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Optricity Recognized as Visionary Supply Chain Software Provider

Slotting technology solution impacts business processes, supports client objectives

<u>FOR IMMEDIATE RELEASE</u>

RESEARCH TRIANGLE PARK, NC – June 10th, 2015 – Optricity, supply chain optimization software development innovator and provider, was recently recognized by multiple organizations for its contributions to the logistics and supply chain industry. *Inbound Logistics* named Optricity to its annual list of Top 100 Logistics IT Providers of 2015, and *Supply & Demand Chain Executive* selected Optricity for its 2015 SDCE 100 Great Supply Chain Projects.

Each year, *Inbound Logistics* editors seek to recognize IT companies that support and enable logistics excellence. Through a rigorous process of interviews, questionnaires and other additional research, the editors seek to match the readers' changing needs to the capabilities of the selected companies. "On a more strategic level, editors make their selections based on how transformative solutions impact outward-facing business activities driving integration across internal, as well as external, business processes," notes Felecia Stratton, Editor of *Inbound Logistics.* "Optricity was selected because its solutions solve specific logistics challenges and improve processes, which create a ripple effect of efficiencies across the entire value chain."

Sheila Benny, EVP of Optricity, responds to the recognition: "Optricity is honored to be named to the *Inbound Logistics* Top 100 Logistics IT Providers of 2015. This recognition signifies that our passion for creating the perfect optimization tools does not go unnoticed. While we continuously aim towards improving already innovative logistics technology, we look toward those who are faced with new challenges in the ever-changing industry to ensure what is needed will be provided."

Optricity's focus on addressing client challenges through slotting was also noted by SDCE. Editorial staff selected the SDCE 100 based on the merit of the projects, considering ambitiousness and scope of the project, creative application of technologies, and the extent and impact of results. Through this process SDCE recognized Optricity's support of clients toward improvements within the supply chain. Barry Hochfelder, Editor of *Supply & Demand Chain Executive*, states "There are innovations here that help reduce costs, smooth out kinks in distribution networks, improve forecasting accuracy and solve warehousing and transportation problems, to mention just a few."

 "Being included in *Supply & Demand Chain Executive's* 100 Great Supply Chain Projects is truly an honor," Dan Basmajian, President of Optricity said. "This recognition highlights what we strive to do every day at Optricity: provide our clients with the resources they need to achieve their goals; whether it be reslotting or profiling for safety, ergonomics, increased efficiencies or reductions in labor cost, we are proud to know our advanced tools can lead to client success, which, in turn, is our success."

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About Inbound Logistics

Since its inception in 1981, Inbound Logistics' educational mission is to illustrate the benefits of demand-driven logistics practices, give companies the knowledge to help them match the inbound flow of materials to their demand, and align their business process to support that shift. Inbound Logistics offers real-world examples and decision support to guide businesses to efficiently manage logistics, reduce and speed inventory, and offset rising transport costs, supporting business scalability across their value chain. More information about demand-driven logistics practices is available at www.inboundlogistics.com.

About Supply & Demand Chain Executive

Supply & Demand Chain Executive is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web: www.SDCExec.com.

About Optricity

Optricity, a software development company, offers a unique blend of warehousing domain expertise, advanced mathematics, and software engineering skills focusing on Resource Allocation Optimization. Optricity solutions minimize operational costs at Supply Chain junctures where customers' competing goals and constraints come together. Optricity's solutions provide visibility and seamlessly integrate with existing ERP, warehouse, labor and order management systems. For more information about Optricity, please visit www.optricity.com.

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