



For Immediate Release
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Fortna Announces Acquisition of Optricity, Expanding Its Warehouse Optimization, Analysis and Performance Improvement Offering

Enhanced Offering to Amplify Order Fulfillment Speed and Accuracy

ATLANTA, GA, February 14, 2022 --- Fortna®, The Distribution Experts™, a leading consulting, engineering services and software company for warehousing and distribution, today announces that it has acquired [Optricity](#), a warehouse optimization, analysis and performance improvement software company. The Optricity management team will join the Fortna organization following the transaction, positioned to serve the newly combined global client base.

Committed to solving the most difficult distribution challenges, the Fortna | Optricity offering will provide clients with an immediate ability to improve the speed and accuracy of [order fulfillment](#) capabilities. Leveraging the additive result of the Fortna and Optricity proprietary algorithms, the software offering optimizes [picking](#) performance by enabling labor to pick the right SKU at the right time from the right location. The result is responsive order fulfillment that meets the ever-growing demands of today's eCommerce requirements.

Rob McKeel, Fortna, CEO, stated, "I'm excited to bring together the talented Fortna and Optricity teams, uniting the combined science-based approaches to problem solving. We look forward to partnering with our clients to optimize product placement, improve efficiencies, maximize space utilization and reduce travel within the four walls." McKeel continued, "The Fortna | Optricity solution will enable companies to enhance the management of daily operations, minimize inventory volatility and amplify their ability to maintain their brand promise of fast and accurate fulfillment – achieving the new normal for distribution success."

The acquisition of Optricity allows Fortna to further build upon its global presence and expand its offering to its growing global client base. Fortna will leverage the Optricity software experts to expand its Science and Technology Center of Innovation with additional industrial engineering algorithmic expertise and business case acumen. In addition, the growing team of distribution specialists will continue to design and deliver the industry's leading software to dynamically manage inventory and provide the real-time decision-making data required to optimize performance in client facilities.

Dan Basmajian, CEO, Optricity, stated, "We are excited to join the Fortna family of Distribution Experts and combine a deep bench of talent to elevate distribution processes across the globe. We look forward to infusing positive impact with our algorithm-driven inventory optimization software that delivers improvement to comprehensive operations and enables organizations to meet and exceed ever-changing fulfillment expectations."

For more information regarding Fortna and its offerings, please visit www.fortna.com.

About Fortna

Fortna partners with the world's leading brands to transform their distribution operations to keep pace with digital disruption and growth objectives. Known world-wide as The Distribution Experts™, we design and deliver intelligent solutions, powered by FortnaWES™ software, to optimize fast, accurate and cost-effective order fulfillment. Our people, innovative approach and proprietary algorithms and tools ensure optimal operations design and material and information flow. We deliver exceptional value every day to our clients with comprehensive services including network strategy, distribution center operations, material handling automation, supply chain systems, warehouse software design and implementation, and a comprehensive suite of lifecycle services and support.

About Optricity

Optricity creates and supports warehousing analysis, optimization and performance improvement software. To develop its solutions, including the highly acclaimed warehouse slotting application, OptiSlot DC™, Optricity utilizes a blend of warehousing domain expertise, advanced mathematics and software engineering skills. The Platform of planning solutions includes slotting, profiling, integration, simulation, @Ease Warehousing Technologies™ Platform and the Moves Conductor™ for warehousing operations.