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VeraCore Helps Errington Integrated Marketing Ramp Up Cross-Border Fulfillment

Rocky Hill, CT, September 8, 2014 -- Errington Integrated Marketing of Burlington, Ontario is in the process of implementing The VeraCore Fulfillment Solution to manage their clients' fulfillment programs.

As one of Ontario's leading integrated marketing consultancies, Errington serves clients across Canada and the US. Errington provides a broad spectrum of marketing services including brand strategy, creative design and campaign execution. Fulfillment, long a major component of Errington's suite of services, has become an increasingly important source of revenue, while also contributing to the growth of other business segments such as creative and printing. Recognizing the impact of fulfillment on their bottom line, Errington's management made a strategic decision to invest in fulfillment infrastructure. This allocation includes a significantly larger warehouse and a new fulfillment management system.

The fulfillment activity managed by Errington naturally centers on their clients' marketing programs. As such, their technology needs extend far beyond simply warehousing inventory and shipping orders. They needed a system that would enable them to act as an extension of their clients' businesses, handling on-going fulfillment of orders to their clients' dealers and sales reps as well as coordinating complex, large scale national campaigns to retail outlets.

VeraCore's Order Management System will provide Errington's clients an on-line ordering platform that offers greater control over access to brand assets, and a comprehensive suite of management reports and dashboards that will facilitate both long-term planning and day-to-day decision-making. Neil Errington, the firm's founder and President commented on their decision to implement VeraCore, "As a former software developer myself, I've got a pretty keen eye when it comes to assessing tech solutions for our clients. We were impressed with VeraCore from day one and after attending a VeraCore training class we're even more excited. This is going to be a huge win for our clients".

Errington has always prided itself on quality and accountability. The Packing Workstation component of the VeraCore Warehouse Management System will enable them to expand on this tradition by providing clients with content detail for every package shipped. This level of detail will also save time at their shipping stations. With a scan of a barcode, their shipping systems will be able to pull address info as well as commodity level information such as customs values and tariff codes that are required for cross-border shipping.

VeraCore's President, Denise Lunden, had this to say, "The combination of Errington Integrated Marketing's years of fulfillment experience, an expansive new facility, and state-of-the art software to manage the operation are a sure-fire recipe for success; we look forward to working with Errington and to helping them provide even greater value to their clients."

Visit <http://www.erringtonim.com> to learn more about Errington Integrated Marketing's services.

About VeraCore Software Solutions, Inc.

VeraCore Software Solutions, Inc. has been providing software solutions to fulfillment companies, printers and marketing service providers for over 30 years. Their flagship product, The VeraCore Fulfillment Solution, enables fulfillment service providers to manage all aspects of their clients' order fulfillment programs.

For additional information on VeraCore, visit their website at <http://www.veracore.com>