NCHANNEL ANNOUNCES THE LAUNCH OF A NEW CONNECTOR FOR QUICKBOOKS

Connector Makes Managing Multiple Sales Channels Affordable for Thousands of QuickBooks Users

COLUMBUS, OH – October 15, 2013 – nChannel, creator of the cloud-based multi-channel management platform, announced today that it has launched a connector for QuickBooks that manages the flow of item, order, shipping and inventory information between the accounting system and any number of physical or online sales channels. The release enables QuickBooks users to automate the flow of item and sales-related data between QuickBooks and a variety of eCommerce and POS applications eliminating labor intensive manual data entry, improving the ability to rapidly list items and fulfill orders, and increasing revenue.

Functionality in the nChannel QuickBooks Connector includes:

- **Item management** – Pushes consistent item information and pricing to any number of sales channels
- **Order processing** – Provides real time order integration as well as the ability to post batched daily sales data from each sales channel to QuickBooks
- **Shipping data** – Pushes shipping information from QuickBooks to sales channels to notify buyers of tracking information and expected delivery dates
- **Inventory synchronization** – Synchronizes inventory levels between all sales channels and QuickBooks (as well as any other inventory system including third-party warehouses and suppliers)

"Adding new sales channels can be very difficult, especially for small businesses with only a few employees," said Steve Weber, CEO of nChannel. "Growth becomes difficult when you can't take advantage of new revenue opportunities like Amazon or eBay because you can't manage the additional orders or because tracking inventory across multiple sales channels becomes unruly. With our new connector, nChannel simplifies that process for the entire QuickBooks community."

nChannel's cloud-based platform is available as a subscription, yet scalable enough to meet the needs of companies of almost any size. In addition to QuickBooks, it connects other accounting and ERP systems, such as Microsoft Dynamics, to multiple sales channels including brick and mortar stores, online stores and marketplaces. Existing connectors for these sales channels include Microsoft Dynamics RMS, Magento, Shopify, ASPDotNetStorefront, Amazon and eBay.

Unlike point-to-point integration solutions, nChannel is designed to operate as an independent platform that solves the management challenges of multi-channel environments. Subscribers can connect their existing POS, eCommerce, online marketplaces, ERP and accounting systems using nChannel's pre-built built connectors as needed and without long-term contracts. The platform orchestrates data sharing between them – managed by business rules, a workflow engine and exception management – increasing the accuracy and timeliness of data and saving countless hours of manual labor.

About nChannel
nChannel offers companies a complete suite of easy-to-use cloud-based solutions to manage their multi-channel environment including transaction synchronization, order management, item catalog syndication

and master data management. nChannel's cost-effective web-based subscription model enables companies to manage sales processes for both wholesale and consumer channels. Using nChannel, subscribers connect their existing financial, ERP and/or POS systems with any number of external online and offline stores including marketplaces such as eBay and Amazon. Publishers of software or cloud applications can develop connections to the nChannel platform to quickly provide integration to any other connected application on the platform. For additional information about nChannel, please visit our website at www.nchannel.com

Contact Information
Liz Carpenter
Marketing Director, nChannel
lcarpenter@nchannel.com
Direct: (614) 636-4609
Cell: (614) 325-1927
www.nchannel.com