



Company overview

Magenta Retail is the leading supplier of specialty retail systems in Australasia, with more than 6000 systems licenced with our software

Having installed our software in many varied retail sites, Magenta Retail has built a strong reputation for reliable, leading edge solutions, backed up with exceptional service.

Magenta Retail is a successful Australian owned retail solutions provider with 27 years experience. Our business has grown throughout Australia, New Zealand and South East Asia.

Magenta Retail's strong growth in the competitive field of retail systems is due to the following focus:

A willingness to listen to our customers and act on their feed back

Through personal service we gain a detailed understanding of our clients requirements that enable us to deliver a promise of exceptional products and services that are created with best practices.

An ability to provide comprehensive solutions

We offer the most flexible, effective and adaptable retail software solutions for specialist retail chains. We ensure a high level of user friendliness, balanced by being at the forefront of technical development that is commercially viable. Our systems offer our clients cost effective solutions. Our many industry partnerships with specialty third party applicaiton providers translate to end to end solutions for our clients.

Meeting and demonstrating achievement of expected service delivery

Our commitment to being customer responsive is second to none, and is an integral component of our structure and modus operandi. Our Point of Sale and Retail Management applications offer our clients exceptional products and services that are created with best practices.

Recognised experience in retail and retail management systems

Magenta Retail Applications have been written specifically for retail, and have been designed by people who know how retail businesses work. Our clients find many of their daily retail business chores are done for them by Magenta Retail applications.

Magenta products have been designed and built from scratch, with input from our expanding client base, using proven languages by experienced developers with many years involvement with retail management applications.

A commitment to ongoing product development and support

Given the choice of Point Of Sale applications and retail systems available in the market place today, demonstrating an application that is functionally rich, touch enabled, and a proven windows solution built with open architecture is no longer good enough. Magenta Retail has maintained a competitive advantage by incorporating additional functionality in emerging areas such as CRM, Multi Channel integration and application portability.

Magenta Retail provides great solutions, built for retail with input from our expanding client base of which we are justifiably proud.

R.M Williams
Country Road
Amart
Rebel Sports (Aust)
Briscoes
Beacon Lighting
Crabtree & Evelyn
Glassons
Banks Shoes
Eco-d
Nike
Home Express
Danoz
Jeans West
Joi
Flair Menswear
Wombat
Stevens Home and Giving
Fashion Brands
Table Eight
adidas (NZ)
Trade Secrets
Garfinkle
Hushpuppies SE Asia
Sportsmans Warehouse
Canterbury (NZ)
Giotto
Canterbury International
Hallensteins
Icon Australia
Shearers Menswear
Pretty Girl Fashions
Ben Sherman
Lacoste
Rockport

Dimmeys
JR Duty Free (Aust & NZ)
Ezibuy
Early Learning Centre
Harris Farm Markets
adidas (Aust)
Ticklish Clothing
Fine Tobacco
Sportslords
Kids Department Stores
Pagani
Nest
LV Martin
Forges
Import Salvage
Payless Shoes
Peters of Kensington
Sportsco
Reebok
Treehouse
Rockgas
Zelus
New Balance
The Nuance Group (Downtown Duty Free)
Flair Menswear
Godfreys
Stafford Direct
Sportslink - Singapore
Hugo Boss
Transmarco SE Asia
Oxfam Australia
Smiths City
Speedo
The North Face
Lee

Magenta Retail solutions are also ideally suited for retail franchise operation. Many of our clients have successfully underpinned their retail expansion through franchising using Magenta Retail software solutions.

We welcome every opportunity to supply prospective clients with references from clients in similar retail environments.

