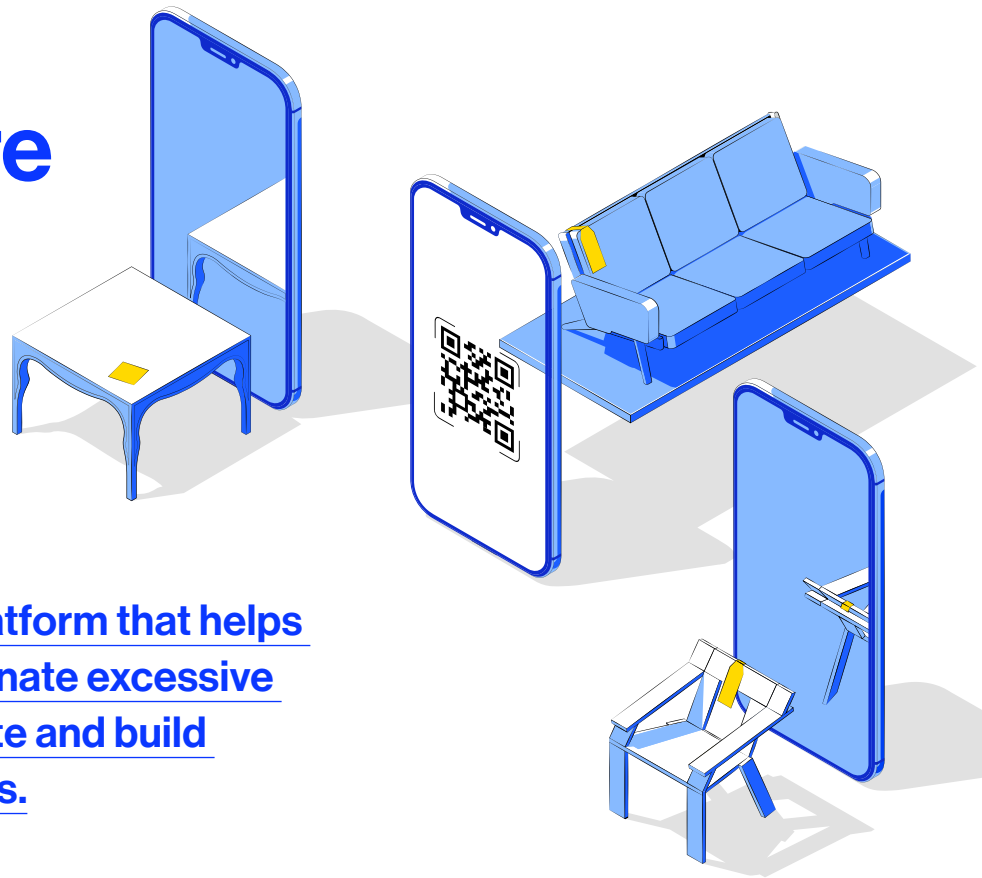


Fitness for your furniture business



A digital transformation platform that helps furniture wholesalers eliminate excessive software, reduce data waste and build long-term operational gains.

High Point, 01/18/2022.

step-up.today launches its digital transformation platform, **Chorus**, a cloud-based suite of turnkey, industry-specific applications. Developed by technologists who are tenured in the furniture industry, **Chorus** includes an ERP system, mobile sales and leads applications, a ticketing system, and a CRM that are specialized, not tailored from pre-built generic software. Furniture wholesalers will appreciate the fact that all their customer data will be seamlessly integrated: no more duplicate customers entries or inactive email addresses, no more wrong client addresses. Sales reps on the road or at a trade show will get the same detailed view of the customer's

data that the support staff or home office does. The company's client roster includes Phillips Collection, Global Views, Prestige Arts and Art Trends.

"**Chorus** is a digital transformation platform that connects all your front-end and back-office functions: sales, customer service, inventory, shipping, and finance," said Edi Muresan, the company's co-founder, "Our goal is simple: we want to help companies in the industry stay viable, grow valuable and have instant visibility into their business operations. Visibility is a major issue in furniture wholesaling. We've been hearing from wholesale vendors for years about how inefficient and frustrating it is to juggle multiple

software programs: one for accounting, an ERP, one for sales management, one for shipping, one to manage your customer support, etc. Each tool and program takes time to learn and to train, draining your attention, and each tool costs money to maintain. So we decided to design a better way. We designed a platform that does the heavy lifting so wholesale vendors can focus on running their business.”

Affordable pricing is a relative concept but **Chorus** comes at a significantly lower price point than complex top-shelf business software. Developed as a way to add value to small- and medium-sized wholesalers without the ticket price of other expensive platforms, **Chorus** requires no backups, no server upgrades, no upfront licenses, and no update fees. There are no hidden onboarding or administrative IT-related costs; switching to **Chorus** requires no specialized training for your support staff.

Emeric Pongor, step-up.today CTO added,

“While big business software brands are touting the complexity of their software, we have found that many small and medium companies who use their products barely scratch the surface of what this top-shelf software can do. Do small and medium-sized wholesalers really have the time and resources to investigate what big software could do for their business?” With **Chorus**, wholesale vendors can opt for the full platform or get started with only one application. “Regardless of which solution they choose, clients will benefit from increased operational efficiency with our cloud-based platform,” said Muresan. He is resolute that, “Wholesale vendors who use **Chorus** will never pay for software that gathers dust. We want to support them to focus on their jobs and business, not on managing software.”

Work anywhere, anytime, on any device

Employees can access information and respond to changes in real-time, often automatically. Sales staff on the road can collaborate on the same document at the same time. Less time spent syncing, no more stress over duplicate orders. Developed for Android and iOS, mobile, tablet, desktop, or laptop—there is no need to buy new equipment.

Work faster & smarter

Go paperless by uploading documents (Word docs, Excel sheets, PDFs) or images into your **Chorus** cloud platform. Whether you are in the office or traveling, you can pull up key documents at a moment’s notice from any device.

Increased security

The ability to protect and track all activity by creating audit trails, redacting confidential information, and using electronic signatures is vital. **Chorus**’s digital storage system will protect documents that are securely locked away while protecting your customers’ profiles and data.

Track workflows

Set up access rights based on your company’s business processes and preferences. Choose between document-level, user-level, or system-level, depending on each employee’s needs so that the right data and access is made available to them.

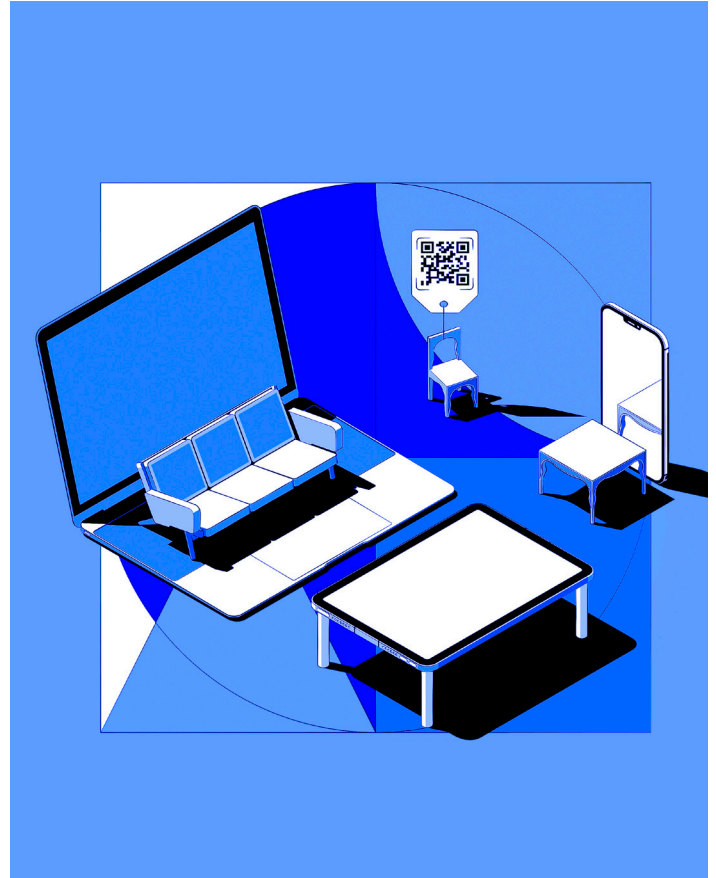
Automate

Intelligent automation of perfunctory, repetitive tasks that free up time so employees can focus on what matters most.

Attendees at IMC's upcoming Las Vegas Market (January 23-27, 2022 at World Market Center Las Vegas) will have the opportunity to connect with Muresan and get a **Chorus** demo. Muresan encourages wholesale vendors of all sizes to reach

out, "We'll start where you are and adjust the number of users if and when your needs change. All our applications are integrated and can be added at any time. We will work with you to determine the optimal number of applications and users."

step-up.today is a technology company that develops business software solutions for the furniture and home furnishing industry.



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