

Press Release – May 7, 2010

TTS Announces the Go Live of Oracle Applications e-Business suite at Star Trac through its wholly owned subsidiary Abaris, Inc.

“A package is only as good as how well it is implemented. Abaris clearly had more to offer than any of the other Oracle vendors. We had a very successful implementation. I am truly happy with the progress that we have made, the caliber of the organization, their documentation and methodology as well their commitment to partnering with us. Abaris is a true partner.”

Jeff Kukenbaker, VP of IT, Star Trac

Facing a challenging economy, Star Trac needed to streamline operations and create a single source of truth that could be leveraged to support growth and profitability. Over the years many systems and inefficient processes had been implemented throughout the world. At one point there were nine different systems capturing customer master information which led to huge inefficiencies and affected profitability. The VP of IT wanted to lay the foundation for scalability which would enable the entire organization to be on the same instance and provide the organization with the metrics required to be more competitive. What Star Trac needed was:

- A single source of truth
- Better planning and fulfillment
- Ability to provide/maintain/track warranty service for products
- Consolidation of disparate systems
- Reduce DSO (days sales outstanding) to increase working capital
- Lay the foundation to implement intelligence applications i.e. Hyperion, Demantra, OBIEE

Abaris delivered a highly successful Oracle roll-out!

About Star Trac

Developing products to mold lifelong habits for health and fitness is not just a statement, it is a mission and a commitment to people that Star Trac has been delivering upon since the brand was founded in 1979. An international force in the fitness equipment industry, Star Trac is the fastest-growing privately-held fitness equipment company in the world. Headquartered in Irvine, Calif., the 500-plus-employee company maintains manufacturing offices in Irvine, Calif., Murrieta, Calif., and Taiwan with service locations in the United Kingdom, Barcelona, Munich, and Singapore.

About TTS

TTS' US headquarters is located in Walnut Creek, CA, and its global HQ located in Chennai, India, with its stock being traded in the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE).

For Further Information Contact

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