Vida Shoes International Launches RepSpark Systems' Total Order Life Cycle Platform

New York, NY and Irvine, CA – July 15, 2014 - Vida Shoes International of New York has selected RepSpark Systems of California to develop and implement a fully integrated total order life cycle management solution suite for real-time online order entry and data reporting for the company's flagship Jambu™ brand.

More than just an order pad, the RepSpark solution suite will equip Jambu's national and international sales teams with a full suite of on and offline selling and marketing tools via the Reach iPad application and core web portal.

"With RepSpark's mobile toolbox, the Jambu team can now seamlessly access, navigate and report real-time company sales data from the office or on the road," said David Jonah, General Manager of Jambu. "This solution will help Jambu meet the goal of more effectively managing our sales order life cycle with one integrated system, eliminating errors and paper."

RepSpark will enable Jambu sales reps to visually present multiple product lines with or without an Internet connection at stores and remote sales locations. The tool also provides quick access and views of product images, collections and catalogs, access to real-time inventory, and the ability to place and manage orders on various devices including phones, tablets and PCs.

Additionally, Jambu has rolled out *Pulse*, a robust, real-time reporting package that offers line level order status, invoicing, package tracking, order summary and detailed data reports. In the coming months, true order collaboration will also exist with the B2B portal, allowing proposed collections to be easily converted to submitted orders.

"RepSpark listened and responded with a system integration and conversion plan that met the unique needs of Jambu," added Jonah. "We look forward to an even more productive selling season with the power of RepSpark as our partner."

"Vida Shoes International has been an icon for decades," said Meghann Butcher, RepSpark's Senior Account Executive. "They are a well organized and progressive thinking team, and we look forward to seeing the results of our efforts."

About Vida Shoes International
Since 1973, Vida Shoes International has been committed to becoming a global leader in the footwear industry. Vida is dedicated to designing, producing and marketing quality branded footwear using their expansive international resources. Their wealth of knowledge stems from the diversity of brands and successful products they have produced year after year. Vida brands include Jambu, J-41, Carter's, Osh Kosh, Kenzie, Hannah Anderson, Union Bay, Esprit, Canvas, XOXO, Clipz and Andre Assouz.

About RepSpark
RepSpark provides industry leading web-based tools for your sales reps, dealers, distributors, customer service reps, managers and executives. More than just order management, RepSpark provides a completely branded sales channel management solution that is configurable and scalable and includes visual collections, custom line sheet creation, invoicing, reporting and forecasting. RepSpark handles design, development, implementation, support, maintenance and training. The solution suite can be accessed via any browser/any device through the web and or independent of the web with Reach, their native iPad application.

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