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Denmark, Copenhagen, 2011-06-09 09:13 CEST (GLOBE NEWSWIRE) -- Columbus IT has secured a major order in Russia with one of the largest food retail chains in the Russian and Easteuropean region. The agreement comprises the delivery of a retail solution based on Microsoft Dynamics AX, strategic planning and implementation, consultancy and standard software, and will be implemented in all of the retail chain's stores in Russia's capital city, Moscow in the beginning of 2012. "Our recent agreement with the global food retail chain is particularly important for Columbus IT mainly for two reasons. The Russian market is a strategic important market for Columbus IT - the growth opportunities are vast throughout the industry in the country and our exposure in the region is therefore crucial. Secondly, the global chain represents a great opportunity for us to get even closer to achieving our goal of becoming the leading supplier of business solutions for the retail industry globally," says CEO Thomas Honoré, Columbus IT. The global company runs 40 food stores in the Moscow region and the aim is to increase that number in the nearby future. The chain has experienced an immense growth in the Moscow region - as well as globally - over the last couple of years and the tendency seems to be continuing. In the wake of this, cost-efficient ERP solutions are becoming an increasingly important issue for the company's Russian retailers as they need to meet both internal and external demands regarding optimisation and transparency. "Like thousands of other large and small retail chains our client has in recent years experienced new demands and expectations from owners, suppliers and customers. Today a business system should be able to manage account and customer systems, storage systems and the chain's internal logistics. Also, the solutions must be delivered quickly so that the company achieves a fast ROI. Our industry-specific retail solution and global consultancy business enable us to meet all of these demands," says Country Manager Sergey Karpunichev, Columbus IT Russia. "We secured this strategically important win in fierce competition among other suppliers and were singled out and selected because of our experience and methodology within retail solutions. Microsoft recently launched Dynamics AX for Retail in Russia as part of the global strategy. The recent win in Russia proves - again - that Microsoft's and Columbus IT's strategic focus on specific industries - retail being one of them - is the right strategy," concludes CEO Thomas Honoré, Columbus IT. For more information, please contact: CEO Thomas Honoré, Columbus IT E-mail: tgh@dk.columbusit.com Mobile: +45 29 69 09 90 About Columbus IT Columbus IT operates as a software and service company in the market for integrated business solutions based on Microsoft Dynamics primarily to the retail, food and industrial equipment manufacturing (IEM) industries. Columbus IT is one of the leading Microsoft Dynamics consulting companies, employing more than 1,000 staff operating in more than 25 countries and with a total customer base of more than 5,000 companies. Read more at www.columbusit.com.