

PRESS RELEASE – FOR IMMEDIATE RELEASE

24th November 2010



IN KIND DIRECT ECOMMERCE WEBSITE IS LIVE

Crimsonwing and In Kind Direct are pleased to announce that the new In Kind Direct eCommerce site, comprising In Kind Direct's catalogue and online ordering capabilities, is now live www.inkinddirect.org.

Crimsonwing successfully completed the In Kind Direct project, which entailed updating the charity's current line of business ERP system based on Microsoft Dynamics NAV, and implementing an eCommerce site, built on the Magento Enterprise Edition. Both systems are integrated via Crimsonwing's new Navision / Magento integrator add-on.

In Kind Direct redistributes surplus goods from manufacturers and retailers to UK charities working at home and abroad. Crimsonwing have customised their Navision / Magento add-on to develop an In Kind Direct API (Application Programming Interface), which both meets In Kind Direct's unique integration requirements and enables In Kind Direct to offer enhanced services in the future. The Navision / Magento integrator was particularly important to In Kind Direct's business model, enabling the Magento online shopping platform to communicate with the Dynamics NAV backend system in real-time. By distributing goods of limited availability, it is essential to have accurate real-time stock-checks in place, as once stock is gone, it is gone.

In Kind Direct's Head of IT, Neil Chawla, commented: "The upgrade of our Dynamics NAV system and the launch of the new Magento website represent a huge leap forward for In Kind Direct. With both aspects of the project going live simultaneously, there were many critical factors involved, but with Crimsonwing we have felt in safe hands at all times, and we are already receiving great feedback from our customers. I am very pleased to say that this project has enabled In Kind Direct to become a far more effective online enterprise, with all the very real benefits this brings for our organisation and thousands of charities working in the UK and abroad."

The streamlined solution helps In Kind Direct's staff and registered charities with enhanced usability, inventory management, and goods distribution. The Navision / Magento integrator offers quick responses to Magento in order to provide accurate stock, order and customer data. Crimsonwing puts great emphasis on successful project delivery by implementing rigorous Prince2 procedures and, in line with its ISO accreditations, ensures that testing, quality and communication are all paramount.

Silvio Mifsud, Project Manager at Crimsonwing, commented: "Crimsonwing boasts a vast experience in the deployment of both Open Source and Proprietary software and can leverage the advantages of both technologies to offer our customers the most cost effective business solution. Throughout this collaboration, In Kind Direct will benefit from the flexibility and effectiveness of both the Microsoft NAV and the Magento platform."

With Crimsonwing being one of the few IT specialists supplying both products, Microsoft Dynamics NAV and Magento, and coupled with profound product knowledge and a proven track record of successful projects, Crimsonwing is in the position to deliver solutions with a minimum risk, as well as reducing integration efforts and timescales.

A more detailed case study about the project will follow shortly.

ABOUT CRIMSONWING

Crimsonwing is an international IT solutions provider developing and implementing leading-edge solutions to help European companies to gain a competitive advantage. Crimsonwing offers flexible, cost-effective and proven industry solutions for ERP, eCommerce and custom development. Crimsonwing is a growing, profitable and publicly listed company, employing over 200 people.

ABOUT IN KIND DIRECT

In Kind Direct is a registered charity that redistributes surplus goods from some of Britain's best-known manufacturers and retailers to UK charities working at home and abroad. In Kind Direct makes it easy for companies to donate their products to good causes, avoiding waste and landfill. Since its foundation, In Kind Direct has redistributed £100 million in value of goods from over 850 donor companies. Over 8,000 charities have joined their network to benefit, helping millions of people in need every year. In Kind Direct is part of the largest multi-cause charitable enterprise – The Prince's Charities.

ABOUT MICROSOFT

Microsoft (NASDAQ: MSFT) founded in 1975 is market leader in the field of software, services and Internet technology for private- and business computer use. The company offers a broad range of products and services to enable fast and flexible business. These products are developed to offer people more possibilities for the future independent of place, time and device.

ABOUT MAGENTO

Magento is a feature-rich, professional open-source eCommerce solution that offers merchants complete flexibility and control over the look, content, and functionality of their online store. Magento's powerful marketing, search engine optimization and catalog-management tools give merchants the power to create ecommerce sites that are tailored to their unique business needs.

FOR FURTHER INFORMATION PLEASE CONTACT:

Luise Lenzner, Marketing Executive

Phone: +44 (0)207 367 4300

Email: llenzner@crimsonwing.com

31 Union Street, London, SE1 1SD, UK

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