

The Software Directory For Retailers

5TH EDITION

C O O P E R S & L Y B R A N D



NATIONAL RETAIL
FEDERATION

The Software Directory for Retailers

5th Edition

Coopers & Lybrand L.L.P.



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Introduction

When assembling the information to be included in the **5th Edition of the Software Directory for Retailers**, we asked vendors to submit software packages which met at least one of the following criteria:

- the package must be designed to support a retail organization
- the package must be commercially available and installed in at least two retailers
- the package must be a standard product, not custom-coded for each installation

We have also included those vendors who offer retailers outsourcing or retail services as well as strategic information tool sets such as customer marketing and executive information system/decision support.

All descriptive materials were provided directly by suppliers in response to the survey form prepared and distributed by Coopers & Lybrand L.L.P. and the National Retail Federation (NRF). The content has been edited for reasonableness and for the purpose of uniformity in reporting only. No effort has been made to verify independently the accuracy of the information provided. The NRF and Coopers & Lybrand L.L.P. are not responsible for any information or claims provided by suppliers about their respective software packages or for any errors or omissions in those descriptions.

The Directory does not constitute an expressed or implied endorsement by the authors or by the NRF of any particular product, service, company or technology, but is intended simply as an information guide that will give readers an understanding of options available to them. In turn, if a company does not appear in this Directory, there is no implication that it is inferior to those listed.

I. Overview of Retail Software Market and the Directory

The **Software Directory for Retailers 5** is the most comprehensive listing of software available for the Retail Industry. Regarded as an invaluable tool for retail executives, information systems personnel and suppliers to the retail industry, The Software Directory for Retailers contains close to 400 vendors representing over 1000 packages. To facilitate the use of the Directory, vendors are conveniently cross-referenced in the front of the Directory.

Due to the dynamic nature of the software industry, many of the suppliers listed in the **Software Directory for Retailers 4** do not appear in this 5th edition. Almost 50% of the vendors included in this edition are new entrants, many of which are international companies. The presence of operating platforms has also changed over the past two years. Client/server technology has finally come of its own and for the first time, we have categorized applications as client/server. In this Directory, over 100 vendors offer client/server applications. The increase in popularity of MS-Windows is reflected in the four-fold increase in vendors offering Windows compatible applications.

As the role of technology shifts from operational, transaction processing to more strategic decision support applications, we have added a new category of applications - "Strategic Information Tools". With advances in Symmetric Multi- Processing (SMP) and Massively Parallel Processing (MPP) more and more retailers will be maintaining and analyzing large volumes of data, down to the transaction level. As the SMP and MPP technologies become more affordable, and rapid software development tools become commonplace, we anticipate a greater availability of decision support applications.

As information systems continue to grow in importance to retailers, the marketplace will respond with more alternative software applications. The **Coopers & Lybrand L.L.P./NRF Software Directory for Retailers 5** is your best tool to keep pace with the many changes.

II. Software Evaluation Approach

Retailers are beginning to realize the importance of identifying the appropriate software applications for their specific needs. Due to the ever-changing environment of the software industry, available options and choices must be constantly updated. Since the decision to invest in new software systems represents significant investment in both human and capital resources, such a decision should be made based on as much information as possible. The **Software Directory for Retailers** strives to assist retailers of all sizes and segments in their search for specific software by creating a starting point from which to compare their options. The following observations are intended to assist retailers during the selection process:

Initiation

Proper planning up front is critical to the success of the project. When you begin assessing your current situation, it is important to get input from every area of your company. For example, if you are looking at store systems, input from every area of the company will be beneficial since the new software systems will affect each person's role in one way or another. Additionally, getting everyone involved early on, including senior management, will facilitate buy-in throughout the process and pave the way for a successful implementation. The most practical way to achieve this is by creating a project team consisting of designated members from each functional area and one project sponsor. The sponsor will usually be the person responsible for the area most affected by the new systems.

Requirements Definition and Selection Criteria

Define and prioritize your functional requirements through a series of workshops involving the project team. Workshops will clearly identify those functions which make you unique. In addition to functionality, define additional criteria to be used during the evaluation process. This criteria should address business risks, technical architecture, conversion and/or integration with existing systems, vendor presentation and support, reference checks and costs. Depending on your particular needs, weigh the criteria accordingly.

Evaluation and Selection

Historically, the evaluation process consisted of a detailed, formal request for proposal (RFP) based on the functional requirements. The RFP was sent to several vendors and required several weeks to complete. This approach was used to narrow down the list of vendors to a manageable short list. By placing more emphasis on in-depth vendor demonstrations instead of the RFP, the evaluation time can be shortened and the additional criteria can play a greater role in the decision process.

The selection process can be facilitated by providing the vendor with a detailed demonstration agenda that addresses the evaluation criteria and focuses on those areas where you are unique. By providing vendors with specific data upfront (merchandise classification structure, etc.), retailers receive more valuable demonstrations which actually simulate their specific operating environments. The demo provides an excellent opportunity to have an interactive session with the vendor at which time the vendor can address the ways to handle your specific requirements and provide practical solutions. Ideally, the demo should be conducted at the vendor's site to gain a better understanding of the vendor resources and the company's culture.

II. Software Evaluation Approach (con't)

Reference checking is an important part of the evaluation. Whenever possible, try to contact current retail users and information technology management resources. It is also beneficial to contact companies with comparable business and performance issues to your own and to visit that company, if possible.

Once the list of vendors has been narrowed down to a small group of finalists, the project team should participate in the vendor demonstrations and in the final decision making process.

Implementation Planning

You will invariably spend time developing an implementation plan with the vendor you select. When planning resources, operational and organizational changes occurring in tandem, as well as the automated system, will need to be considered. At this time the new systems should be used to improve your business from both a process and an information perspective. In an attempt to adequately prepare your organization for these changes, the importance of training cannot be stressed enough. Finally, these changes should be affected at a pace that is manageable for the organization. If the initial stages of implementation do not run smoothly, users are likely to lose faith in the system and regaining their trust is extremely difficult.

III. Considerations for Small Retailers

The use of advanced technology alone does not guarantee success for a retailer, but in today's competitive market, such systems are often required to maintain parity. Selecting the right systems for your environment will get you headed in the right direction. The approach that small retailers will follow for selecting software will be very similar to the one described above. The main difference between small retailers and larger ones with regard to selection will be the evaluation criteria. Most larger retailers have the human and capital resources to assume the responsibility for implementation and on-going support; smaller retailers tend to rely more on the vendor. This greater reliance on the vendor should be reflected in the evaluation criteria.

As a small retailer, your evaluation criteria should address the following questions:

- Does the vendor have a standardized, "cookie-cutter" approach to implementation?
- Does the vendor have other clients that are similar in size and retailing segment to your company? (Some retailers may be too small to be served efficiently by a vendor with much larger clients)
- Can the operating environment support the planned growth of your company? (An MS-DOS platform may work for you now, but you could outgrow it in a couple of years.)
- Does the vendor understand the retailing business and can they help you with the business process changes necessary to support the new systems?
- Can the vendor provide a "first line" of support for users to call directly?
- Does the vendor have the proven track record and financial stability to be there in the long term?
- Does the vendor offer turn-key services, providing both the hardware and software required?

IV. How to Use the Directory

The purpose of this Directory is to assist retailers in their search for software package suppliers by creating a point of reference from which to begin. The Directory is organized with cross references and an alphabetical vendor listing to help you quickly find those suppliers. The cross reference was developed to provide the easiest way to locate applications for the most retailers. The Appendices were added to direct retailers to vendors offering either additional industry specific solutions or functions not included in the cross references.

Section V: Retail System Cross References

This section identifies the appropriate vendors by Target Retailer and Systems Functions within specific operating environments/platforms. Some vendors are listed in multiple cross-references because the operating platform classification is assigned at the vendor level as opposed to the function level. Therefore, within a specific platform cross reference (e.g. MS-DOS), some of the functions identified by the supplier are not available for that particular computing environment.

The systems functions are categorized into five primary areas: Store Systems, Merchandise Systems, Financial Systems, Distribution/Operations Systems and Strategic Information Tools. Since many packages offer broad functionality and are tightly integrated, many software packages cross over these five categories.

Section VI: Vendor and Package Descriptions

This section contains the information submitted by the suppliers listed in alphabetical order by vendor name. Information found in section five includes general demographic information about each vendor, an overview of each vendor's software application packages and specific system functions of the packages.

Appendices: A and B

Appendix A: Niche Retail System Vendors lists vendors who target and provide systems support for specific industry niches and sub-niches.

Appendix B: Supplemental System Functions identifies functions which are not included in the cross reference and those vendors who provide them.

Retail System Cross Reference

Index of Apple Macintosh Vendors

	Target Retailer/Client																	Strategic Information Tools				
	All Retailers	Hardware	Software	Apparel	Automotive	Books/Records	Consumer Electronics	Convenience Stores/Gas Station	Direct Marketing/Mail Order	Fast Food/Food Service	Furniture	General/Mass Merchandise	Home Improvement	Pharmacy/Drug	Supermarkets	Video	Wholesale/Distributor	Customer Marketing	Geographic Information System	Merchandise Analyzer	Executive Information System (EIS)	Category Management
Bestware	✓																✓			✓		
Cyborg Systems, Inc.	✓																					
Decision Support Technology Inc.	✓																					
Ensign Systems, Inc.	✓																✓					
Environmental Systems Research Institute, Inc.	✓																	✓				
FlexiInternational Software, Inc.	✓																					
Houlberg Development			✓	✓																		
Image Info., Inc.	✓			✓					✓					✓						✓	✓	
Integrated Barcode Solutions	✓				✓				✓					✓								
Integrated Software, Inc.	✓												✓	✓						✓	✓	
IQS, Inc	✓																					
Multi-Ad Services, Inc.	✓				✓				✓					✓								
O.T.B. Retail Systems	✓			✓																		
P.O.S. Direct	✓			✓		✓				✓										✓	✓	✓
Retail Solutions Group, Intergraph				✓	✓	✓	✓		✓	✓	✓	✓		✓		✓	✓			✓		
Shopkeeper Software	✓						✓			✓					✓							
Shopping Center Deal Maker's Handbook®	✓							✓						✓								
Tactician Corporation	✓																	✓		✓		
Vertical Technologies, Inc.	✓						✓			✓					✓							
Videx, Inc.	✓														✓							

Retail System Cross Reference

Index of Client Server Vendors

	Target Retailer/Client																Strategic Information Tools					
	All Retailers	Hardlines	Softlines	Apparel	Automotive	Books/Records	Consumer Electronics	Convenience Store/Gas Station	Direct Marketing/Mail Order	Fuel Food/Food Service	Furniture	General/Mass Merchandise	Home Improvement	Pharmacy/Drug	Supermarkets	Video	Wholesale/Distributor	Customer Marketing	Geographic Information System	Merchandise Analyzer	Executive Information System (EIS)	Category Management
ABS - American Business Systems, Inc.	✓									✓				✓								
Advanced FoodSystems, Inc.	✓	✓				✓		✓					✓	✓								✓
ALH Group Incorporated	✓									✓		✓	✓	✓					✓			
American Custom Software	✓																				✓	
American Software	✓																				✓	
American Turnkey	✓			✓						✓						✓						
Answer Systems Inc.	✓																					
ApiSys, Inc.	✓						✓							✓	✓				✓	✓		
Applied Communications, Inc.	✓																					
APPRO Systems, Inc.	✓			✓			✓	✓	✓													
ARBA Retail Systems Corporation		✓					✓			✓												
ARIS Associates (Sub of) Irving I Soloman Associates Inc.	✓			✓	✓				✓								✓	✓	✓	✓	✓	
AT&T Global Information Solutions	✓			✓						✓			✓				✓	✓	✓	✓	✓	
BACG, Inc.	✓	✓		✓						✓			✓				✓	✓	✓	✓	✓	
Bellair International	✓			✓						✓							✓	✓				✓
Bonafide Management Systems, Inc.					✓								✓	✓			✓	✓				✓
Business Systems Communications, Inc.	✓			✓						✓							✓	✓				
Campbell Software, Inc.	✓																					
Canmax Retail Systems Inc.							✓															
CANTOC Business Systems, Inc.		✓				✓						✓			✓							✓
CAP Automation		✓				✓	✓		✓													
Cash Handler Retail Systems, Inc. (CRS)	✓				✓					✓		✓										✓
Casio, Inc.	✓							✓	✓				✓									
Comp-Ware Systems, Inc.		✓															✓					
COMPEX Corporation	✓									✓												
CompuSked	✓						✓			✓		✓										✓
Computer Associates International, Inc.	✓																					✓
Computer Services Company		✓							✓								✓	✓				
Computemax, Inc.		✓			✓				✓					✓			✓	✓				✓
Comshare Retail	✓																					✓

Store Systems												Merchandise Systems												Financial Systems												Distribution/Operations Systems											
Point of Sale	Credit Authorization	Frequent Buyer	Sign & Label Making	Radio Frequency (RF) Applications	Direct Store Delivery	Time and Attendance	Labor Scheduling	Check Authorization	Bridal/Gift Registry	Pharmacy	Customer Profile	Video Rental	In-Store Inventory Control	Merchandise Accounts Receivable	Merchandise Planning	Automated Inventory Control	Import Management	Deal/Coop Management	Retail Stock Ledger	General Ledger	Accounts Payable	Sales Audit	Payroll	Human Resources	Accounts Receivable	Project Accounting	Lease Management	Fixed Assets	Distribution Center Management	Wholesale/Distribution (Order Processing)	Mail Order/Catalog	Supply Chain Management	Forecasting/Replenishment	Space Management	Electronic Data Interchange (EDI)	Communications	Ad Production/Publishing	Ticket & Label Making									
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Retail System Cross Reference

Index of Client Server Vendors

	Target Retailer/Client																Strategic Information Tools					
	All Retailers	Hardlines	Softlines	Apparel	Automotive	Books/Records	Consumer Electronics	Convenience Stores/Gas Station	Direct Marketing/Mail Order	Fast Food/Food Service	Furniture	General/Mass Merchandise	Home Improvement	Pharmacy/Drug	Supermarkets	Video	Wholesale/Distributor	Customer Marketing	Geographic Information System	Merchandise Analyzer	Executive Information System (EIS)	Category Management
Concepts Dynamic, Inc.	✓																					
Cornell-Mayo Associates	✓		✓		✓				✓													
Cosmos International	✓		✓																			
CSI Services, Corp.			✓	✓														✓	✓			
Customer Insight Company	✓																	✓	✓			✓
Cyborg Systems, Inc.	✓																					
Dallas Systems Corporation	✓						✓		✓		✓	✓	✓	✓								✓
Data Management, Inc.	✓																					
Data Pro Accounting Software, Inc.	✓								✓						✓							
Data Processing Services, Inc.		✓							✓		✓	✓	✓				✓	✓		✓	✓	
Data World																						
Datacap Systems, Inc.	✓		✓		✓				✓													
DataVantage	✓		✓						✓													
DCRS – Point of Sale Specialists		✓			✓	✓	✓			✓	✓						✓	✓				
Decision Support Technology Inc.	✓																					
Delphus Inc.	✓		✓						✓		✓				✓							
Diebold, Incorporated	✓					✓			✓			✓		✓	✓	✓	✓	✓				
Dynacomp, Inc.	✓				✓									✓	✓	✓						
Edict Systems	✓																					
ELT (Electronic Label Technology)	✓									✓	✓	✓										
Ensign Systems, Inc.	✓																✓	✓				
Environmental Systems Research Institute, Inc.	✓																		✓			
Equifax National Decision Systems	✓																✓	✓	✓			
ExperTek Systems, Inc.	✓																					
Ferox Microsystems, Inc.	✓																					✓
Fischer EDI, Inc.	✓		✓	✓			✓							✓								
FlexiInternational Software, Inc.	✓																					
Geac/VisionShift	✓																					
Global Software Inc.	✓																					
Graphic Technology, Inc.	✓									✓	✓	✓										
Great Lakes Data Systems	✓									✓												

Store Systems												Merchandise Systems										Financial Systems										Distribution/Operations Systems									
Point of Sale	Credit Authorization	Frequent Buyer	Sign & Label Making	Radio Frequency (RF) Applications	Direct Store Delivery	Time and Attendance	Labor Scheduling	Check Authorization	Bridal/Gift Registry	Pharmacy	Customer Profile	Video Rental	In-Store Inventory Control	Merchandise Accounts Receivable	Merchandise Planning	Automated Replenishment	Import Management	Deal/Coop Management	Retail Stock Ledger	General Ledger	Accounts Payable	Sales Audit	Payroll	Human Resources	Accounts Receivable	Project Accounting	Lease Accounting	Fixed Assets	Distribution Center Management	Wholesale/Distribution (Order Processing)	Mail Order/Catalog	Supply Chain Management	Forecasting/Replenishment	Space Management	Electronic Data Interchange (EDI)	Ad Production/Publishing	Ticket & Label Making				
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