



For Immediate Release

**Dydacomp Announces New Partnership Enabling Magento® Users to Implement the  
Leading Order Management Solution**

*Dydacomp and Freeportway Bring Multichannel Order Manager to the  
Most Popular eCommerce Shopping Cart Solution*

November 29, 2011 (Parsippany, NJ) - Dydacomp, a leading provider of business technology platforms for small and mid-sized eCommerce and multichannel merchants, today announced a new strategic partnership with Freeportway, an eCommerce integration solutions provider. Freeportway's BizSyncXL software enables merchants to seamlessly integrate Dydacomp's industry-leading order management solution, Multichannel Order Manager (M.O.M.), with the top eCommerce shopping cart, Magento, to automate and improve their online businesses operations and overall efficiency.

"Our goal is to ensure that small and medium-sized businesses have the most flexible and comprehensive order management solution on the market. The partnership with Freeportway reinforces this by providing Magento users with the tools to implement the most powerful solution available to grow their online businesses. They now have the ability to synchronize inventory, pricing and orders while ensuring their online business and offline operations seamlessly work together," stated Fred Lizza, CEO at Dydacomp.

BizSyncXL connects M.O.M. to the MagentoGO, Community, Professional and Enterprise Editions of Magento to give clients the features and functionality needed to compete in today's eCommerce marketplace. It seamlessly passes data from BizSyncXL to Magento and back to M.O.M. so clients don't have to do the transferring or importing of data manually. The data includes everything from products, prices, customers and orders to completely automate the process of updating the Magento shopping cart system.

"We are excited about this strategic partnership and the new direction of Dydacomp as the company opens up its M.O.M. solution. As part of this partnership, we have jointly worked to create, test and verify the functionality so Magento users can easily implement and begin using the solution. This helps merchants focus on growing their business, while we handle the required technical aspects. We also look forward to taking advantage of the new features and functionality incorporated into M.O.M. Version 8, including the API. We'll integrate this with BizSyncXL to offer Magento merchants the most efficient and complete multichannel solution available," said Gary MacDougall, CEO of Freeportway.

Dydacomp launched its new partnership program with the release of M.O.M. Version 8 to provide small and medium-sized merchants with the most robust order management solution available. By partnering with companies such as Freeportway, Dydacomp ensures that multichannel merchants will have the tools and resources they need to thrive at a price they can afford.

**About Freeportway**

Freeportway provides integration solutions to multi-channel merchants, on-line retailers and direct marketing professionals who need to bridge the gap between their off-line and online systems. They help customers achieve end-to-end compatibility to increase efficiency in their operation, decrease operating costs and increase revenue

by integrating systems within their organization to improve workflow and reduce the manual labor involved in keeping disparate systems updated. For more information, please visit [www.freeportway.com](http://www.freeportway.com).

#### **About Dydacomp**

Dydacomp solves the business automation and order management needs of eCommerce, catalog, DRTV, and traditional point-of-sale businesses worldwide. Since 1986, nearly 10,000 companies have relied on the Multichannel Order Manager (M.O.M.) solution to streamline processes, increase efficiencies and boost revenue in areas such as inventory control, order entry, customer maintenance, credit card processing, list fulfillment, shipping and more. Through its open API, M.O.M. connects to virtually any eCommerce platform as well as SiteLINK®, the company's cloud-hosted eCommerce solution. With M.O.M. and SiteLINK, SMB clients manage over a million online shoppers daily, nearly ten million in gross merchandise sales every day, and optimize over \$4 billion in inventory. Dydacomp's solutions provide them with the keys to drive business growth. For more information, visit [www.dydacomp.com](http://www.dydacomp.com).

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