



PRESS KIT



## BACKGROUND

ADUSA is a private software company that develops self-service systems for grocery supermarkets as well as restaurants and foodservice operations. The company was started in 1995 as a consultancy and systems integrator working primarily with grocery industry clients.

In 1999, ADUSA began developing its first self-service application— self-ordering for the supermarket deli. This application has seen some highly successful deployments and provided significant returns for retailers. By 2001, ADUSA, as a company, had started a transition away from consulting and systems integration and towards becoming solely a software solution provider.

Self-ordering at the deli has proven to be one of the most popular self-service applications in the supermarket. Originally, self-ordering was intended as a tool to help retailers reduce line waiting and re-capture potentially disgruntled walk-away customers. However, the application has proven to be very popular with customers and many use it as the only way to order from the deli, even if no lines exist.

Over the past several years, ADUSA has added additional capabilities to its self-service software offering for the grocery industry. The Strategic Self-Service Solution for Grocery, or S4G, suite has been expanded to include self-order sandwiches and party trays, self-order at the bakery, and recipe recommendations.

Seeing a growing need for self-service solutions across other areas of retail, in 2004 ADUSA began developing a self-ordering application for restaurants and foodservice operations. This solution suite, known as Strategic Self-Service Solutions for Restaurants, or S4R, was released in 2005. It is a highly customizable web-based application that can run on kiosks, the web, or mobile devices. It enables a wide range of restaurants, as well as food-service operations at universities, event venues, theme parks, etc., to cost-effectively deploy, or at least experiment with, self-service.

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**BIOGRAPHIES**

**Juan C. Perez – President & Chief Technology Officer**

Juan has over 20 years of experience providing information technology solutions in the retail industry. He has held senior management positions in the areas of system development, marketing, sales, and strategic alliances. Prior to joining ADUSA, he was the Chief Technologist and System Architect for an IBM-owned software company providing solutions to retailers in the areas of supply chain planning and supply chain execution. He joined ADUSA in 1998 and presently leads the company's efforts in setting its product development and marketing strategies. Juan has a Bachelor of Science degree in Computer Science for Business.

**Rodney D. Carroll – Chief Financial Officer & Chief Operations Officer,**

Rodney has 20 years of progressive experience within the finance and operations arenas. Prior to joining ADUSA, he was the Corporate Controller for a multi-national software company providing solutions to retailers in the area of supply chain execution. Over 10 years of his experience is within the software industry. He joined ADUSA in 2003 and presently leads all aspects of the company's finances and operations. Rodney has a Bachelor of Business Administration degree in Accounting, and is a Certified Public Accountant.

**Barbara A. Ferrara – Vice President of Sales**

Barbara has over 20 years of experience in the information technology industry providing software and services to a variety of industries including retail, distribution and manufacturing. She has held senior level sales positions at a large consulting firm and at several software and services organizations providing valuable expertise in ERP, CRM, Front and Back-Office applications and process improvements along with complete supply chain planning and execution; plus managing the entire sales execution process focusing on improving clients' profitability, efficiencies and revenues. She joined ADUSA in 2003 and presently leads the company's efforts in customer facing activities and strategic sales direction. Barbara has a Bachelor of Science degree in Business Administration.

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FACT SHEET

□ **Founded in 1995**

Privately owned, focused on self-service solutions for restaurants and grocery supermarkets.

□ **Management Team**

- Juan C. Perez, President/CTO
- Rodney D. Carroll, CFO/COO
- Barbara A. Ferrara, VP of Sales

□ **Personnel**

20 employees across various cities including Lombard (Chicago), Cleveland and Phoenix

□ **Corporate Office**

2801 S. Fairfield Avenue  
Suite C  
Lombard, IL 60148  
t. (630) 663.8800  
f. (630) 663.0751

□ **Web Site**

[www.adusainc.com](http://www.adusainc.com)

**E-mail**

[info@adusainc.com](mailto:info@adusainc.com)

□ **Major Customers**

Albertsons	Publix Supermarkets
BJ's Wholesale Club	Spartan Stores
Giant Eagle	Stater Bros.
H.E. Butt	Sunset Foods
The Kroger Company	Unified Western Grocers
Lunds Food Holdings	Winn-Dixie Stores
Price Chopper	

□ **Key Business Partners**

Agilysys, IBM, KIS, Netkey, Olea

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