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Idhasoft Announces ID4 Retail, a SAP Business All-in-One Solutions for Midsize Retailers

Idhasoft, a GOLD Channel Partner of SAP, Increases their Worldwide Portfolio Of Vertical Industry Business Management Solutions for Midsize Enterprises

Atlanta, Georgia — January, 2009 — Continuing to expand its offering of business management software solutions designed to meet the specific resource and industry requirements of small and midsize enterprises (SME), Idhasoft today announced a new qualified SAP Business All-in-One solutions for the Retail Industry. Idhasoft's Retail Solution, named ID4 Retail, offers built-in Retail best practices for managing business processes, a streamlined approach to implementation in 15 weeks at a fixed fee, including documentation and toolset. This is the latest additions to Idhasoft's portfolio of micro-vertical solutions for SMEs, including Wholesale Distribution, Consumer Products, Life Science, and High Tech Software.

Midsize retailers require business management solutions that provide the same advantages enjoyed by larger competitors, yet priced and sized to fit their resources and demands for fast results, rapid return on investment and high quality support. ID4 Retail enable them to adopt proven industry best practices for managing core areas of the business while also allowing the customization necessary to maintain the unique processes that distinguish them from their competitors of all sizes.

"We were looking for a way to assist our customers to gain better control over information across their entire enterprise, insight into the profitability of their products and operations, and the ability to compete more effectively within our industry," said Sudhir Saxena, President of Idhasoft.

Industry Expertise Built In

Idhasoft's Retail Solution supports predefined business processes and industry best practices and can be individually configured to meet specific customer needs. Idhasoft developed their Retail solution based on SAP Retail Best Practice Solution, developed over SAP's more than 33 years of serving the world's leading retailers and based on their unique industry knowledge and expertise. SAP Business All-in-One solutions are designed to offer a

low risk and fast return on investment to mid-size companies by offering a fixed time frame and fixed scope approach to implementing SAP software.

ID4 Retail, developed to address the specific needs of midsize retailers by Idhasoft extends the GOLD channel partnership relationship that Idhasoft has with SAP. With pre-configured capabilities for managing industry processes such as Merchandize Management, Purchase Management, Merchandize Distribution, Warehouse Management, Store Execution, and Financial Planning, Idhasoft harnesses the power of SAP's retail industry expertise to fit the price, resource and process requirements of midsize retailers. "SAP gives us building blocks for our solution, which set the standard for the retail industry, and the support we need as a partner to deliver a successful product to satisfy a very targeted industry segment," said Philippe De Smedt, Executive VP of Idhasoft.

About Idhasoft

Idhasoft, with headquarters in Atlanta Georgia and Mumbai, India, is the fastest growing private company in India. They provide end to end solutions to small, medium and large companies, across Consumer Products, Life Science, Retail, Manufacturing, High Tech, Supply Chain and Distribution verticals. Idhasoft's goal is to be among the top 50 Information Technology companies by December 2010. For more information, visit www.idhasoft.com.