

## PRESS RELEASE

Software Products for Real-Time Inventory Oversight for the Store and Warehouse

### **EuroCIS 2016: Detego Looks to Future Digital Stores for Fashion Retailers**

Graz, 29 October 2015 — **Detego, software vendor for real-time store analysis and article transparency in fashion retailing, has selected the digital future in textile retail and the motto "Follow your retail future" as their central theme for the EuroCIS 2016 which runs from February 23rd to 25th (hall 9, booth C03). Better connecting the customer to the store and the brand, including all the technical implementation possibilities, are the focal points in the process. To this end, the Austrian company presents the products of their Detego Suite 4.1 which consist of Detego InStore for real-time article transparency in the store and stockroom, Detego InWarehouse for inventory transparency at the item level in the central warehouse as well as the store analysis and oversight product Detego InReports. Detego InStore prevents "out of stock" situations, ensuring optimal merchandise presentation and article availability on the sales floor. It delivers comprehensive analysis and reporting functionality that covers the inventory situation in real-time in a way that is unrivalled both for the store manager and the category manager as well as top management. With the suite of products, Detego supports the omni-channel strategies of the textile retailer and ensures an integral shopping experience for consumers over all channels. The software from Detego complements managed services like software as a service (SaaS) along with various financing models.**

#### **Data Analysis as a Basis for Strategic Decision Making for Retailers**

In-store analytics is key in proactive store management. Only retailers who leave nothing to chance can be successful. Sales that took place in the previous year or overall size distribution for all stores that is based on historical values can run contrary to reality. Access to real-time data that provides an overview of inventory currently in stock is a prerequisite for taking effective action. For this reason, the issue of data analysis and its practical interpretation is becoming more and more important as the basis for making decisions in terms of retail strategies. The use of the products from Detego provides a reliable overview of the inventory situation. Retailers can control stock in a targeted way, sending the merchandise to the place where it's in demand. Moreover, Detego is working together with customers and retailing experts in its own Future Think Tanks to come up with imaginative ideas and strategies, for example big data follow in fashion retail, that can be practically applied in order to provide improved customer service.

#### **Fashion Future Store**

The technological foundation that Detego provides likewise makes it possible for brand name manufacturers to offer the customer a unique shopping experience that moves in the direction of future stores via pop-up stores or a more purist style of merchandise presentation in a showroom, as well as trying articles on virtually using a "magic mirror". "The digital future of your stores is huge for retail. The large fashion distributors are looking to fascinating technologies like the magic mirror for their customers. At the same time, decisions are increasingly being made on the basis of in-store analytic data. At the trade show we will show retailers how they can optimally prepare their stores for the digital future in order to be successful over the long-term," declares Uwe Henning, CEO of Enso Detego GmbH.

## About Detego

Enso Detego GmbH, an innovative software provider, was founded in 2011 and is headquartered in Graz, Austria. The company develops and distributes Detego Suite 4.1, an intelligent article management solution for the fashion retail industry. The suite is comprised of Detego InStore for real-time article transparency, providing store and stockroom oversight, and Detego InWarehouse for item level inventory transparency in the central warehouse. Detego InStore prevents out-of-stock situations while ensuring optimal merchandise presentation and article availability on the sales floor. The suite includes comprehensive analysis and reporting features covering inventory status in real time – beneficial for store managers and category managers as well as upper management. The Detego product portfolio supports the omni-channel strategies of fashion retailers and enables them to provide their customers with a consistent shopping experience over all channels. Detego's software is complimented by managed services, including software-as-a-service (SaaS), and attractive financing models. Detego's customers include international single-brand manufacturers, large retailers and department stores. Detego is already being used in over 1,500 stores in Europe. More information can be found at [www.detego.com](http://www.detego.com).

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