

## Shortov Consulting, Inc. Becomes Data Subsystems, Inc.

*Shortov Consulting, Inc, a software development and consulting company based in Tampa, Florida, announced today that the company has changed its name to Data Subsystems, Inc.*

(Vocus) March 2, 2010 -- [Shortov Consulting, Inc.](#), a software development and consulting company based in Tampa, Florida, announced today that it has changed its name to Data Subsystems, Inc.

The company was founded in February of 2008 by Alex Shortov, an experienced e-commerce manager and search engine optimizer. Data Subsystems, Inc. offers a wide range of IT services, including website development and design, search engine optimization, and business software development. The company also specializes in system administration and hosting services. The [search engine marketing](#) division of Data Subsystems, Inc. also operated as SEM360.com.

“We have always been offering complete solutions to our customers,” said [Data Subsystems, Inc.](#) president Alex Shortov. “At the beginning the main focus was e-commerce website development with further active search engine optimization and search engine marketing. However later on the market showed a great demand for complete operating solutions for businesses that have both e-commerce and brick and mortar platforms. Therefore we developed a flexible system that incorporates an online shopping cart, orders management system, warehouse management, purchasing, point of sale and other modules required for successful business operation at a cost several times cheaper than competitors. We have overgrown our role as consultants and have become a complete software solutions provider, hence our new company name Data Subsystems, Inc. and online domain <http://www.datasub.com>. DataSub name was chosen as convenient and easy to memorize abbreviation for Data Subsystems”

At the moment Data Subsystems, Inc. is headquartered in Tampa, Florida and has offices in Eastern Europe. The company benefits from US-based professional management with cost-effective IT experts, developers, administrators and designers in their European office. Data Subsystems’ complete business solutions include modules of Customer Relationship Management System, E-Commerce, Warehouse Management System, Order Management System, Purchasing and Receiving, Point of Sale. The solutions are web based and support PC, Mac, as well as mobile devices and use advanced barcode and wireless technologies for warehouse operation. Shipping process is automated and fully integrated with all major shipping carriers: UPS, FedEx and USPS. The system can also be integrated with other shopping carts and features complete integration with Yahoo Stores.

“We are not just providing software. We are offering our customers complete solutions with full integration that really improves their business,” summarized Alex Shortov.

For more information about Data Subsystems, Inc. visit [www.datasub.com](http://www.datasub.com)

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