

Omnica Earns “Certified for Microsoft Dynamics”

Omnica MCR Has Been Accredited with Microsoft’s Highest Standard for Partner-Developed Software Solutions.



Warrington, UK, July 2010. Omnica announced today that its product Omnica MCR, which provides sophisticated capabilities for multi-channel retailers including e-commerce, telephone sales & service, direct marketing, and order management, is now Certified for Microsoft Dynamics. This signifies that the solution has met Microsoft Corp.'s highest standard for partner-developed software.

Solutions that are Certified for Microsoft Dynamics have demonstrated development quality and compatibility with the underlying Microsoft Dynamics product, passing rigorous VeriTest software solution testing for development standards, documentation and supporting services. Solutions must also have a minimum of 10 referencable customers.

With a wide range of solutions and solution providers available for Microsoft Dynamics, the “Certified for Microsoft Dynamics” accreditation helps end users to separate the wheat from the chaff. The certification represents a significant step in elevating standards in the industry, and by highlighting these solutions, Microsoft also creates new opportunities for partners to expand their reseller channel and to better promote their packaged Microsoft Dynamics solution for customers.

“By requiring both the software solution and the partner to meet our highest standards, Microsoft is assuring customers that these certified solutions work with their investments in Microsoft Dynamics,” said Doug Kennedy, vice president, Microsoft Dynamics Partners. “Microsoft congratulates Omnica on achieving the Certified for Microsoft Dynamics status for Omnica MCR by demonstrating its success and commitment in delivering a leading Microsoft Dynamics solution.”

Omnica MCR comprises 3 modules for multi-channel retailers, online shops, mail-order companies, and fulfillment services companies. These are:

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- *Omnica Webstore* – a comprehensive Ecommerce platform with sophisticated online merchandising, customer experience and self-service capabilities
- *Omnica Telesales & Service* – powerful facilities for order taking and customer service on the phone, via email, LiveChat and other channels, in a contact centre environment
- *Omnica MCR back-office* – impressive direct marketing and order management capabilities for high-volume marketers and order processors.

Omnica works with an international network of Gold-Certified Microsoft Dynamics solution providers to deliver and implement the solution for multi-channel retailers around the world. By leveraging the Microsoft partner channel, Omnica ensures end-user businesses get successful implementations and long-run investment protection by avoiding vendor lock-ins.

“Omnica is a product company, and Omnica MCR has been developed as a product solution to be implemented by other people, so that end-users are not locked in to us. It shares all the same values and design principals of the underlying Microsoft Dynamics AX solution and the Certified for Microsoft Dynamics designation reflects that approach,” said Harry Manley, Managing Director, Omnica Limited.

About Microsoft Dynamics

Microsoft Dynamics is a line of financial, customer-relationship and supply-chain management solutions that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About Omnica Limited

Omnica was founded in 2007 by a team of individuals possessing a long track record in the multi-channel retail and mail-order sector. Since then the company has gone from strength to strength securing several high profile customers including Direct Wines, LuckyVitamin.com, Orbital Marketing and FlagHouse, Inc.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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