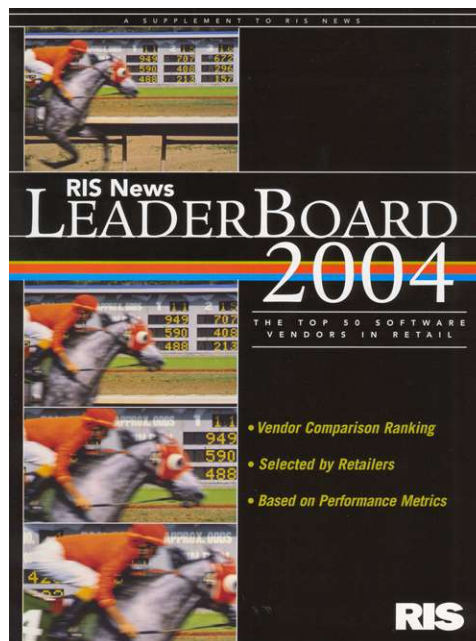


## ECRS Ranks No. 2 Among Global Leaders in ROI in RIS News 2004 Leaderboard

### High Marks for TCO, Customer Satisfaction, Quality of Service, Ease of Integration

For the fifth year in a row, ECRS has achieved top honors in the **RIS News Leaderboard**, a prestigious end-of-year study that ranks the top 50 software vendors serving the retail industry. The 2004 report provides vendor comparison scores for which 200 leading retailers ranked over 90 software providers based on a wide range of performance metrics that measure overall service quality, value, and performance. ECRS achieved an impressive seven Top-10 rankings this year in categories that are mission-critical for retailers.



### LEADERS IN ROI

RANK	COMPANY	SCORE
1	GERS Retail Systems	4.61
2	ECR Software	4.6
3	Manhattan Associates	4.53
4	Khimetrics Yantra	4.5 4.5
5	DemandTec Triversity	4.49 4.49
6	Datavantage	4.47
7	RedPrairie	4.43
8	Business Objects	4.42
9	Retek	4.33
10	TCI 360Commerce	4.3 4.3

### No. 2 in ROI

ECRS's top score in the 2004 Leaderboard came in the Return on Investment (ROI) category, in which ECRS finished in the No. 2 position. This impressive score for ROI points to ECRS's industry-wide visibility as an ISV with superior automation solutions for the most critical areas of the retail enterprise. The success of ECRS's Total Retail Convergence strategy is evidenced by this ROI category score. When IT project managers weigh the cost of ECRS solutions against the financial benefits achieved through their implementation, ECRS comes out at the top.



### No. 3 in Ease of Integration

When a retailer thinks about upgrading their current enterprise automation solution, one of their first priorities is to find a system that will integrate with existing business processes and technologies quickly and cleanly. The ability to minimize disruption when deploying new solutions has been, and will probably always be, a leading consideration for retail decision makers. ECRS has once again proved itself a global leader in this area with a No. 3 ranking in the Ease of Integration category. Exhaustive research, intelligent design, and rigorous pre-market testing have long been trademarks at ECRS. By beginning with the end in mind, ECRS has created a framework of retail products that integrate easily with just about any existing retail business model.

### LEADERS IN EASE OF INTEGRATION

RANK	COMPANY	SCORE
1	360Commerce	4.5
2	DemandTec RedPrairie	4.34 4.34
3	ECR Software	4.3
4	Datavantage	4.22
5	CRS Retail Systems	4.21
6	IBM Tomax	4.2 4.2
7	NCR/Teradata	4.18
8	Workbrain	4.17
9	GERS Retail Systems Oracle	4.15 4.15

### LEADERS IN TOTAL COST OF OPERATION

RANK	COMPANY	SCORE
1	Microstrategy	4.7
2	Tomax	4.58
3	PCMS Datafit Magstar AccessVia	4.5 4.5 4.5
4	RedPrairie	4.49
5	GERS Retail Systems	4.45
6	ECR Software	4.4
7	CRS Retail Systems	4.36
8	DemandTec	4.34
9	Datavantage	4.3
10	Khimetrics	4.25

### No. 6 in Total Cost of Ownership/Operation

"Second only to ROI, Total Cost of Ownership (TCO) is a bottom-line metric that goes right to the heart of virtually every IT project," according to Joe Skorupa, Editor-in-Chief at RIS News. In contrast to ROI's focus on the turnaround time for recouping the initial investment, TCO analyzes the costs associated with keeping a system functioning over the course of its entire life cycle. In doing so, TCO can reveal cost-associated characteristics of a system that often become apparent only after several years of operation in a live environment, such as hardware longevity, software stability, system supportability, and ISV servicing provisions. With a No. 6 ranking, ECRS has gained significant mindshare in the TCO category, charting higher than all of its POS contemporaries. ECRS's tireless commitment to bringing together top-quality software, hardware, and services to create best-of-breed solutions continues to out-pace the competition. No one does retail convergence like ECRS.

### No. 7 in Administration and Maintenance

After a retailer installs a new system and has fully trained cashiers and management, Administration and Maintenance becomes the primary responsibility of the retailer's internal IT department and/or POS manager. Although these people typically possess high levels of technical proficiency, retailers nevertheless have higher expectations of solution providers. They demand that ISVs deliver automation systems that are designed for intuitive administration and maintenance, and they expect to be provided with effective and user-friendly "workflow and troubleshooting tools." By consistently delivering systems to retailers that meet and exceed these requirements, ECRS placed No. 7 in this year's Administration and Maintenance category.

### LEADERS IN ADMINISTRATION AND MAINTENANCE

RANK	COMPANY	SCORE
1	GERS Retail Systems	4.61
2	Manhattan Associates	4.59
3	RedPrairie	4.49
4	IBM	4.41
5	CRS Retail Systems	4.4
6	DemandTec	4.34
7	ECR Software	4.3
	360Commerce	4.3
	Microsoft	4.3
8	AccessVia	4.25
	Magstar	4.25
9	PeopleSoft	4.23
10	Datavantage	4.22

### LEADERS IN CUSTOMER SATISFACTION AND RECOGNITION

RANK	COMPANY	SCORE
1	DemandTec	45.1
2	GERS Retail Systems	44.8
3	RedPrairie	43.9
4	CRS Retail Systems	43.7
5	IBM	43.1
	Manhattan Associates	43.1
6	360Commerce	42.6
7	Tomax	42.4
	Oracle	42.4
8	Datavantage	42.3
	ECR Software	42.3
9	Microsoft	42

### No. 8 in Customer Satisfaction & Recognition

Depending on an ISV's marketing budget, it can gain significant exposure through strategic advertising and PR campaigns. However, the majority of retailers are savvy consumers, so they understand the difference between exposure and "Satisfaction and Recognition." They understand that the latter is achieved over time by delivering best-of-breed solutions that work as promised, and by taking care of existing customers with a "whatever-it-takes" attitude. Over the years ECRS has gained deeply-rooted respect within the retail automation industry by providing systems that perform as advertised, and by maintaining positive customer relationships through honesty, integrity, and hard work. ECRS's No. 8 ranking in Satisfaction and Recognition is a quantifiable reflection of its commitment to customers throughout the industry.



**No. 9 in Quality of Service**

ECRS is known throughout the retail automation industry as a company that takes care of its customers far beyond the installation and upgrade phases of its client relationships. In fact, most of its customers consider their connection to ECRS as more of a partnership than a vendor/client model. Rapid response time, quick and efficient resolutions, and professional and knowledgeable interactions have always characterized ECRS's customer-centric approach to service. ECRS's No. 9 ranking in Quality of Service is testament to its unwavering commitment to customers, and to its willingness to go above and beyond the call of duty in the area of post-installation services.

**LEADERS IN QUALITY OF SERVICE**

RANK	COMPANY	SCORE
1	DemandTec	4.91
2	GERS Retail Systems	4.76
3	PCMS Datafit	4.75
4	360Commerce	4.7
5	CRS Retail Systems	4.64
6	Manhattan Associates	4.59
7	Khimetrics	4.5
8	Celerant Technology	4.41
9	ECR Software	4.4
10	Datavantage	4.38

**LEADERS IN EASE OF INSTALLATION**

RANK	COMPANY	SCORE
1	Tomax	4.58
2	Microsoft	4.52
3	CRS Retail Systems	4.4
4	Datavantage	4.38
5	DemandTec	4.34
6	IBM	4.29
7	Oracle	4.26
8	PCMS Datafit Magstar	4.25 4.25
9	GERS Retail Systems	4.15
10	ECR Software Yantra	4.1 4.1

**No. 10 in Ease of Installation**

Ease of Installation is a major contributor to a customer's confidence in both the solution and the ISV who provides it. When retailers implement new automation solutions, they want a product that is as plug-and-play as possible. When a solution proves to be truly "out-of-the-box," retailers save money, reduce labor, and increase employee satisfaction and longevity. As part of its overall retail convergence strategy, ECRS streamlines the installation process by creating complete turn-key solutions that continually exceed retailers' expectations in the area of Ease of Installation. ECRS's No. 10 score in this category rounds out another year of impressive results.

ECRS products can be found in more than 12,000 store locations throughout North America. More information about ECRS is available on the web at [www.ecrsoft.com](http://www.ecrsoft.com).