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ECRS Launches CATAPULT® Community

BOONE, N.C. — ECRS, the dynamic point of sale solutions provider behind the CATAPULT® unified commerce platform, has launched CATAPULT Community. It will serve as the central online meeting space for CATAPULT users. The user community will provide retail operators with a private user forum where they engage in conversation with colleagues. There will be opportunities to discuss enterprise leadership, explore ECRS solutions, examine industry insights, and exchange ideas about retail success.

ECRS primarily serves retailers in the grocery, speciality, health & nutrition, pharmacy, co-op, and prepared foods verticals. They are executing on a mission objective to inspire independent retailers in these verticals to band together and collaborate for increased success in the marketplace. ECRS Founder and CEO Pete Catoe envisions a close-knit community of independent retailers who embrace cooperation and knowledge-sharing to keep competitive in the fast-paced arena of 21st century retail:

"For three decades ECRS has provided our customers with comprehensive enterprise solutions. No matter the scale or scope of our retail partners, our solutions have allowed them to compete and win against global-scale challengers. Hardware and software are key components, but community is a big focus too; it's one we're expanding beyond conferences and trainings. With the launch of CATAPULT Community, ECRS is opening one more avenue where our retailers can leverage their knowledge, creativity, and insight to maximize economic success."

For more information about CATAPULT, the CATAPULT Community, and other ECRS solutions, please visit their website at www.ecrs.com or request more information at www.ecrs.com/request-info.

ECRS' CATAPULT® system unifies point of sale, self checkout, web store, inventory, customer loyalty, back office, and enterprise management. All share a single transactional business logic. Unified Transaction Logic™ empowers retailers by providing business intelligence across the enterprise in real time. Unifying hardware, software, and services, ECRS offers friction-free, cost-saving solutions.

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