

Sydney TOPSHOP Deploys Island Pacific Point-of-Sale Solution

Sydney, 2 July 2013 - Island Pacific, a leading global provider of software solutions and services to the retail industry, has announced the deployment of its Point-of-Sale (POS) technology into both the Sydney and Melbourne TOPSHOP stores.

The successful opening of the Sydney flagship store in the old Gowings Building to record crowds in October last year, follows on from a very successful launch in Melbourne's prestigious Jam Factory in December 2011.

Island Pacific's high value retail software solutions are being used by TOPSHOP to standardise its IT solutions. As a new business venture in Australia, TOPSHOP wanted the day-to-day business of its retail divisions to be streamlined with receipting, sales and reporting functionality.

To meet this requirement effectively, TOPSHOP has invested in Island Pacific's Omni Channel Server which is well suited to a large scale retail outlet, enabling TOPSHOP to manage its inventory, merchandising, and head office functionality, and providing it with real-time accurate and immediate data for informed decision-making.

As an internationally successful fashion brand that attracts the youth market, TOPSHOP wanted its in-store customer experience to be fast, friendly and informative.

"TOPSHOP is an internationally renowned, successful business model with fantastic local brand recognition. We want every customer who comes into any of our stores to experience exceptional service. It's important to us that the experience lives up to their expectations," commented Hilton Seskin, Chairman, Austradia, the Australian franchisee of the TOPSHOP stores. "Having a standardised IT solution that is core to our day-to-day business, which supports flexible customer service delivery and helps us to track the requirements and profitability of the business, is critical to achieving this."

Interactive features of the Island Pacific Mobile include, fast sales transactions, customer search with customers' key performance statistics, options to email or print dockets, lay-by, product enquiries, stocktake and customer loyalty programs.

Clive Klugman, CEO, Island Pacific Australia said, "We are delighted to be supporting TOPSHOP in Australia and providing the company with technology that is transforming the in-store customer experience. Retailers are now able to extend their sales role by engaging with customers, giving product advice and performing sales operations all while on the sales floor."

Renowned in the retail industry for its innovation, Island Pacific's software supports key retail operations including core merchandising, point-of-sale, customers relationship management, vendor relationship management and demand forecasting.

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About Topshop

Since it launched in 1964, TOPSHOP has become a major British style authority and one of fashion's biggest success stories. In 1994, a TOPSHOP flagship store was born as the brand took over a 90,000 sq ft space at London Oxford Circus in the heart of the West End. It remains there today, now expanded to trade over more than 100,000 sq ft, and is considered the world's largest fashion store on the high street, attracting over 200,000 shoppers each week. In the USA, TOPSHOP together with TOPMAN, has flagship stores in New York, Chicago, Las Vegas and Los Angeles. Within Australia there are three flagship stores, located in Sydney and Melbourne.

Australasia is the local Australian franchise partner for TOPSHOP and TOPMAN.

About Island Pacific

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

Island Pacific, a division of 3Q Holdings Limited (www.threeq.com.au) was founded in 1978. The company is headquartered in Irvine, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.