

## PRESS RELEASE

### **Retail IT specialist Detego launches new software for omni-channel retailing**

**London, October 4<sup>th</sup>, 2016** — Detego, a specialist in real-time business intelligence for the fashion retail industry, is launching Detego InStore 4.2, making it the first vendor to offer in-store software with comprehensive functionalities for omni-channel retailing. Many international fashion retailers, including G-Star and Marc O'Polo, already use Detego InStore for providing real-time transparency on individual items across multiple channels. Following the introduction of Detego software and RFID tags on every item of clothing, a recent pilot with one global fashion brand revealed that it was able to boost sales and improve inventory management across its mobile, store and online business. Other live projects have shown Detego's software to increase merchandise inventory accuracy from an industry average of around 75 percent to up to 99 percent. The latest release features a number of standard applications for omni-channel retailing, including 'click & reserve', 'ship-from-store' and 'return-to-store', enabling fashion retailers to more effectively manage popular services like same-day deliveries.

"Detego InStore bridges the gap between online and offline retailing and allows fashion retailers to support their customers at every touchpoint, along the entire customer journey," says Uwe Hennig, CEO at Detego. "It means that stocks will be used more intelligently and omni-channel retailing strategies can be implemented in a more cost-efficient way."

The cloud-based Detego retail software differs from many rivals by providing item-level visibility of merchandise, whatever the channel, as well as offering a complete in-store solution with comprehensive omni-channel applications (including hardware, service components and updates), all for a monthly subscription fee, rather than large upfront investment. The software is particularly geared towards fashion retailers because of the need to closely monitor so many ranges, styles, colours and sizes, as well as the inherent costs of over-supply and discounting. Detego says that franchisees and consignment stores are also built into the software's omni-channel set-up to ensure a positive brand experience across all channels for customers.

"Consumers no longer distinguish between online and offline, or brand-owned and franchise stores, but rather expect a seamless shopping experience across all channels," says Hennig. "And this can be achieved without the constraint of increasing stocks in stores."

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#### **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. 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](http://www.detego.com).

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**Press contact:**

Detego GmbH

Hans-Resel-Gasse 17a

A-8020 Graz

Iris Hauk

Tel. +43 316 711 111 702

[i.hauk@detego.com](mailto:i.hauk@detego.com)