



**Opterus**  
Simplifying Communications

## **Cole Haan Selects Opterus to Improve Store Communications and Operational Execution**

**Toronto, Ontario – May 6, 2014** – [Opterus](#) Inc., the leading provider of cost-effective, web-based store communications and task management solutions, today announced that luxury retailer Cole Haan has selected Opterus' *Store Ops-Center* as their communications and task management solution.

"We operate over a hundred stores across the United States, so having access to a reliable and easy-to-use store communications portal is critical to maintaining seamless day-to-day store operations," said Andrea Barcia, manager, retail communications, Cole Haan. "We chose Opterus because they truly understand the needs of a specialty retailer. The Opterus team has provided us with world-class service and support as we prepare to implement the solution, and we look forward to expanding the functionality of our store portal as the Store Ops-Center solution adds additional capabilities."

Opterus' *Store Ops-Center* is an intuitive, easy-to-use cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. The 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.

"Cole Haan is a very well-recognized name in luxury retail, and Opterus is extremely pleased to welcome them as our newest client," said Janet Hawkins, president and CEO, Opterus Inc. "During the implementation process, Opterus proved that *Store Ops-Center* was the best industry solution to solve one of the most pressing problems retailers are experiencing: how to better communicate with their stores and monitor compliance and accountability with corporate objectives."

For more information about Opterus, please contact Janet Hawkins, at 519-853-0442 or [janet.hawkins@opterus.com](mailto:janet.hawkins@opterus.com).

### **About Cole Haan**

Cole Haan LLC, with its Global Creative Center in New York City, is an iconic American designer and retailer of premium men's and women's footwear, bags, outerwear, eyewear and accessories with a commitment to craftsmanship, timeless style and design innovation. For more information, visit [colehaan.com](http://colehaan.com) and follow @colehaan.

### **About Opterus Inc.**

Opterus Inc. is a leading 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* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. This solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, 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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