



Itasca Retail Makes the Inc. 5000 List for 2nd Time

As one of America's Fastest-Growing Companies, Itasca Retail's customers and employees contribute to the inclusion on the iconic list

West Des Moines, IA [August 19, 2020] – Itasca Retail is proud to be recognized for its 74% growth qualifying it for a second inclusion on the Inc. 5000 list. In the list revealed last week, the company came in #4414 within this prestigious collection of innovative organizations.

Itasca's Magic™ software uses historical sales data and current shelf and selling conditions to calculate the exact right order amounts for tens of thousands of items at any time of the day. This ensures each store always has the right stock levels to fulfill shopper demand. The system combines sophisticated algorithms, artificial intelligence and machine learning along with deep understanding of the North American grocery replenishment process to generate impressive gains in sales and productivity, while concurrently reducing inventory, shrink, product-handling and vendor credits.

"Itasca's return to the Inc. 5000 list is first and foremost the result of employee commitment to our valued customers," said Itasca President, Jeff Kennedy. "We are especially grateful to our broadening family of grocery retailers, who are essential to our success."

He added, "It has been gratifying to help grocery retailers see how historically manual processes can be automated, with increased speed and accuracy, to ensure they continue to provide exceptional shopping experiences."

The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. Microsoft, Dell, Domino's Pizza, Pandora, Timberland, LinkedIn, Yelp, Zillow, and many other well-known names gained their first national exposure as honorees on the Inc. 5000.

"The companies on this year's Inc. 5000 come from nearly every realm of business," says Inc. editor-in-chief Scott Omelianuk. "From health and software to media and hospitality, the 2020 list proves that no matter the sector, incredible growth is based on the foundations of tenacity and opportunism."

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About Itasca Retail:

Itasca Retail Information Systems invents and builds industry-leading solutions for Inventory Management, DSD, Computer Generated Ordering (CGO) and associated data management. The company provides reliable, high-performing and cost-effective solutions for Inventory Optimization, including merchandise forecasting, perpetual inventory, DSD receiving, and the hand-held devices that support store execution processes. Learn more at www.itasca-retail.com

Inc. 5000 Methodology

The 2020 Inc. 5000 is ranked according to percentage revenue growth when comparing 2016 and 2019. To qualify, companies must have been founded and generating revenue by March 31, 2016. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2019. The minimum revenue required for 2016 is \$100,000; the minimum for 2019 is \$2 million. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/inc5000>.

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