

PRESS RELEASE**Detego launches new mobile, chatbot and AI solutions for fashion retailers at NRF**

London, November 28, 2017 — Retail software vendor, Detego, will be showcasing its latest digital in-store solutions for retailers at NRF, the world's largest retail industry show on January 14-16 in New York, as a co-exhibitor on SAP's booth # 2733. These include a new mobile solution for retailers, offering faster and cheaper access to the benefits of digital connectivity, as well as Detega, a new chatbot that supports customers throughout their entire shopping experience.

Detego's software, in combination with tiny radio-frequency identity (RFID) tags on every item, makes it easier for retailers to boost inventory accuracy and on-shelf availability to levels consistently above 98 percent – a huge increment compared to the industry average of 75 percent. While Detego's chatbot opens up the entire store chain and digital catalogue to consumers.

Detego says that it has decided to release a leaner version of its full product suite so that retailers can quickly experience the advantages of RFID-enabled merchandise management, which include reducing the number of markdowns and fewer gaps on shelves.

"The launch of Detego's InStore Lean Edition provides a quick-start solution that's productive within hours, not weeks or months, without the complexities typical of most IT implementations," says Detego's CTO, Michael Goller. "Fully hosted and managed in the cloud, it is being targeted at retail chains, pop-up stores, franchisees and brand store owners who want to benefit from modern in-store technologies without the need to invest in fully fledged, large-scale IT projects."

The new software is highly modular and scalable, meaning that retailers can start with just a few stores and scale to hundreds or even thousands within a short period of time. Additional features can be added at later time, including retail analytics, omni-channel services such as "click&collect", and other consumer engagement and supply chain applications.

The fully hosted and managed SaaS (software-as-a-service) offering that runs on SAP's Cloud Platform enables retailers to seamlessly integrate systems across various applications. 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. In the light of ongoing consolidations within retail chains, this gives fashion retailers a competitive advantage and differentiating element for their brick & mortar stores.

Detego's new chatbot can be used at any time on a customer's smartphone to help provide more pertinent product information or recommendations, based on real-time data on actual availability and customer preferences. The built-in machine-learning and artificial intelligence (AI) capabilities adapt to the ever changing dynamics of fashion retail, which means that results get better and better over time.

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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