is entering its eleventh year in business with clients on six continents, spanning a multitude of industries.

#### *About CIO Review*

CIO Review is a technology magazine that talks about the enterprise solutions that can redefine the business goals of enterprises tomorrow. It is the leading source that shares innovative enterprise solutions developed by established solutions providers, upcoming hot enterprises and is a neutral source for technology decision makers.

#### *About Optricity*

Optricity utilizes a unique blend of warehousing domain expertise, advanced mathematics, and software engineering skills to deliver Workplace Optimization software, including the highly acclaimed warehouse slotting application, OptiSlot DC™. Optricity's platform of innovative technologies provides clarity and precision for warehousing operations. For more information about Optricity, please visit [www.optricity.com](http://www.optricity.com) and [LinkedIn](#).