

## GoFrugal Technologies & Sun Microsystems develop low cost solution for small retailers

*GoFrugal Technologies the market leader in the retail, retail distribution and the retail chain business management software and Sun Microsystems the global leader in providing robust hardware and system platforms provide low cost solution to the retailers in the SME segment.*

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Sun Microsystems today announced that GoFrugal Technologies a software product company with a focus on complete automation of retail and distribution business has ported RayMedi HQ 3 , an enterprise class retail solution to Sun Microsystems' software and operating system platform.

With modules that are adaptable to any retail format from restaurants to pharmacies from jewellery stores to supermarkets, the solution is ideal for any small and mid-sized retailer operating in the country. Further, with a price point starting as low as a lakh rupees or less per store inclusive of point of sale systems, back end servers and storage infrastructure, networking, implementation costs, software licenses and support, the solution offers a compelling proposition for the small retailer to automate his billing, procurement, inventory management, accounting and customer relationship management needs.

GoFrugal's RayMedi solution has been ported to utilize the entire range of the Sun product portfolio - from Java as the application development language, the Sun Application Server, Sun's MySQL database, Solaris 10, the worlds most advanced and robust operating system and Sun's performance leading servers. Speaking about the association with Sun Microsystems, Mr Kumar Vembu, CEO, GoFrugal Technologies said, 'Sun Microsystems' products fit in perfectly with our requirements of performance, scalability and reliability that we were looking for while developing a low cost solution for the retail industry. The Sun platform helped us pass on to our customers features of low cost of acquisition, zero threat of viruses afflicting their systems and ease of maintenance thus ensuring peace of mind for the small retailer who might not be able to spend a lot on routine maintenance of his technology infrastructure.

He further added, 'As India gets ready to experience the onslaught of new retail formats by large retailers, the small and medium retailers, who make up for more than 95% of the Indian retail industry are realizing the need to adopt state of the art technology in order to stay in the game and increase their share of the Indian retail pie and thereby improve profitability. Due to the inherent nature of the retailing business as is a low-margin, high-volume, commodity business where profitability gets strained as competition intensifies and consumer preferences mature, the use of technology to provide superior consumer experience is one way to differentiate one's offerings from the competition.'

According to Mr Priyadarshi Mohapatra, Director- Retail, Sun Microsystems India, 'Technology is no longer viewed as an optional investment by Indian retailers; it has become an enabler of their business. Small and medium retailers, who are the core of the Indian retail industry, are fast recognizing this fact and are building a strong technology infrastructure backbone. RayMedi is a strong combination of Sun's vast experience and expertise in retail coupled with GoFrugal's expertise in the retail, retail distribution and retail chain management solutions, making this product a must have for those retailers who are looking for a robust and scalable IT solution.'

## SUN IN RETAIL

In less than two years, Sun Microsystems India has not just built a very strong ecosystem of partners in the retail space and created a solution matrix that clearly positions Sun as the technology partner of choice for any retail player but has also got an impressive list of customers that include most of the large retail projects in the country be it the largest retail project in the country - Reliance Retail, the first organised player in retail in India - RPG, the largest pharma retail player in India - Apollo Pharma, Subhiksha or the Future Group.

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About GoFrugal Technologies.

GoFrugal Technologies specializes in retail, retail distribution and retail chain business management software solutions integrating Computing, Internet, Web 2.0 and Mobile Technologies.

GoFrugal's integrated business management solutions are marketed in the brand name of RayMedi and are available across India. GoFrugal manages more than 5000 retail and retail distribution businesses like supermarket, departmental stores, pharmacy, garment, textile, restaurant, toys, gift article, opticals, mobile phone, computer hardware and many other retail shops. GoFrugal business management solutions offer comprehensive business process automation covering sales, purchase, inventory and accounts and offer insightful operating and business reports. GoFrugal offers one of the compelling solutions for the retail management - both for standalone shops and for the chains. More details can be found at <http://www.gofrugal.com>

About Sun Microsystems, Inc.

A singular vision -- "The Network Is The Computer" -- guides Sun in the development of technologies that power the world's most important markets. Sun's philosophy of sharing innovation and building communities is at the forefront of the next wave of computing: the Participation Age. Sun can be found in more than 100 countries and on the Web at <http://www.sun.com>.

**About GoFrugal** - GoFrugal Technologies integrates computing, telecommunication and Internet technologies for complete automation of retail and distribution business. It is promoted by successful software, distribution and industry domain experts. GoFrugal Technologies has a strong development team in its headquarters at Chennai and has field sales & support team spread throughout India. It has presence in 14 states and more than 50 locations in India with strong presence in semi-urban & rural towns. GoFrugal has 25000 satisfied users across India.

**Markets Served** - GoFrugal provides software products and solutions for retail, retail distribution & retail chain management. It supports multiple retail business & SKU types - FMCG, mobile, pharmaceutical, garment, textile, computer hardware, furniture, white goods, consumer electronics, food & beverages etc. GoFrugal products also support Multiple store formats and Business types - Convenience stores, hyper/super market, garment, hardware, electrical, retail distribution, cash and carry wholesale, consignee agents etc. Apart from that GoFrugal products is designed to suit the flexible business needs of the customer - Dependent, Independent & Franchise store models,

Exclusive franchise, non-compete & complimentary product franchise and multi-brand outlets.

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You can also visit [www.gofrugaltech.com](http://www.gofrugaltech.com) for more information.