

Omnica Announces Product Roadmap

Omnica Limited, the company formed to adapt Microsoft's Dynamics AX business software for Multi-Channel Retail companies, has published its product roadmap. The roadmap sets out software functions and delivery timescales for a number of organizations who have expressed an interest in Omnica's solution.

At the centre of Omnica's plans is a "CampaignSpec" module to allow marketers to easily define and manage multi-channel campaigns. Other modules include Sales & Service; Order Management; "Pick, Pack & Dispatch"; "Returns, Refunds & Exchanges"; and integration modules for websites and point-of-sale devices.

The functionality will be delivered in 5 phases. Phase 1 provides foundations and proof of concept, but phase 2, complete before the end of 2007, will produce a solution that satisfies most organizations in the MCR market. Subsequent phases aim to make Omnica MCR the most comprehensive solution in its class.

Ernie Schell, MCR Software Industry Analyst has provided a certain amount of input into the plans. He commented "Omnica's system, currently under development, is likely to hit the ground running better than most, based on the experience of the company's founders, and their comprehensive development plans".

Harry Manley, Managing Director of Omnica, said "In 3 months since we started Omnica we've specified the solution, put in place our development team, and started to cut code. We've also secured financial investment, implementation resource and helpdesk capabilities in the shape of Sense Enterprise Solutions who are a highly experienced Dynamics AX solution provider. It's early days but we're really pleased with progress."

Microsoft Dynamics AX is Microsoft's flagship business software solution, aimed at mid-market companies. It provides strong functionality for supply chain, financial accounting and CRM, has tens of thousands of references sites, and is supported by business partners all over the world.

Omnica Limited was founded by Harry Manley and Jon Whiteley who have a combined 30 years experience in distribution and mail-order software, having worked with many well known businesses in the sector.

Ernie Schell advises MCR companies on system selection and regularly reviews the leading offerings. Since 1985 he has helped over 200 MCR and direct marketing companies in the US, UK, Canada and Australia.

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