Heads Selects Starcounter's High Performance NoSQL Database to Support its Supply Chain Management Application

Retail application vendor uses the only in-memory database capable of centralizing hundreds of thousands of retail items and processing thousands of transactions per second in real time

Stockholm, Sweden – December 4, 2012 – [Starcounter](#) today announced that Heads, a real-time retail application vendor, has deployed its NoSQL database for Heads' supply chain management application. Chosen for its high performance, Starcounter's in-memory database enables Heads to centralize hundreds of thousands of retail items in real time, process thousands of transactions per second, and decrease the number of hours of executing backlogs.

Heads integrates and streamlines the entire supply chain, from real-time warehouse balance visibility through procurement and delivery of goods to central and store warehouses to end customer sales. To do this, Heads needs to centralize data from hundreds of sources and keep data up-to-date at all times along the supply chain. Therefore, Heads needed a high performance database capable of processing large volumes of data and providing unbroken traceability of all items in real time.

Starcounter meets this need, providing an in-memory database that works with Heads'.NET and Visual Studio 2010 platform and processes millions of ACID-compliant transactions per second on a single server. In addition, the NoSQL database reduces infrastructure investment and maintenance, resulting in a lower total cost of ownership for Heads' customers compared to other systems. The Starcounter database also saves money and time by reducing development and bug-tracking efforts.

"With Starcounter, we didn't have to use any cache technologies or aggregation infrastructures to build our supply chain management application like our competitors. Unlike other ERP systems for retail, our offering has a real-time edge that allows us to provide a better solution at a much lower cost," said Henrik Tillman, CTO of Heads. "We researched and evaluated many databases on the market, and Starcounter met all of our criteria, including a native object interface and extreme performance."

"With our high performance database, Heads can provide a powerful supply chain management system that competes with today's ERP applications for the retail business," said Asa Holmstrom, CEO of Starcounter. "We're pleased to provide Heads with the database they were looking for to run the whole workflow in one system and provide customers with a cost-efficient solution."

About Starcounter
Starcounter is a database development company dedicated to providing the world's highest performing database. Founded in 2006 by entrepreneur Joachim Wester, Starcounter's goal is to simplify database

processing while cutting costs. Its technology is ACID compliant, and performs best with high transactional, real-time applications. To learn more, visit www.starcounter.com.

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