

## PRESS RELEASE

Promising start-up with high innovative strength and growth potential in the fashion retail industry

### **Detego awarded as Red Herring Top 100 Europe company**

Graz/London, March 29th, 2016 — **Detego, the leader in business intelligence for fashion retailers, was selected for the prestigious “Red Herring Top 100 Europe” Award. The international Red Herring Business Magazine assigns its award since 1996 and thereby rewards the most promising high-tech start-ups in Europe, Asia and the USA. More than 20 quantitative and qualitative criteria are incorporated into the analysis and assessment by the jury. Detego was selected and added to the “Red Herring Top 100” list due to its high innovative capacity, its groundbreaking innovations for the fashion retail sector and its enormous growth potential. The award ceremony will take place in Amsterdam on April 12<sup>th</sup>.**

Detego was chosen for the category “Retail Technology” and is being seen as one of the most innovative and promising high-tech businesses in Europe. The company develops and distributes a suite of software products for real-time analysis and article transparency and allows fashion retailers to meet the challenges of digitalisation and ever-changing customer requirements.

In a multi-stage selection process, the companies were rated on criteria such as the financial result, technology & innovation, management, business strategy as well as the market potential. Red Herring’s list has become a mark of distinction for start-up companies and Detego joins prominent previous Top 100 Global alumni including Facebook, Twitter, Google, Yahoo, Skype, Spotify, Tesla and Salesforce.com. As a consequence, the Red Herring Award is also an important indicator of the potential of start-ups for investors.

Uwe Hennig, CEO at Detego: “We are pleased to receive this award, especially as it confirms our position as an innovative leader in fashion retail technology. This benefits our customers; with our products and innovative strength, we ensure that international fashion retailers are prepared for current as well as future challenges.”

Characters: 1.780

**Video:** „Detego - Intelligent Article Management for the Fashion Industry“:  
[https://www.youtube.com/watch?v=ejB\\_F8FEoWU](https://www.youtube.com/watch?v=ejB_F8FEoWU)

## **About Detego**

Enso Detego GmbH, an innovative software provider, was founded in 2011 and is headquartered in Graz, Austria. The company develops and distributes a suite of software products throughout Europe that provide real-time analysis and article transparency for fashion retailers. Detego Suite 4.1 is comprised of Detego InStore for the oversight of merchandise on the sales floor and in the stockroom, Detego InWarehouse for item level inventory transparency in the central distribution center, and the data analysis product Detego InReports. Detego InStore prevents out-of-stock situations, and in combination with Detego InReports, ensures optimal merchandise presentation and article availability on the sales floor. Detego InReports analyses crucial KPIs, such as inventory status and availability in individual locations along with merchandise aging structure (i.e. dwell time on the sales floor), making it possible for store managers and merchandise planners as well as upper management to evaluate stores on the basis of real-time data (checkout, customer flow, customer behaviour) and to initiate appropriate measures. The use of the Detego product portfolio supports the omni-channel and digital strategies of fashion retailers, enabling them to actively manage stores while providing their customers with a consistently good shopping experience over all channels. Detego's software is complimented by managed services, including 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](http://www.detego.com)

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