



Opterus
Simplifying Communications

Opterus Announces Version 13.2 of *Store Ops-Center* Featuring New *Planograms* Module

Toronto, Ontario – July 24, 2013 – [Opterus](#) Inc., the leading provider of cost-effective, cloud store communications and task management solutions, today announced the release of *Store Ops-Center (SOC)* Version 13.2 which includes a new planograms module.

The module allows retailers to create on-screen maps of communication boards or floor layouts with clickable areas that can launch documents, pictures and video. It can be used for communicating and planning merchandising layouts, communication boards, or anything that retailers would want to represent graphically in the store. Multiple planograms can easily be created and assigned to one or more stores.

“This is an idea that came from one of our prospects, now a customer, who was looking for a way to better manage their in-store physical communication boards. After taking this concept and extending it to be able to handle not only boards but any kind of visual layout, we have a new communications module that all of our customers are excited about leveraging,” said Rick Peters, chief product officer, Opterus. “The functionality of the new planograms module builds on our goal of making *SOC* the ‘one-stop shop’ for retail operational efficiency.”

Version 13.2 of *SOC* also includes enhanced language handling for retailers who operate in several languages, allowing them to dynamically add multiple language versions for content, and even auto-translate using Google Translate. Similarly, if a store sends a message or question to head office, the receiving user can auto-translate the message if it wasn’t written in their native language.

Additionally, Opterus has enhanced its authentication support to allow single sign on from any provider that supports the industry standard SAML 2 protocol.

“We have also added several innovative reports to the new version of *SOC*, one of which is a trending report,” says Peters. “It identifies commonly used words from all communications in the store and allows retailers to view them as a tag cloud. This new reporting allows for unique insight throughout a retail organization, based solely on a specific store’s internal employee communications.”

Opterus’ *SOC* is an intuitive, cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. It is designed to measure and increase operational compliance, communicate corporate policy, manage day-to-day objectives and tasks, and handle issues between corporate office and store locations. A simple and agile solution, *SOC* allows for rapid implementation, is easy to-use and understand and has strong user acceptance.

For more information about Opterus, please contact Janet Hawkins, at 519-853-0442 or janet.hawkins@opterus.com.

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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