

## Mamiye Brothers Chooses *Desktop Analyst* Retail Analysis Software

Texas (Aug 20, 2004) – Mamiye Brothers, one of the retail industry's leading supplier of children's wear, now uses the Desktop Analyst Software Suite, a product of Enhanced Retail Solutions (ERS) of Plano.

The Desktop Analyst is a cost-effective, revenue-producing, *essential* piece of software for *today's* manufacturers serving the retail giants. With Desktop Analyst, manufacturers can more easily become involved in the management of their own lines, on the retail level, and track their products through their entire retail lives.

This quick and user-friendly software is the supplier's secret weapon at the negotiating table. After a meeting with a supplier that uses Desktop Analyst, a buyer will have a new definition of partnership. In a few simple steps, this software provides in-depth reporting on an individual sku's inventory, sales, projections, and demographic appeal.

For Mamiye Brothers, the Desktop Analyst was the obvious choice. *Desktop Analyst is the only analysis software written from the perspective of the retail buyer.* Desktop Analyst's reports and graphics are composed in language that buyers will *appreciate*. It's an action plan for the buyer, and a highway to increased business for everybody. Desktop Analyst is the evident choice: no supplier can afford to be without it.

The return on investment in Desktop Analyst is exponentially higher than the commitment involved. The software is easily integrated into any office situation, and easier to use. The results are efficiency, management and profit.

"Mamiye Brothers understands that in today's retail environment the more they take accountability and responsibility for managing the merchandise programs they sell to retailers, the greater the reward will be," said James Lewis, President of Enhanced Retail Solutions.

"The Desktop Analyst gives us the ability to study and maintain store level information in an easy and straightforward manner. Because it compiles, organizes and interprets thousands of lines of data so quickly, we can spend more time analyzing, and finding opportunities that turn into additional sales and profit for both ourselves and our retail partners," said David Cropper, CIO of Mamiye Brothers.

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