



## **GameStop Selects Opterus for Store Communications and Operational Execution**

**TORONTO – January 15, 2018** – [Opterus Inc.](#), the leading provider of cost-effective, cloud store communications and task management solutions, announced today that GameStop, Inc. has implemented the company's *Store Ops-Center* solution across its more than 4000 U.S. store locations. GameStop is currently investigating expanding the use of *Store Ops-Center* to its stores in Canada, Australia and potentially Europe.

Previously using a simple, plain text POS email solution in combination with a Microsoft SharePoint site, GameStop knew it needed a nimbler solution that could provide more enhanced store communications, task management, and content including visual UI, reporting and metrics. After a thorough evaluation of options in the market, GameStop selected Opterus' *Store Ops-Center* because of the platform's industry-leading features in combination with the overall investment.

Since the initial implementation of *Store Ops-Center* in 2017, GameStop has recognized an immediate ROI by offsetting the Microsoft licensing cost. The licensing model from Opterus has enabled the retailer with an individual account model that can flex with the business growth without massive cost swings typically experienced in the retail segment. As well, the communication lines between headquarters and its stores have become extremely targeted to ensure messages reach each impacted individual on our front line of sales. Additional benefits GameStop has seen since using *Store Ops-Center* include:

- *Reduced time of task management:* Sending tasks to all of its stores has been reduced from an effort that previously took hours, down to mere minutes.
- *Enhanced reporting:* *Store Ops-Center* gives GameStop the ability to more easily and quickly report on nationwide progress to system and content administrators, without the need to involve the business intelligence team
- *Improved task execution oversight:* With *Store Ops-Center*, GameStop's field managers can more quickly attend to store tasks, removing the previously used "post-it" approach for reminders with the Opterus option for traceable, actionable items.

"The benefits we have experienced since working with Opterus have stretched beyond these metrics to a more qualitative offering, including a leadership team that is accessible, transparent and responsive, a rare find with today's technology vendors," said Mark Quall, Sr. Director Store Process and Workforce Management, GameStop. "What's more, Opterus' roadmap reflects solutions that directly address customer pain points. We were amazed by the ability of Opterus to incorporate a key new feature needed by GameStop into their existing roadmap at very little cost and time."

"We felt we that *Store Ops-Center* was a great fit for GameStop from the get go because they have a deep understanding of retail operations and how they wanted to use the solution. Since implementation, *Store Ops-Center* has given the GameStop team access to much more store insight and compliance, and has been a great tool for its overall operational communication," said Janet Hawkins, president and CEO, Opterus Inc. "I am also proud to report that the project went from pilot to full implementation in less than four months. GameStop is our largest single installation to date,



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and we are thrilled to have them as one of the newest additions to the Opterus family. We value their partnership as Opterus prepares for substantial growth in 2018.”

The *SOC* solution measures and increases operational compliance, communicates corporate policy, manages day-to-day objectives and tasks and handles issues between corporate office and store locations. A simple and agile solution, *Store Ops-Center* allows for rapid implementation and strong user acceptance.

For more information about Opterus please contact Gary Stonell, [gary.stonell@opterus.com](mailto:gary.stonell@opterus.com)

### **About GameStop**

GameStop Corp. (NYSE:GME), a Fortune 500 company headquartered in Grapevine, Texas, is a global, multichannel video game, consumer electronics and wireless services retailer. GameStop operates more than 7,400 stores across 14 countries. The company's consumer product network also includes [www.gamestop.com](http://www.gamestop.com); Game Informer® magazine, the world's leading print and digital video game publication; and ThinkGeek, [www.thinkgeek.com](http://www.thinkgeek.com), the premier retailer for the global geek community featuring exclusive and unique video game and pop culture products. Our Technology Brands segment includes more than 1,500 Simply Mac, Spring Mobile AT&T and Cricket stores. Spring Mobile, [www.springmobile.com](http://www.springmobile.com), sells all of AT&T's products and services, including DIRECTV and offers pre-paid wireless services, devices and related accessories through its Cricket branded stores in select markets in the U.S. Simply Mac, [www.simplymac.com](http://www.simplymac.com), sells the full line of Apple products, including laptops, tablets, and smartphones and offers Apple certified warranty and repair services.

General information about GameStop Corp. can be obtained at the company's corporate website. Follow [@GameStop](https://twitter.com/GameStop) and [@GameStopCorp](https://twitter.com/GameStopCorp) on Twitter and find GameStop on Facebook at [www.facebook.com/GameStop](http://www.facebook.com/GameStop).

### **About Opterus Inc.**

Opterus Inc. is a leading global 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* is an intuitive, multi modular, cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. Deployed in over 45 countries in 30 different languages, the 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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