



Corporate Backgrounder

About Opterus

Established in 2006, Opterus Inc. is a privately held software technology company based in Ontario, Canada. It was founded by 3 individuals who have a combined 35 plus years' experience in retail and technology industries. Opterus has developed a solution called *Store Ops-Center (SOC)* that resolves significant operational pain points for a wide variety of retail segments.

Drawing from our experience in the industry, we created a company with a mission to provide an efficient, cost effective store information and execution management tool that increases productivity and improves retail enterprise communication. All of this is achieved through an easy to access, easy to implement solution for any retail environment.

Opterus' objective is to be seen as a leading technology provider with a strong commitment to our purpose and to our customers, offering real value by providing the highest level of integrity, customer satisfaction and loyalty.

For further information, please visit www.opterus.com

Our Solution

Opterus' *Store Ops-Center (SOC)* is an on-demand web-based solution specifically designed for retail operations and communications. *SOC* enables retailers to accurately and consistently distribute information, and to plan, schedule, assign, prioritize, automate, communicate and monitor store operational task compliance. The solution allows retailers to significantly reduce expenses while improving the ability to communicate with stores and monitor store compliance.

SOC is filling a gap where for most retailers, only ad-hoc solutions exist. Implementing the solution will solve a real problem for retailers in an efficient and cost effective way by optimizing operational execution. It will increase top line sales and reduce bottom line expenses within the retail enterprise.

Little initial setup and IT expense is required by retailers to set up *SOC* as a 'Software as a Service' model, providing the retailer with a low cost solution with minimal upfront investment. The only system a corporation needs to run *SOC* is a basic on-line connection (either direct or through wide



area network or virtual private network - WAN/VPN) and hardware to run a browser. Existing POS or Back-Office terminal will often be sufficient to access the solution. *SOC* is a web based solution accessed via a standards compliant web browser, built using state-of-the-art Java technologies. It is Database and OS agnostic. Data exchange via web services allow easy integration to both Java and .NET environments.

Our Senior Management Team

Janet Hawkins, President - janet.hawkins@opterus.com

Rick Peters, Chief Product Officer – rick.peters@opterus.com

Ian Long, Chief Software Architect – ian.long@opterus.com

John Denham, Chief Financial Officer – john.denham@opterus.com

Opterus Advisory Board

Opterus utilizes advisors consisting of business leaders and professionals to keep it current with industry issues and assist in strategic direction.