

PRESS RELEASE**Detego launches new mobile solution for retailers giving fast access to benefits of RFID and the Internet of Things**

London/ Graz, September 28th, 2017 — Detego, a market leader in real-time business intelligence for the fashion industry, is launching a new mobile solution for retailers which will give faster and cheaper access to the benefits of digital connectivity. Thanks to imbedded radio-frequency identity (RFID) tags on every product, benefits include being able to painlessly carry out stock-takes on smartphones and near hundred percent inventory accuracy, so fewer gaps on the shelves and no lost sales from missing sizes.

“Most retailers are aware of the advantages of RFID and want to constantly monitor the movement of goods, but many are put off by the perceived high costs of system integration,” says Detego’s chief executive, Uwe Hennig. “With the cost of tags having fallen dramatically over the last few years, the time is right to launch a new, leaner version of our software so that retailers can quickly see for themselves the gains being made in smart tracking devices and the endless opportunities of joining the Internet of Things.”

Detego’s InStore Lean Edition provides a “quick-start” solution for retailers that want to start small and possibly scale over the entire store network later on. Available via the cloud, it is being targeted at retail chains, pop-ups, franchisees and brand store owners that don’t necessarily want to invest in large-scale IT projects, he says.

The new software allows retailers to constantly monitor inventory in real-time and automate the replenishment process, not to mention improve both the availability of products and customer service. A clear path of scaling makes it possible to roll-out the software and later add other Detego products or functions at any time, including additional applications for all in-store processes and omni-channel services such as “click&collect”, as well as managing inventory throughout the supply chain, and comprehensive analytical features.

“The fashion retail industry in particular requires a fast introduction to the digital age, but at the same time a future-proof solution that is scalable,” adds Hennig.

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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