

New Microsoft-based Software Solution for Catalogue, E-business & Multi-Channel Retail

Two directors from Maginus, Harry Manley and Jon Whiteley, have left the company to start a new venture. The new company, Omnica Limited, will adapt Microsoft's Dynamics AX ERP software for use by catalogue and e-business companies, and multi-channel retailers.

Microsoft is rapidly becoming the dominant force in business solutions for midrange companies. Whilst the needs of catalogue and e-business companies have traditionally been served by independent software companies who develop products from scratch, Omnica will build on Microsoft's Dynamics AX platform. Dynamics AX delivers astonishing usability through an Outlook style user interface, low long term cost-of-ownership, and levels of reliability, functionality and flexibility that outstrip proprietary products. Omnica is the first company in the UK to focus solely on adapting the Dynamics AX platform to meet the needs of catalogue and e-business, and multi-channel retail.

Harry Manley, Commercial Director at Omnica, commented "Most of the order management and CRM systems in the catalogue and multi-channel retail market have taken years to develop. But software from global companies like Microsoft set higher standards for ERP systems. It's increasingly difficult for independent software vendors to keep up, and a fresh approach is called for. At Omnica, we know we can bring something totally new to the market".

Jon Whiteley, Technical Director at Omnica, says "The Dynamics AX platform is incredibly flexible. Using Microsoft's powerful development tools, our time to market will be drastically reduced. We'll be able to offer an extremely competitive solution later this year".

Background:

Microsoft Dynamics AX is Microsoft's flagship business software solution, aimed at mid-market companies. It has tens of thousands of references sites, and is supported by business partners all over the world.

Jon Whiteley and Harry Manley were previously directors at Maginus Software Solutions Limited, having served 20 years and 10 years respectively. They bring considerable experience of developing solutions and working with many of the best-known companies in the catalogue and e-business sector.

Contact Harry Manley: harry@omnica.co.uk, 07912 850773. www.omnica.co.uk

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