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“Business & Beyond” to feature Alpha Bay Corporation

August 2, 2007, Deerfield Beach, FL – The producers of **Business & Beyond** are pleased to announce an upcoming episode featuring **Alpha Bay Corporation**. The organization will be featured in a segment on “Creative Solutions for Retail Systems.”

Over the last decade, online retailing has been the fastest growing shopping channel. According to Forrester Research, online retail sales are expected to increase from \$172 billion in 2005, to \$329 billion in 2010. In order for businesses to stay competitive in the ever-shifting Internet connected e-commerce world, they must implement advanced IT solutions that provide a user-friendly, seamless experience for their customers. However, competition is a cut-throat business among retailers, especially when racing against “gorilla” companies such as Wal-Mart, who use comprehensive and proprietary enterprise retail systems to drive profit margins down.

In retailers’ drive to achieve success, knowledge is power. They need to know the status of every product in every one of their stores, at every second. And to stay competitive, they need to streamline communications from the point-of-sale back to the manufacturer. The problem lies in that most on-line retailers lack the necessary IT solutions that can keep them ahead of the curve.

Alpha Bay Corporation is a retail systems software and services provider that delivers 21st century technology solutions to multi-channel retailers. Their software gives retailers the integrated, real-time data access they need to see where their inventory is, and when they need it, across all channels of their business, allowing for increased revenues, by raising the average order value, reducing out of stock situations, and dramatically increasing customer loyalty.

The founders of Alpha Bay Corporation have over 120 years of combined experience in enterprise system software and networking technologies. This experience includes software design, development and management, client/server computing and network/system management. Their expertise led to development of a comprehensive, web-based distributed computing solution called Adaptive Integrated Retail System (AIRS™).

“AIRS is a highly flexible enterprise software solution that gives retailers direct vision into how their business is performing and more importantly how to make it perform better. AIRS integrates across all channels of their business with real-time perpetual inventory to advanced customer loyalty programs,” says Jack Blount, President and CEO of Alpha Bay Corporation.

AIRS™ utilizes object-oriented structures at both the business logic layer and the GUI layer, which provide ease of use and management in a distributed, scalable, high performance, secure, transactional environment. All AIRS applications are database independent, allowing users to select from today’s most popular and proven databases, including Oracle, DB2, MSSQL, Netezza and Teradata. The database-independent design supports flexible data models, where all data, from transactions to warehouse inventory, resides either in a single database for real-time querying and reporting, or in a tightly integrated component of a larger data warehouse. Along with flexibility of use, AIRS includes proprietary technology to recognize, track and report potential theft and fraud. Says Blount, “While no technology can completely eliminate all theft, AIRS can dramatically improve a retailer’s ability to identify the people and processes responsible for the billions of dollars retailers lose every year due to theft.”

AIRS also allows for integrated real-time business intelligence, which includes data-driven notifications, alerts, automated reporting, mass report distribution and real-time querying capabilities.

“AIRS is a 21st century solution proven in many industries, not just patched-together software from a variety of vendors,” says Blount. “Its technology is capable of handling millions of transactions per hour, billions of individual items, thousands of simultaneous users, and hundreds of remote locations on a single distributed enterprise system. This is truly the wave of the future for e-commerce retailers to stay a cut above the rest.”

For more information, visit www.alphabay.com.