

PRESS RELEASE

Detego exhibiting at this year's EuroCIS – showcasing the AI driven future of fashion retail

Graz/London, January 8th, 2019 — Retail software specialist, Detego, will showcase three of its software solutions at EuroCIS, taking place from 19 - 21st of February 2019 in Düsseldorf, Germany. Visitors to Europe's leading trade fair for retail technology can experience Detego's market-leading solutions for the fashion retail industry, including real-time inventory intelligence and pioneering IoT and artificial intelligence (AI) projects. The live demos being showcased will be part of an impressive booth setup (Hall 9, booth #C04) which showcases the future of physical retail stores.

For inventory management of the store, Detego offers the InStore Lean Edition which meets the demands of the fashion retail industry for a quick-start solution into the digital store. Offered as a SaaS (Software-as-a-Service) solution with cloud hosting, retailers benefit from high inventory accuracy and consistent article availability at low cost. This is possible through fast and accurate stocktakes and automated replenishment processes, bringing long-term benefits to fashion retailers and most importantly, delivering quick results. The app-based solution can be active within hours and has a clear path of scaling to ensure rapid deployment and an easy functional extension to the Detego InStore Full Edition. "More and more fashion retailers are living by the mantra of 'keep it simple' for their RFID implementation which is exactly why we successfully implemented across the world the Detego InStore Lean as an 'out-of-the-box' SaaS-based RFID solution." Says Kim Bernkov, Executive Chairman of Detego.

The fitting room is the most important place in the entire store when it comes to purchasing decisions being made. This means that it's crucial to provide support and additional services for customers. Detego's Smart Fitting Room provides product recommendations, such as matching items available on the sales floor that can be brought directly to the fitting room by sales staff via a "call-to-assist" button. The customer can gain access to the benefits of e-commerce by looking up other products, checking for availability, reserving articles or having them delivered directly from the store to their home. Links to videos or social media feeds can also help. These value-adding services are what continue to drive consumers to shop in-store.

Answering as many questions as possible for shoppers through AI, Detego's chatbot supports the sales personnel and bridges waiting times for customers until there's a salesperson available for individual service. The virtual store assistant accompanies customers throughout their entire shopping experience and provides additional support in the vital decision-making process, such as making product recommendations and earmarking other popular items, bestsellers, discounted articles or product variants. The AI capabilities are not just limited to the chatbot itself, but also work continually in the background by communicating with other systems in the store. The chatbot checks the actual availability of articles and compiles data about customer types and their preferred article combinations and choices. As a result, recommendations become more meaningful and personal and only articles immediately available in the store are recommended.

"We want to introduce fashion retailers to solutions that support them in their daily challenges," says Dr. Michael Goller, CTO at Detego. "We can show how fashion retailers can positively influence buying decisions and how a digital fitting room or a chatbot help in the sales process, as well as witness how several global fashion brands have successfully adopted the Detego InStore Lean Edition."

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

Detego on Social Media: Xing, LinkedIn or YouTube:

<https://www.xing.com/companies/detegogmbh>
<https://www.linkedin.com/company/detego-ltd>
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<https://www.youtube.com/watch?v=qWz9fA7RUyc&t=11s>
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