

# NSB ranked #1 for Store

**NSB Group has been ranked by IHL Consulting Group as the leading installed supplier of POS software to top specialty softgoods retailers.**

A recent IHL report, A Retailer's Guide: POS Software for Softgoods Retailers, evaluated vendors of POS software installed among the top 250 retailers in the specialty softgoods space and ranked the top 10 according to:

- Total number of vendor accounts among the leading 250 softgoods retailers
- Estimated number of POS systems running the vendor's software based on store count and lanes per store data
- The retail revenue represented by the vendor accounts

## **NSB ranked number 1 in all categories!**

Greg Buzek, President of IHL, commented, "This report looks at several aspects of POS software as it relates to North American specialty softgoods retailers, including core functionality, economic and technological trends, and market share statistics. NSB Group finished first in our analysis in all criteria. Their customer base, track record for innovation, and close Microsoft partnership are strong qualities that should help them stay at the top in this space going forward."

"It's gratifying to be ranked in this top position, particularly since our client base includes some of the hottest names in specialty retail," says Stuart Mitchell, Chief Financial Officer for the NSB Group. "Thanks to our client community and our three decades of experience, we've become both market leaders and thought leaders for POS. We're extremely proud of the successes we've achieved together."

The Connected Retailer Store Solution is a comprehensive and innovative store automation system that delivers enhanced multichannel retailing capabilities, improved employee productivity, and increased levels of customer service and spend. The solution enables retailers to respond rapidly to changing business needs without jeopardizing the upgrade path to future releases, ensuring a long-term, favorable cost of ownership.

According to Mitchell, "Retailers consistently tell us they're looking for a solution that will make them more agile, while still retaining their ability to move from release to release. This is why we adopted Microsoft .NET as the technology platform for POS, and we believe the results speak for themselves."

For more information about Connected Retailer Store and how it can benefit your retail business, contact Mark Wallinger: [MWallinger@nsbgroup.com](mailto:MWallinger@nsbgroup.com); 614-840-1848. Alternatively, visit the "Connected Retailer Solutions" section of [nsbgroup.com](http://nsbgroup.com).

## **The .NET Store advantage**

Why did we choose to develop our industry-leading Store Solution on Microsoft .NET? With .NET, retailers benefit from complete deployment flexibility (thin-, fit-, or thick-client configurations), full support for multichannel retailing, greater connectivity to distributed applications, easier customization and cross-application integration, and lower total cost of ownership. The .NET architecture allows retailers to interact with their customers and staff using the full spectrum of current and emerging technologies.

NSB has helped bring the benefits of Microsoft .NET technology to many leading retailers, including The Orvis Company. "With a certified .NET POS platform in place, we are now positioned to incorporate true multichannel retailing practices into our business by leveraging Web service assets in the store, on our website, and in our call centers," says Mark Holmes, Vice President of Information Services for Orvis, the premier outfitter of distinctive country lifestyle and sporting traditions since 1856. "I feel like we are poised to jump out ahead of our competitors, and implement the capabilities that everyone's talking about."

Other clients deploying NSB's .NET solutions to connect information, devices, and people in a unified, personalized way include Donna Karan, Lamps Plus, Mothercare, Reitmans, and Chico's.

