

## **PRESS RELEASE**

### **Detego welcomes two new prestigious advisory board members to successful retail software business**

Graz, Austria, 30th November 2015 — **Enso Detego, the leader in business intelligence for fashion retailers, today welcomes two new members to its advisory board: Steve Gray and Torsten Strauch.**

Steve Gray, an experienced CEO within FMCG, retail and marketing services, joins as a non-executive director. Gray brings knowledge of customer loyalty and CRM systems in the retailer sector. His experience will enable Detego to further develop its consumer engagement strategy.

Torsten Strauch, senior VP Retail at Smartrac Technology, based in Cologne, also joins as a non-executive director this month. Torsten has over 10 years' experience in radio frequency identification (RFID) technology. Detego will benefit from Strauch's knowledge in new technologies as the business continues to develop through technology innovation.

Uwe Hennig, CEO, Detego, explained, "Torsten and Steve bring additional skills and experiences to the Detego team. They will boost our ability to enable efficient omnichannel and customer experience applications for fashion retailers."

Gray played a leading role in the success of dunnhumby, working with Tesco, Kroger and their key suppliers. He repeated this with emnos, working with Carrefour, Metro, Morrisons, Waitrose, British Gas, BP, Camelot and BA/Air Miles.

Strauch comes to Detego with a background at Smartrac Technology, Checkpoint Systems and Intermec by Honeywell. He brings a wealth of experience in the development of strategic RFID adoption programs in retail and in driving a product road map and development in cooperation with R&D.

#### **About Detego**

Enso Detego GmbH, an innovative software provider, was founded in 2011 and is headquartered in Graz, Austria. The company develops and distributes Detego Suite 4.1, an intelligent article management solution for the fashion retail industry. The suite is comprised of Detego InStore for real-time article transparency, providing store and stockroom oversight, and Detego InWarehouse for item level inventory transparency in the central warehouse. Detego InStore prevents out-of-stock situations while ensuring optimal merchandise presentation and article availability on the sales floor. The suite includes comprehensive analysis and reporting features covering inventory status in real time – beneficial for store managers and category managers as well as upper management. The Detego product portfolio supports the omni-channel strategies of fashion retailers and enables them to provide their customers with a consistent shopping experience over all channels. Detego's software is complimented by managed services, including software-as-a-service (SaaS), and attractive financing models. Detego's customers include international single-brand manufacturers, large retailers and department stores. Detego is already being used in over 1,500 stores in Europe. More information can be found at [www.detego.com](http://www.detego.com)

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