

# Digipos Store Solutions Appoints Group Marketing Manager

## -Leading Technology Player Set To Capitalise On Its Growth-

28 July, 2011

DigiPoS Store Solutions, the leading hardware and software provider to the retail sector, has appointed Raj Parmar as group marketing manager. The news follows hot-on-the-heels of the recent investment from Better Capital, and the appointments of Fiona Timothy as chairman, and Ian Patterson as group CEO.

Parmar's key objectives at DigiPoS will be to support the international sales growth of the company's hardware division, along with its burgeoning software and managed services businesses.

Parmar brings over 20 years experience in the technology sector, most recently as senior marketing communications manager at Ricoh Europe, where he was responsible for supporting sales growth of software products and solutions. Prior to that he was employed by Epson (UK) Ltd for over 13 years; his last role there was as a business marketing manager. During his tenure, he created the Epson retail technology brand and successfully delivered marketing programmes to engage and educate retailers of all sizes on how technology can enhance customer service and reduce queues.

Commenting on the new appointment, Ian Patterson, managing director EMEA at DigiPoS, said: "Raj brings invaluable experience to the business, and his appointment is a significant step forward in our plans to capitalise on international growth.

"As we come towards the end of the recession, I firmly believe that retailers need to consider whether they are fit for purpose, and they need to be ready to invest in new technology to meet with consumer demand."

Raj Parmar added: "I am excited to be joining DigiPoS at such a pivotal point for the business. The company already works the world's leading retailer brands to deploy technology that enhances the customer experience at the point of sale. With more innovations in the pipeline, the best is yet to come."

DigiPoS Store Solutions is a unique player in the retail solutions space. The company has delivered it's specifically 'designed for retail' hardware brand right across the retail sector, and is now gaining

ground in the software market, both to its existing and new customer base, through solutions such as its MobileShopper™ app.

### Notes To Editors

About DigiPoS Store Solutions:

Established in the UK in 1994, DigiPoS Store Solutions has delivered it's specifically 'Designed for Retail' DigiPoS hardware brand right across the retail sector.

Now operating in over 16 countries throughout Europe, Africa, Asia and North America, the company continues to enhance its reputation as the specialist retail solutions provider.

The group has received considerable recognition for providing cost-effective, high performance hardware and services combinations, whilst building a reputation for innovation and value. DigiPoS Retail Blade, Dynamic Blade and Retail Core technologies have seen the company win numerous awards including European Retailers Supplier of the Year. Its flagship software application Retail SaaS is also set to change the way in which retailers approach application deployment.

The group now employs over 200 people and maintains an impressive profitable trading record. This has been achieved through aggressive organic growth, driven by retailer product/service demand, combined with carefully selected acquisitions. For further corporate information log onto: [www.digipos-solutions.com](http://www.digipos-solutions.com).

In December 2010, DigiPoS launched its mCommerce ecosystem, called MobileShopper. A first for the retail sector, the Smartphone-based application presently runs on the Apple iPhone, and will soon be available on Google Android and Blackberry

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