



## **Opterus Announces *Store Ops-Center* Version 17.2**

TORONTO – Oct. 18, 2017 – [Opterus Inc.](#), the leading provider of cost-effective, cloud store communications and task management solutions, announced today the release of *Store Ops-Center (SOC)* Version 17.2, which includes enhanced project and survey functionality.

The updated version of *SOC* now gives retailers the ability to link tasks together as a series which all have their own due dates and may be assigned to different roles in the organization to create projects. Tasks within a project can be dependent on each other, or happen simultaneously. Retailers will also be able to report at the project level, allowing them to understand how specific store locations are progressing on upcoming projects. As well, Opterus' new survey builder adds to the platform's existing functionality, allowing retailers to more easily create and manage surveys. It also includes the ability to copy, edit, add images, set question exceptions, reorder questions and more.

"Opterus' new features in the Survey Builder tool are exactly what we needed at charming charlie," said Christian Murga, store operations specialist, charming charlie. "With things changing all the time at our fast-paced company, the ability to edit a survey without compromising already submitted responses is ideal. Opterus understood this was a priority for us and was able to quickly take action to make it a reality."

Additional functionality that has been added to the platform includes the ability to link dashboards and the document module, audit notifications and global search. These features make it easier for retailers to access the Global Search feature with one click, anytime and anywhere.

"The new project functionality allows retailers to have projects with different individuals or groups handling each step of the project," said Rick Peters, chief product officer, Opterus. "This enhancement is something we worked on with input from our customers. Our roadmap continues to be primarily customer-driven, which helps Opterus continue to add value to all our current and future users."

The *SOC* solution measures and increases operational compliance, communicates corporate policy, manages day-to-day objectives and tasks and handles issues between corporate office and store locations. A simple and agile solution, *Store Ops-Center* allows for rapid implementation and strong user acceptance.

For more information about Opterus please contact Gary Stonell, [gary.stonell@opterus.com](mailto:gary.stonell@opterus.com)

### **About Opterus Inc.**

Opterus Inc. is a leading global provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* is an intuitive, multi modular, cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. Deployed in over 45 countries in 30 different languages, the solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction,



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along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.

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