



# ACCESSVIA

## Modell's Sporting Goods Rolls out Web dSignShop SaaS in Six Weeks

### AccessVia Scalable Enterprise Cloud Platform Delivers In-Store Signage to Sporting Goods Retailer

**SEATTLE October 19, 2011** – AccessVia announces that Modell's Sporting Goods deployed AccessVia Web dSignShop Software as a Service (SaaS) for their in-store signage publishing system. Implementation was complete in only six weeks.

Mitch Modell, CEO of Modell's Sporting Goods, regarding their decision to implement AccessVia technologies says, "It's the best decision we've made in a long time, we've had nothing but great reactions and store feedback. It's been phenomenal."

Modell's understands the powerful impact signs have, and with AccessVia Web dSignShop SaaS they are continuing to create the great-looking signs that make them unique. To render their color-printed signs at store level, **Modell's is using OKI printers as part of their AccessVia publishing solution.** And with Web dSignShop SaaS, Modell's has AccessVia experts at their disposal for fast application support and robust reliability—minimizing the impact on their IT staff while optimizing their sign output processes.

The AccessVia scalable enterprise cloud platform and Web dSignShop SaaS application is designed for retailers who want to outsource implementation, maintenance and support activities. Using data from a central source, Web dSignShop SaaS seamlessly and dynamically delivers print and digital promotions to stores for immediate availability and high-speed production via the Internet. The smart technologies of Web dSignShop deliver signs that are always accurate, never out-of-date, and perfectly in sync with point-of-sale and backend retail systems.

Web dSignShop SaaS is one of the many powerful tools in the AccessVia Publishing Platform. The AccessVia Publishing Platform gives retailers control over all aspects of designing, publishing, and managing shelf-edge product merchandising. To measure the success of promotions and understand store activity, the platform also delivers analysis and reports of store activity and provides intelligence on how promotions impacted sales.

**About AccessVia**--Accessvia designs and deploys cost-cutting solutions for shelf-edge signs, labels, digital signs and electronic shelf labels (ESLs). The AccessVia Publishing Platform for retail is the preferred platform for retailers in over 55 countries, 25 languages, and more than 60,000 stores worldwide including Target, Best Buy, Staples, Walgreens, and Kroger.

Get the right content and price, at the right location and time, tailored for execution efficiency regardless of the publishing method. Print Anywhere with AccessVia.

**About Modell's Sporting Goods**--Modell's Sporting Goods is America's oldest family-owned and operated sporting goods retailer, specializing in the sale of sporting goods, sporting apparel, menswear and brand name athletic gear. Their first store, founded in 1889 by Morris A. Modell, has spanned over four generation and has expanded to include more than 140 brick and mortar locations throughout 11 states in the Northeastern region of the United States.