



## Priority Software Named a Major Player in IDC MarketScape for SaaS Cloud-enabled Operational ERP Report

### Product Innovation and Rich Functionality Cited as Key Differentiators

**Tel Aviv District, Israel, May 21, 2019** – Priority Software Ltd., a leading global provider of business management solutions, today announced that global market intelligence firm IDC has named Priority a Major Player in the IDC MarketScape: Worldwide SaaS Cloud-Enabled Operational ERP Applications 2019 Vendor Assessment (doc #US43702818, March 2019).

Priority ERP was recognized for being a system based on an open, flexible, scalable, multi-language, and multicurrency platform that can be easily customized. “It also has rich functionality in a wide range of areas, finance, purchasing, manufacturing, HR, project management, customer service, CRM, sales, and more,” said Mickey North Rizza, IDC Program VP, Enterprise Applications and Digital Commerce. Specifically, the report notes that companies should consider Priority Software, “If you are an SME looking for a full SaaS and on-premises ERP solution focused across a broad array of industries.”

The IDC MarketScape report assesses 13 of the leading SaaS and cloud-enabled Operational ERP software solutions and discusses the criteria the IDC MarketScape deems most important for companies to consider when selecting a system.

The specific strengths of Priority Software as stated in the report, are:

- **Mobile Application Generator:** Priority's Mobile Application Generator enables companies/teams to quickly and easily build mini-workflows on their mobile devices without having to write a single line of code, enabling the management of a digital organization with minimal dependence on third-party suppliers. Priority's Mobile App Generator provides hassle-free back-end integration, built-in security and user management, and write once and run everywhere, without the need for porting to devices or OS. The Mobile App Generator is designed for remote and field employees and for business teams to increase marketing and sales campaigns, enhance customer service and support, and make informed business decisions using the app's real-time analytics.
- **Innovation:** Priority is planning AI, machine learning, blockchain, and conversational UI capabilities into its road map to include in future releases of the product. This is ahead of where most of its customer base is but should set Priority up well to provide this innovative technology when customers are ready.
- **Serial, Lot, and Batch Tracking:** Designed for manufacturers that need more stringent control over product tracking, Priority's Serial, Lot, and Batch Tracking ensures reliable management of material and product traceability through every stage of the supply chain — from receipt of initial raw materials through to delivery to the end customer. This module controls all parts as they move through the manufacturing processes and tracks serialized parts and their lot attributes throughout the part's life cycle.



“We are committed to making ERP easier by providing tools that enable our customers to work independently, expand their businesses, and adjust quickly to market changes, as our system evolves with their business needs,” said Andres Richter, CEO at Priority Software. “We believe our recognition as a Major Player in the IDC MarketScape translates into real business value. Not only is it a confirmation of our ability to influence our customers’ bottom line, it also serves as a catalyst in our expansion into new territories.”

[Download an excerpt of the IDC MarketScape report with analysis on Priority Software](#)

### **About IDC MarketScape**

The IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

### **About Priority Software**

Priority Software provides flexible, end-to-end business management solutions for organizations of all sizes in a wide range of industries. Recognized by top industry analysts and professionals for its product innovation, Priority improves business efficiency and the customer experience, providing real time access to business data and insights in the cloud, on premise, and on-the-go. With offices in the US, UK, Belgium and Israel and a global network of business partners, Priority enables 75,000 companies in 40 countries to manage and grow their business. For more information, visit [www.priority-software.com](http://www.priority-software.com).