

GeniusCentral Kicks Off Infrastructure Upgrade Project

GeniusCentral will begin implementation of a server and application project to upgrade the company's infrastructure this June. This project will lead to a greatly improved environment for future development and customers will see the benefits such as faster order processing times and quicker site loading times. We understand how important our services are to our customers and partners and the need for reliability and consistency.

On Friday, June 24th, GeniusCentral will migrate all applications to new servers. **Beginning at 10 pm EST on the 24th**, GeniusCentral services will be temporarily unavailable in order to complete the migration and fully test applications. All services are expected to be back up and available within 12 hours, however some may not be restored for up to 24 hours. Staff will be available over the weekend to handle any customer questions.

After analyzing our user data, including retailer order submissions, order deadlines, application usage and site traffic, we chose a day and time that would minimize any inconvenience to our customers. "We have a battle tested plan for the migration and intend on executing the plan overnight," commented Frank Brooks, 16-year veteran of the GeniusCentral's development team and lead on the migration project. "This upgrade will pave the way for our company to have a scalable and more reliable environment that our customers and partners can depend on. It will also allow our developers to build, test and deliver more robust products and services that our customers are requesting." Smaller maintenance windows are planned for the future and customers will receive advanced communication to plan activities around these times.

"This project will prepare us to build, deliver and run all of the products and services our customers need," said Founder and President, Linda Sheehan. "It is a long overdue, large, multi-faceted project for our company, but there's no doubt the time and money invested will result in quicker processing times for our customers and a more reliable, scalable environment for the company to accommodate growth and demand from the industry." Additional upgrades to the architecture and applications platforms, as well as upgrades to all proprietary legacy applications and products, are planned. All of these planned upgrades are foundational to the delivery of new services coming this fall that will include the ability to integrate retailer POS data into GeniusCentral's in-aisle multi-vendor ordering software, BUYiQ. This integration capability will provide retailers with a solution for more efficient and accurate ordering that will help to create the optimal product velocity while maximizing profitability.

As a customer and partner, you are extremely valued. If you should have any questions or concerns, please feel free to reach out to any contact at GeniusCentral. 800.360.2231 or info@geniuscentral.com.