

For Immediate Release

PROFIT*systems* Releases Integration with Retail Traffic Counter, DoorCounts

*The integration aims to provide home goods retailers with analytics on traffic patterns, staffing levels, and sales effectiveness.*

COLORADO SPRINGS, Colorado – April 16, 2015 – PROFIT*systems*, a leading provider of solutions for home furnishings retailers, today announced a new integration with retail traffic counter, DoorCounts. Traffic count data will now be synced into the company’s retail management software, RETAIL*vantage*, to help retailers analyze advertising return on investment, retail store traffic flow, and sales close ratio.

“Our best-performing clients watch their store traffic very closely. RETAIL*vantage* provides traffic reports by day and hour to help them staff effectively as well as inform opportunities to train the sales team and increase sales. Our new integration with DoorCounts will help those furniture retailers leveraging both systems to look at traffic and sales data side by side and make more informed business decisions,” said Janice Johnson, RETAIL*vantage* Product Manager.

“We’re very excited to be partnering with PROFIT*systems* and integrating our DoorCounts product with RETAIL*vantage*. The synergy will provide a seamless and well supported solution that several top 100 home furnishings and bedding retailers already rely on. With DoorCounts sending accurate traffic data seamlessly into RETAIL*vantage*, we aim to provide the retail industry with a management tool that impacts the bottom line,” said Ron Parton, PMP, Floorboard Partner.

This integration is now available to all PROFIT*systems* current and new clients on the latest version of RETAIL*vantage*.

**About PROFIT*systems, a HighJump product***
PROFITsystems is a complete retail management solution for the modern home goods retailer. Key components of their solutions for retailers include enterprise software, consulting, performance groups, advanced education, group-buying freight programs, eCommerce and business intelligence. PROFITsystems features real-time inventory management, customer relations management, point-of-sale, and accounting systems. For additional information on PROFITsystems, please visit their website at [www.profitsystems.com](http://www.profitsystems.com/).

**About Floorboard LLC**

Floorboard LLC was founded in 2009. Originally inspired to develop DoorCounts to fill a void and meet the standards of a single furniture retail chain. The company continues to expand its suite of integrated solutions for retailers. DoorCounts is a tested and reliable solution used by several top 100 home furnishings and bedding retailers. Hundreds of locations have helped develop a system that helps retailers increase their bottom line by providing accurate traffic counts and sales conversion data. To learn more, visit [www.doorcounts.com](http://www.doorcounts.com).

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