

## **PRESS RELEASE**

### **SAP and Detego enter partnership**

London - May 24<sup>th</sup>, 2017 — **Detego, a market leader in real-time business intelligence for the fashion retail industry, announced today that the company is partnering with SAP. The software company is the first to offer in-store analytics fully integrated on the SAP Cloud Platform to the fashion retail market. The combination of the SAP Cloud Platform and the analytics and merchandise software from Detego provides the basis for customer-centric processes and services, as well as real-time applications in omni-channel retailing. This gives fashion retailers a competitive advantage that drives digital change within the company, especially in the store.**

The RFID-based Detego Suite, which is offered in a SaaS (software-as-a-service) model, provides real-time insights into the inventory of fashion retailers and comprehensive in-store analysis and reporting. The highly scalable and flexible SAP Cloud Platform helps retailers expand and integrate their business applications more easily than ever before. The Detego software running on the SAP Cloud Platform enables a seamless integration with other existing applications. As a result, retailers gain various benefits one of which is from the smart linking of real-time information on article availability and their CRM systems that provides the necessary information for both store staff and consumers to improve the overall customer experience.

“A critical success factor for fashion retailers is to consistently align all processes and services within the company according to consumers’ requirements and to adapt quickly to change,” said Uwe Hennig, CEO at Detego. “This requires flexible, cloud-based IT systems, real-time software applications and the seamless integration of diverse applications. We are very pleased to be working with SAP and supporting the global, customer-centric IT strategies of fashion retailers through a joint platform.”

Today’s well-informed consumers have fundamentally changed the retail business. SAP solutions enable a detailed understanding of customer requirements and transparency along the entire supply chain. The SAP Cloud Platform based application SAP Fashion Management System is increasingly being used in the fashion retail industry. The partnership between SAP and Detego complements the offering of both companies in this particular market, especially in the store by providing near 100 percent inventory accuracy, fewer out-of-stock situations and important in-store KPIs. Together, SAP and Detego support fashion retailers to make the most out of their stores and to offer their customers a consistent positive shopping experience across all channels.

## 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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