

PRESS RELEASE

EuroCIS 2018: Detego shows digital InStore solutions for the fashion retail industry

Graz/London, January 10th, 2018 — Detego, a market leader in real-time business intelligence for the fashion retail industry, will showcase three of its software solutions at EuroCIS, taking place from February 27th to March 1st 2018 in Düsseldorf, Germany. Visitors to Europe's leading trade fair for retail technology can experience the Detego Smart Fitting Room, the Chatbot Detega and the Detego InStore Lean Edition as live-demos in hall 9 on booth #C03.

The mobile Detego InStore Lean Edition, a quick-start solution for the digital store, allows fashion retailers to quickly adopt a "smart" replenishment process and carry out "intelligent" stocktakes, by starting small and scaling across the entire store network. Offered as a SaaS (Software-as-a-Service) model with cloud hosting, retailers benefit from high inventory accuracy and consistent article availability at low cost. Detego addresses retail chains, franchisees, as well as brand store owners. A clear path of scaling ensures a rapid deployment and an easy functional extension to the Detego InStore Full Edition.

The fitting room is the most important place in the entire store when it comes to purchase decisions being made. This means that it's crucial to provide support and additional services for customers. These might include product recommendations, such as matching items available on the sales floor that can be brought directly to the fitting room by sales staff via a "call-to-assist" button. The customer can look up other products, check for availability, reserve articles or have them delivered directly from the store to their home. Links to videos or social media feeds can also help.

In the field of Artificial Intelligence (AI), Detego brings digital support to the store with its Chatbot "Detega®". The virtual personal assistant accompanies customers throughout their entire shopping experience and provides additional support in the vital decision-making process, such as making product recommendations and earmarking other popular items, bestsellers, discounted articles or product variants.

The AI capabilities are not just limited to the chatbot itself, but also work continually in the background by communicating with other systems in the store. The chatbot checks the actual availability of articles and compiles data about customer types and their preferred article combinations and choices. As a result, recommendations become more meaningful and personal and only articles immediately available in the store are recommended. This makes the chatbot a reliable sales assistant and tool that customers will use again due to a positive shopping experience. The chatbot can even continue to interact with the consumer after leaving the store and inform them about new offers, or reserve articles in a preferred store.

"We want to introduce fashion retailers to solutions that support them in their daily challenges," says Dr. Michael Goller, CTO at Detego. "We can show how fashion retailers can positively influence buying decisions and how a chatbot helps in the sales process, as well as witness how several global fashion brands have successfully adopted the Detego InStore Lean Edition."

Further information:

Detego InStore Lean Edition: <http://www.detego.com/en/products/detego-instore/detego-instore-lean-edition.html>

Chatbot Detega: <http://www.detego.com/en/home/press/artikel/intelligent-weiblich-und-attraktiv.html>

Smart Fitting Room : <http://www.detego.com/en/landing/smart-fitting-room.html>

About Detego

Detego, a European retail software provider, was founded in 2011 and is headquartered in London, UK, with offices in Graz, Austria and sales representatives throughout Europe. The company develops and distributes a suite of software products that provide real-time analysis and article transparency which help prevent out-of-stock situations and ensure optimal product availability for fashion retailers. The use of the Detego product portfolio supports the omni-channel and digital strategies of many fashion retailers, enabling them to actively manage stores while providing customers with a consistently good shopping experience across all channels. Detego's software is complimented by managed services and software-as-a-service (SaaS), along with attractive financing models. Detego's customers include international fashion brands, retailers and department stores. Detego is already being used in over 1,500 stores. More information can be found at www.detego.com

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