



Replica EMEA

PRESS RELEASE

Birth of Replica EMEA

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Replica Sistemi, software house specializing in Supply Chain Execution applications, has established a new company: ReplicaEMEA, headquartered in Istanbul, Turkey.

On the strength of 30 years' experience in delivering Warehouse and Transportation Management software solutions for Italian and international businesses, ReplicaEMEA aims to become a major player in supplying logistics management applications integrated with the most advanced technology.

First the focus will be on StockSystemEvolution distribution and diffusion – Replica Sistemi's advanced warehouse management system – and Voice technology. **Luca Venturini**, Replica Sistemi Export Manager says: *"We decided to export StockSystemEvolution as its flexibility and scalability perfectly fit into a wide variety of industry sectors. It seamlessly integrates with all major international ERPs and cutting-edge technology for material handling such as: Voice, Barcode, RFID and Mobile."*

Replica Sistemi is operating in Turkey since 2011 as it is a booming market whose economy is the fastest growing in Europe. Turkey is quite similar to the Italian background of some decades ago: young enterprising people with innovation-oriented attitude. In Logistics and Transportation IT there are many development opportunities due to warehousing activities carried out manually or through simple systems.

ReplicaEMEA is established as a joint venture between Replica Sistemi and Obase, Turkish company specializing in IT solutions for Retail serving companies such as: Migros, Marks & Spencer, Carrefour, Pepsi, United Colors of Benetton.

Levent Dal, Obase Sales and Marketing Director, is extremely confident in this new business, and states *"We joined Replica EMEA as we strongly believe the integration of our solutions can effectively meet the growing market demand in terms of innovation. We had the opportunity to know and prove the high quality of Replica Sistemi's solutions, delivering added-value in logistics flows management. ReplicaEMEA's solutions fully integrate with our products and we are sure this will help us expand our customer base."*

In collaboration with the "Politecnico di Milano" University, Replica EMEA is training company's next Turkish project managers that will directly manage StockSystemEvolution and StockVoice implementations in Turkey. Sales and Marketing activities will be carried out

by **Seda Zehra Oznur**, Country Sales Manager Replica EMEA, that will manage promotion, development and sales of StockSystemEvolution.

Francesca Guaschino, CEO Replica EMEA - that supported the whole process leading to Replica EMEA establishment - adds with satisfaction: *“Turkey is the first foreign country where ReplicaEMEA is operating but we intend to extend our business model to other Mediterranean areas.”*