

Sunrise Direct selects Eurostop for Retail Management, EPoS and integration with Online Store

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Press Release

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Eurostop, a leading supplier of retail systems to the Fashion, Footwear and General Merchandise sector has supplied Sunrise Direct with Retail Management and EPoS systems. Sunrise Direct, a retailer of fashion and gifts based in East Anglia is using WinRMIS and WinPOS to manage its considerable stocks and to link all tills to Head Office via broadband. The company is also planning to integrate its increasingly successful online store (www.sunrisedirect.co.uk) to the Eurostop system, so that all sales whether branch-based or online are recorded together, ensuring stock is made available for customers through all channels.

Sunrise has replaced a previous system that did not meet their requirements, with the Eurostop system after a thorough year long search and evaluation. The installation was completed by the Eurostop team, headed up an experienced project manager, over the course of a weekend, ensuring that Sunrise did not lose any sales due to the change over. The system also includes a remote working solution, allowing the directors of the company to work from any location, including from home.

Eurostop was selected by Sunrise Direct for its strong track record in providing mid-sized independent retailers with complete solutions. Guy Gregor, Director at Sunrise commented, "We felt happy that the Eurostop system would meet our requirements, and more importantly, we were confident that the Eurostop people would provide a good service, both during implementation and with on-going support. We were particularly impressed with the levels of planning and precision that enabled us to swap systems over a weekend. Our project manager, Tony Kalha, did a great job and we look forward to working with Eurostop for the long term."

Mr Gregor continued, "Sunrise is going through a period of consolidation and expansion, our Internet store is really starting to take off, so it is vital that we have a reliable system to track our stock. We are currently working with Eurostop to integrate the stock management system with our new website application."

Phillip Moylan, Sales and Marketing Manager at Eurostop commented, "Eurostop has a very strong product offering, however, our dedication to providing excellent service, is what retailers really want. They need to be able to get on with their business and be confident that their Retail Management systems are in capable hands, and this is precisely the service that Eurostop provides."

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NOTES TO EDITORS

About Sunrise Direct

Over the last 15 years, Sunrise Direct Ltd has become one of the leading retailers of street wear brands in East Anglia with branches across the region, and a thriving website.

The company specialises in streetwise and off-the-wall fashion and gift merchandise, which is continually changing to keep pace with the trends in music, fashion and youth culture.

For more information visit: www.sunrisedirect.co.uk

About Eurostop

Founded in 1990, Eurostop provides complete solutions for Retail and Wholesale Management for the Fashion, Footwear and General Merchandise sectors encompassing both hardware and software.

Eurostop's flagship products consist of:

WinRMIS: A suite of head office management applications.

WinPOS: EPOS system for standalone shops, concessions and franchises that can be easily integrated with WinRMIS for larger users.

Customer Loyalty: Holds valuable customer data enabling sophisticated permission based marketing including support for Gift Cards.

Suan: Data mining Software

All Eurostop's solutions can be fully integrated with other management and business systems, and all major ERP systems.

As well as advising on and supplying suitable hardware, Eurostop also undertakes training, support and custom development.

Eurostop has accreditation for Chip and PIN with NatWest Streamline and retailer Ann Summers. This will be followed by Barclays, HSBC, Lloyds and other acquirers.

High profile customers include: Ann Summers, Atlantic Clothing, Charles Tyrwhitt, Clone Zone, Granditer Menswear, Joseph, Knickerbox, Long Tall Sally, Oliver Sweeney, Pavers Shoes, The Flannels Group and The White Company.

For more information visit: www.eurostop.co.uk or contact:

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