

## For Immediate Release

# Local Software Company Gives Retailers a Lifeline

## Social Distancing, YES but Customer Distancing, NO!

**23<sup>rd</sup> March, 2020** - With growing concerns around what is now classified as a global pandemic – COVID-19, businesses have become increasingly responsible for providing their customers consistent, reliable and secure services. CompuLynx, a leader in East Africa’s technology space, has come together with Web Hosting services provider Kenya Website Experts to offer retail businesses a lifeline with digital technology. Retailers are offered a FREE 3-month trial of the NEXX e-Commerce platform which enables retailers to link online purchases with in store experiences for their customers. This service is to be hosted for free on Kenya Website Experts’ cloud hosting infrastructure.

The online shopping platform will enable any retailer, regardless of size, to become an online store, providing convenient services to their consumers. Using this platform, retailers can promote Social Distancing and allow their customers to place orders online without having to visit stores, ensuring that stores don't get overcrowded.

“CompuLynx recognizes the pressure on retailers and strives to provide innovative solutions during these unprecedented times. As an industry player, we want to make life easier for retailers and their customers as they seek to promote social distancing to contain the spread of COVID-19 in Kenya as directed by the government while avoiding customer distancing,” says Sailesh Savani, the Founder and CEO of CompuLynx. He further explains that, “This platform marks a shift of retail operations to eRetailing – online shopping – enabling businesses meet the growing customers’ demand to shop and buy from home and go about their daily lives and fulfil their day to day needs while social distancing, whilst ensuring their brands are not forgotten by customers hence driving loyalty.”

The Online store is powered by CompuLynx and hosted on a cloud-based platform by Kenya Website Experts. It features flexible and easy to navigate categories that can be increased

to meet specific business needs ranging from grocery, beverages, snacks, personal care and baby items, home appliances, among others. Customers are free to make purchases whenever and wherever they want, through any channel be it digital, mobile or physical walk-in stores.

The implementation of the web and mobile application is easy and seamless and can take between a few hours to a couple of days depending on the size of stock a retail business wants to sell online. “All that a business needs to do, is to submit data of what items to sell online; CompuLynx teams will meticulously plan the configuration with attention to utmost detail and the end result is that we get you online with minimum, if not zero, disruption to your business and service to your customers” explains Mr. Sailesh.

Peter Kimani, Director at Kenya Website Experts noted that the hosting service provider is excited to partner with CompuLynx in ensuring that retailers’ stores keep running so that retail business and the lives of their customers are not disrupted during this critical time. We believe that these companies have not only shared visions and values, but also complementary solutions that when joined together makes it easy for retailers to provide consistent service while keeping the health & safety of their customers in mind. Having a local presence offering face to face guidance and continued support to the retailers across East African market is of vital importance. We are therefore delighted to have a partner with local expertise and technical know-how to assist retailers in bringing digital technology run their business efficiently during this crucial time.

Retailers who will be using NEXX software for this FREE 3 months’ trial period are not obligated to purchase the system after their trial has expired. “For us, this is purely a social responsibility and we want to make life easier for businesses and their customers. We won’t even ask you for your credit card details or any upfront payment during the set up and throughout the Free Trial Period !” adds Mr Sailesh.

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### **About CompuLynx**

CompuLynx Limited ([www.compulynx.com](http://www.compulynx.com)) (CLL) is a systems integrator company providing software solutions for retail management, Digital Identity (biometrics) and Payments, Fraud and Loss Prevention as well as peripherals for Point of Sale, Anti-theft,

Card Printing and Mobility solutions. The company has a 25 years' track record of providing innovative solutions to over 450+ organizations worldwide and have also successfully rolled out projects for prestigious projects for UN, Government etc. using COMPAS solution for identity-based payments (aid) disbursement and its' utilization in 37+ countries.

### **About Kenya Web Experts**

Kenya Website Experts (<https://kenyawebexperts.com>) offers ultra-fast, reliable, affordable and secure website hosting services, domain registration, email hosting, cloud hosting and SSL certificates. The Company is licensed to register and administer internet domain names in Kenya, South Africa, Nigeria and Rwanda. Kenya Website Experts packages include powerful features and tools and 99.99% uptime\* reliability. The company deliver on performance, security, reliability and customer service day in, day out, and we're a trusted partner for our thousands of clients.

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