

WILMINGTON, Del.--([BUSINESS WIRE](#))--Cutwater Solutions, the designer and provider of Cutwater AIM (Advanced Inventory Management) software, announced today that HobbyTown, a full line of hobby stores, has implemented the AIM product to manage the company's inventory.

Headquartered in Lincoln, Ne., the original home of the company, HobbyTown is the largest national franchise of hobby stores. The company started franchising in 1990 and has since grown to over 160 locations nationwide, covering 42 states. In addition to traditional model kits, the company offers a unique selection of electronic and radio-controlled toys to a wide range of ages.

"Cutwater AIM provides instant access to our inventory information, which includes more than 4,000 SKUs, and puts it all in one, easily accessible place," said Jason Swanson, director of purchasing and distribution at HobbyTown. "We were pleased to see how neatly the information was packaged and how much time was saved by using the software."

The inventory management software provides an easy-to-use install tool for helping wholesale distributors stay competitive while maintaining customer satisfaction.

"Cutwater AIM is designed for companies just like HobbyTown," said Sujit Singh, managing director of Cutwater. "With a great number of store locations comes a major task to successfully handle large amounts of merchandise. Cutwater helps manage the issues of seasonality and relieves some of the pressures associated with inventory management."

Cutwater AIM Standard Report Categories for Microsoft Dynamics allows users to quickly gain insight into the cost and efficiency of current stocks. The software reports highlight inventory items – in units and dollars – which are moving slowly or have not been moving at all. Filter report results on significant items separate the "vital few" from the "trivial many." Reports also highlight items where there is too little inventory to avoid disruption to the business.

About Cutwater Solutions

Cutwater software products are multi-user tools that are non-propriety, require very little training and are highly affordable. Cutwater software is preconfigured for companies using Epicor Prophet 21, and Microsoft Dynamics GP, NAV, AX & SL. For more information visit www.cutwatersolutions.com.

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