

For Release Time
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Cervelle Software Announces Magic LIVE: Auto-Replenishment Tool

Cervelle Integrates with RSR Group, Sports South, Big Rock and Lipseys

Nashville, TN— 1/7/2020 — Today at the Big Rock Distributor Show in Nashville, TN, Cervelle Software announced immediate availability of Magic LIVE automatic inventory replenishment with Big Rock, Lipseys, RSR Group and Sports South. Big Rock and Lipseys were recently integrated into Magic Live in 2019.

“This software tool streamlines the inventory replenishment process for our retailers. Instead of spending hours surfing multiple websites to find the best price, this does it for you in minutes from within Merchant Magic™, our point of sale software.” said Elisha Persaud, Sales Manager at Cervelle Software.

Positive Customer Impact

Many customers are already benefiting from using Magic LIVE . John Harvey, owner of the Oak Ridge Gun Range in Orlando, relies heavily on Magic LIVE to replenish most of his items in his busy Orlando shooting range. “I have been using Magic LIVE for over eight years and with the addition of Big Rock and Sports South this past year, I get over 80% of what I need through automatic ordering. I schedule it to order in the middle of the night and when I come in the next day, most of my inventory has been topped off. I could spend hours surfing websites to see if I could save a few dollars here and there, but my time has value and I prefer to spend it focusing on new products, or leaving my shop early and enjoying life on my dock. If they doubled the monthly fee for Magic LIVE, I would still pay it!” says John Harvey.

Magic LIVE Availability

Magic LIVE is a subscription-based service that integrates seamlessly with Cervelle Software's Merchant Magic™ Point of Sale Software. As of January 2020, all four distributors are integrated and the product is available. Interested parties should contact Cervelle Software directly.

Founded in 2000, Cervelle Software is a leader in point of sale software for the firearms and sporting goods industries. Cervelle Software offers four main products: Merchant Magic™ which is ATF-compliant point of sale software, Magic LIVE, their inventory replenishment software with Big Rock, Lipseys, RSR and Sports South, Magic 4473 which is 4473 software and Magic Web, a tool that interfaces Merchant Magic™ POS to a Big Commerce website.

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Merchant Magic LIVE is a registered trademark of Cervelle Software in the United States.

For more information, press only:

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For more information on Magic LIVE :

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