



FOR IMMEDIATE RELEASE

Aptos Congratulates Orvis on Winning IRT Retailer Innovation Award for Omni-Channel Retailing

Leveraging the Aptos Point of Sale Solution, Orvis Integrates Sales Channels to Streamline the Path to Purchase for Seamless Customer Experience

ATLANTA, January 11, 2017 – [Aptos, Inc.](#), a recognized market leader in retail technology solutions, today congratulated [Orvis](#) for being named a winner of the [2017 IRT Retailer Innovation Award](#) in the Omni-Channel Retailing category. The IRT Retailer Innovation Awards program recognizes exemplary retail companies and their leaders who are committed to advancing the customer experience through the implementation of innovative technologies, as well as the adoption of and appreciation for a forward-thinking company culture.

Orvis is a family-owned retail and mail-order business specializing in high-end fly fishing, hunting and outdoor adventures, operating 80 brick & mortar retail stores as well as its website at www.orvis.com.

To optimize the customer experience, Orvis continues to embrace innovative technology and business practices. The retailer was recognized for omni-channel excellence based on its deployment of the [Aptos Store](#) point of sale solution that has allowed Orvis to offer next-gen customer engagement and seamlessly integrate all sales channels.

“In today’s omni-channel retail world, exceptional customer journeys are brought about through channel integration – bringing the benefits of all channels together to provide a rich and rewarding experience,” said Dave Finnegan, customer experience officer, Orvis. “While we set out to improve the customer experience, we’ve also seen significant improvement in the store associate experience. Our associate satisfaction levels have doubled since we rolled out our new system, giving us the satisfaction of delivering an improved experience for both associates and guests alike.”

With Aptos Store, Orvis is able to provide all the product, inventory, and pricing information shoppers need to make confident decisions, as well as the resources associates need to process transactions efficiently and on their customers’ terms.

Orvis associates can engage with shoppers via Aptos Mobile Store on Apple iPad® devices, offering a robust and seamless integration between a mobile “endless aisle” and the point of sale system. Sales associates can select and locate items of a particular size, color, style, etc., online or at another store, order out-of-stock products, process transactions, and arrange to have items shipped directly to the customer’s home. With this new system, Orvis customers have an empowered path to purchase, and the retailer has experienced a 10 percent increase in enterprise sales.

“Aptos congratulates Dave and the Orvis team for their innovation and execution in omni-channel retailing,” said Noel Goggin, CEO and culture leader for Aptos. “We are proud to partner with them as they redefine the Orvis customer experience to engage customers differently through seamless experiences that transcend channels.”

The [Retailer Innovation Awards Special Report](#) appears in the January/February 2017 issue of *Innovative Retail Technologies*.

To learn how Orvis is leveraging Aptos Store and Mobile Store to offer shoppers an exceptional omni-channel experience, stop by the [Aptos booth](#) #3105 at NRF Retail's Big Show 2017 or by watching [this video](#).

With over 125,000 stores live on its Singular Commerce™ platform available in the cloud, more than 500 retail brands across the globe rely on cloud-ready Aptos solutions.

About Aptos “Engaging Customers Differently”

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently – by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry’s most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience...no matter when, where or how they shop. Learn more: www.aptos.com

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