

LoyaltyExpress Announces

CustomerManager 6.0

(<http://www.martechadvisor.com/crm/loyaltyexpress>)

announces-customermanager-6-0/)

Rocket Fuel Announces Inaugural

Member Status of Nielsen Preferred

Platform Partner Program

(<http://www.martechadvisor.com/news/rocket>)

fuel-announces-inaugural-member-status-

Home (<http://www.martechadvisor.com/>) / CRM (<http://www.martechadvisor.com/./crm/>) /


Aptean Acquires Vision® Software Solutions Business


NEWS


# Aptean Acquires Vision® Software Solutions Business

by ROHIT ROY ([HTTP://WWW.MARTECHADVISOR.COM/AUTHOR/ROHIT-ROY/](http://www.martechadvisor.com/author/rohit-roy/)) / 12th June 2015




 (<https://plus.google.com/share?url={http://www.martechadvisor.com/crm/aptean-acquires-vision-software-solutions-business/}>)

 (<https://www.facebook.com/sharer/sharer.php?u=http://www.martechadvisor.com/crm/aptean-acquires-vision-software-solutions-business/>)

 (<https://twitter.com/home?status=http://www.martechadvisor.com/crm/aptean-acquires-vision-software-solutions-business/>)

 (<http://www.linkedin.com/shareArticle?mini=true&url=http://www.martechadvisor.com/crm/aptean-acquires-vision-software-solutions-business/&title=Aptean Acquires Vision® Software Solutions Business&summary=Aptean has acquired the Vision® software solutions business operations from associates of Cinram Group Inc. Vision delivers cloud-based Business Intelligence and Supply Chain Inventory Management for Fortune 100 companies across electronics, home entertainment and publishing. It records and manages inventory data and information for over 47,000 stores and 100 retailers in 18 countries.&source=MarTech Advisor>)

 ([mailto:?subject=Marketing Technology Cloudscape 2015 – Build vs. Buy a Marketing Cloud&body=Check out this article http://www.martechadvisor.com/articles/marketing-technology-cloudscape-2015/.](mailto:?subject=Marketing Technology Cloudscape 2015 – Build vs. Buy a Marketing Cloud&body=Check out this article http://www.martechadvisor.com/articles/marketing-technology-cloudscape-2015/))



Enterprise application software company Aptean has acquired the Vision® software solutions business operations from associates of Cinram Group Inc. Vision delivers cloud-based Business Intelligence and Supply Chain Inventory Management for Fortune 100 companies across electronics, home entertainment and publishing. It records and manages inventory data and information for over 47,000 stores and 100 retailers in 18 countries.

With the offering, retailers and manufacturers benefit from inventory visibility and demand planning which helps them quickly respond and bridge the divide between retail demand and supply, and grow profitability.

The solutions suite of Vision is complete with forecasting, product mix analysis, product level management, recommendation, reverse logistics, replenishments, customized retail solutions, and reporting of product performance. All of these solutions can be combined with prevailing management tools. Moreover, it can be customized to address specific needs by selecting as individual modules or as a full package.

Kim Eaton, chief executive officer, Aptean was cited in this release

(<http://www.globenewswire.com/news-release/2015/06/11/743932/0/en/Aptean-Acquires-Vision-R-to-Provide-Cloud-Based-Inventory-Management-Solutions.html>) as saying, “The Vision cloud-based supply chain technology provides retailers with flexibility and agility to manage inventory levels and be more responsive to changing customer demand. The holistic framework of Vision technology is designed to increase efficiencies and improve customer service— key characteristics of Aptean’s suite of products.”

“Combining Vision with Aptean will allow Vision to grow and prosper as part of a bigger software services provider and continue to provide exceptional service to Cinram clients in the future,” added Steve Brown, chief executive officer, Cinram.

0 Comments

MarTech Advisor

 Login ▾

 Recommend

 Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

ALSO ON MARTECH ADVISOR

WHAT'S THIS?

**4 Steps to Pick an Effective Marketing Automation Software**

1 comment • a month ago

**Marketo Becomes Facebook’s New Marketing Partner**

1 comment • 5 months ago

**Simplifying the ‘M’ (Management) in CRM Adoption**

2 comments • 6 months ago

**5 Tips to Build a Twitter Following**

1 comment • 3 months ago

 Subscribe

 Add Disqus to your site

 Privacy

MTA Library



## WHITE PAPER



(<http://www.martechadvisor.com/whitepaper/demystifying-marketing-clouds/>)

MORE WHITEPAPERS ([HTTP://WWW.MARTECHADVISOR.COM/RESOURCE-LIBRARY/](http://www.martechadvisor.com/resource-library/))

## Partner Whitepapers



Join 350,000 sales & marketing pros who use our newsletter to stay updated with the latest news, research and playbooks

Enter your email address

SUBSCRIBE

## Latest Articles

## 3 Effective Mobile Messaging Techniques Every Marketer Must Leverage

(<http://www.martechadvisor.com/web-mobile-analytics/3-effective-mobile-messaging-techniques-every-marketer-must-leverage>)

---

## 4 Insights About Modern B2B Buyers That Sales Teams Must Keep in Mind

(<http://www.martechadvisor.com/sales-enablement/4-insights-about-modern-b2b-buyers-that-sales-teams-must-keep-in-mind>)

---

## 3 Big Misconceptions Marketers Have About Marketing Automation Platforms

(<http://www.martechadvisor.com/marketing-automation/3-big-misconceptions-marketers-have-about-marketing-automation-platforms>)

[ALL ARTICLES \(HTTP://WWW.MARTECHADVISOR.COM/ARTICLES/\)](http://www.martechadvisor.com/articles/)

## Latest News

---

### LoyaltyExpress Announces CustomerManager 6.0

(<http://www.martechadvisor.com/crm/loyaltyexpress-announces-customermanager-6-0/>)

---

### Rocket Fuel Announces Inaugural Member Status of Nielsen Preferred Platform Partner Program

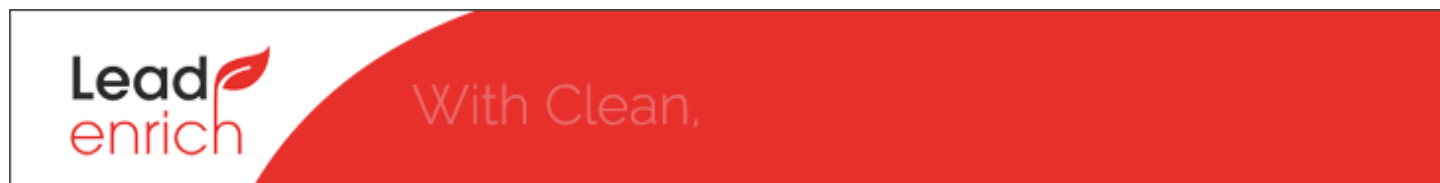
(<http://www.martechadvisor.com/news/rocket-fuel-announces-inaugural-member-status-of-nielsen-preferred-platform-partner-program/>)

---

# YuMe Appoints Craig Forman to its Board of Directors

(<http://www.martechadvisor.com/news/yume-appoints-craig-forman-to-its-board-of-directors/>)

[ALL NEWS \(HTTP://WWW.MARTECHADVISOR.COM/NEWS/\)](http://www.martechadvisor.com/news/)



(<http://www.leadenrich.com/>)

Enter your e-mail here

**SUBSCRIBE NOW**

Whitepapers (<http://martechadvisor.com/resource-library/>)

Readership (<http://www.martechadvisor.com/readership/>)

Advertising (<http://www.martechadvisor.com/advertising/>)




About (<http://www.martechadvisor.com/about-martech-advisor/>)

Team (<http://www.martechadvisor.com/team/>)

Contact (<http://www.martechadvisor.com/contact-us/>)

Privacy Policy (<http://www.martechadvisor.com/privacy-policy/>)

Media Kit

Follow us on  (<https://www.facebook.com/MarTechAdvisor>)   
(<https://www.linkedin.com/groups?gid=25005>)   
(<https://twitter.com/MarTechAdvisor>)

Experiences

Operations

Middleware

Backbone

© 2015 MarTech Advisor. All rights reserved.