

## Big Rock Sports Launches Mobile Ordering App

Big Rock Sports has introduced a new app enabling customers to order products with their mobile devices. The app is designed to save outdoor retailers time and make it easier to replenish inventory. The Big Rock Sports App uses the built-in camera on mobile phones and tablets to scan UPC codes and back tags. Users can then build a cart and place an order with Big Rock Sports, which can be sent directly from their mobile device. The app syncs to Big Rock's full inventory and does not require internet access to use.

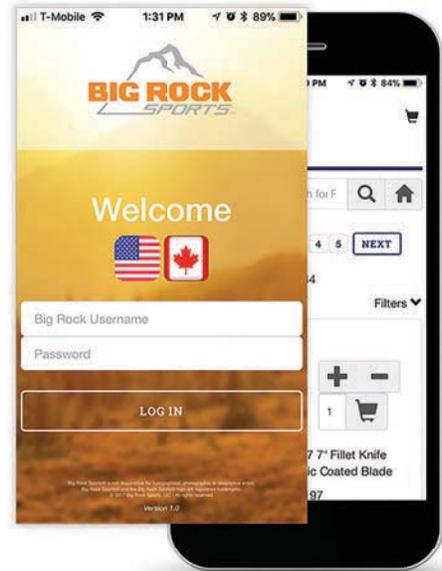
"[Big Rock Sports'] new mobile app is going to revolutionize ordering for all of their customers," said Rob Gensorek, owner of Basin Tackle in Charleston, Ore. "They have mitigated the need for a standalone ordering scanner. No longer will back tags have to be taken off the wall and carried up to the main computer. Big

Rock just saved us time and increased our accuracy."

"We wanted to save our customers time and effort," said Mitch Mitchell, Big Rock Sports VP of marketing and customer experience. "The Big Rock Sports App will drastically cut the amount of time it takes to restock their stores. In addition, Big Rock's customers can receive some great app-only promotions and specials we have planned."

The Big Rock Sports App works on both Apple and Android devices, and is available through Google Play or the App Store. To download, users should visit the appropriate app store, search for "Big Rock Sports" and choose the Big Rock Sports "Shopping" app. Once the app is downloaded, they'll need to choose the corresponding country flag. Login requires a Big Rock Sports username and password.

Visit [www.bigrocksports.com](http://www.bigrocksports.com)



Using a mobile device's built-in camera, the Big Rock Sports App scans UPC codes and back tags for dealers to build a cart and place an order. The app is available through Google Play or the App Store.

## Epicor, App Cohesion Announce Partnership

Epicor Software Corp. and App Cohesion announced a new partnership to integrate and facilitate a real-time inventory data exchange to deliver stronger analytics of actual pricing and retail sales information to retail businesses and firearms dealers. The integration will soon be available in Epicor Eagle N Series POS software — exchanging real-time firearms data from participating Epicor retail software users.

"Outdoor sporting goods retailers are facing increased competition from major chains and online retailers, and



also have unique inventory challenges," said Bill Wilson, Epicor SVP of product development. "Our partnership with App Cohesion enables retail stores to be smarter about what products to carry, which will in turn help retailers have more breadth of inventory with less depth, and avoid overstock and out-of-stock conditions."

App Cohesion is a software as a service

(SaaS) supply chain platform delivering inventory, pricing, ordering and analytics to manufacturers, distributors and retailers.

"App Cohesion is also excited to partner with Epicor because of its progressive technology focus and proven POS solutions," said Steve Urvan, App Cohesion CEO. "Our turnkey solution coupled with Epicor solutions will give subscribing retail customers a true market advantage. We are committed to working closely with Epicor to develop a seamless POS environment which will give retailers the tools to be successful all in one place."

Visit [www.epicor.com](http://www.epicor.com)

## Vista Outdoor Introduces Dealer Program

Vista Outdoor launched its new dealer partnership program at the 2018 SHOT Show.

The program (PREMIUM365) will encompass all of Vista's ammunition brands including Federal Premium, CCI, Speer, Fusion, American Eagle, Blazer and Estate. PREMIUM365 will focus on offering exclusive best-in-class programs and services to ensure the independent

retailer is positioned to succeed in the marketplace.

"We are excited to bring our independent retail partners a program that will help showcase their strength and expertise to our consumer base and equip them with the tools they need to be successful now and in the future," said Jason Vanderbrink, Vista Outdoor president of ammunition.

Dealers, contact your Vista Outdoor sales representative for more information.

Visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com)



Federal Premium Syntech Action Pistol