

## Strategic Partnership with K3



*Warrington, UK, 6<sup>th</sup> August 2010.*

Omnica has entered into a strategic partnership with K3 Retail, to offer a combined solution for multi-channel retail based on Microsoft Dynamics AX. The new solution will offer a truly comprehensive set of multichannel retail capabilities spanning Point-of-Sale, stores management, retail HQ, online shopping and call centre support, order fulfilment and retail distribution.

[K3 Retail](#) is already the largest provider of retail solutions using the Microsoft Dynamics product range in Europe. Some of their customers include Ikea, Carpetright, American Golf, Booths Supermarkets, Clinton Cards, Dobbies Garden Centres, Dreams, Gamestation, GameStop, Jigsaw, Ryman's and The White Company.

Omnica offers a solution for Microsoft Dynamics AX focused on direct channels, which are used by direct-to-consumer organisations such as Direct Wines, Orbital Marketing, LuckyVitamin.com, Party Pieces, and The Scout Shops.

Harry Manley, Managing Director at Omnica commented "K3 have a fantastic pedigree with Microsoft Dynamics solutions and are closely involved in Microsoft's launch of the new version of Microsoft Dynamics AX, "Dynamics AX for Retail". This product has strong capabilities for bricks and mortar retail, whereas the Omnica solution handles everything to do with online, call centre and mail-order channels. The combined solution offers everything a multi-channel retailer needs in a single integrated solution."

Andy Makeham, Chief Executive of K3, said, "This is a strategically important agreement for K3 since it provides us with an additional capability in the multi-channel retail market. Omnica's multi-channel offering is an excellent proven solution, which is complementary to our existing software platforms. We believe this strategic partnership will help to strengthen our presence in the multi-channel retail marketplace and we look forward to working closely with the Omnica team in the future."

Ian Corcoran, UK Product Director for Microsoft Dynamics, commented, "Dynamics AX for Retail provides a powerful retail platform for partners to build out retail specific requirements for customers. The partnership between K3 and Omnica brings a mix of deep retail experience, reference-ability, resources and enhanced functionality."

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## **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**

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 Omnica MCR solution comprises 3 modules for multi-channel retailers, online shops, mail-order companies, and fulfillment services companies, all built on the Microsoft Dynamics AX ERP system. These are:

*Omnica Webstore* – a comprehensive Ecommerce platform with sophisticated online merchandising, customer experience and self-service capabilities

*Omnica Telesales & Service* –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* – direct marketing and order management capabilities for high-volume marketers and order processors.

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