

TECH HIT LIST

retail  
TouchPoints®

SPECIAL REPORT

# SOLUTIONS DRIVING THE FUTURE OF CONNECTED COMMERCE



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**ETA** I.S.  
Enterprise Software for Retailers, Wholesalers  
and Brand Manufacturers

**KIBO**

**Lily**<sup>ai</sup>



## INTRODUCTION

As the lines between digital and physical channels continue to blur, brands and retailers are **ramping up investment** in solutions that enable seamless, consistent customer experiences.

Despite the disruption and economic volatility of 2022, worldwide digital transformation investments are expected to reach **\$1.8 trillion** by the end of this year, according to **IDC research**. The retail industry will account for **7.8%**, or **\$140.4 billion**, of that spend as it levels up both operations and customer experiences. The key trends and themes driving further technology investments include:

- **The need for a unified, transparent view** of the entire business, from the supply chain to the store;
- **The power of agile solutions and processes** as retailers continue to be disrupted by internal and external forces; and
- The engagement and loyalty impact of **seamless, personalized experiences** across all channels.



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## **JESTA I.S. VISION SUITE: AGILE SOLUTIONS THAT OPTIMIZE GLOBAL PRODUCT JOURNEYS FROM CONCEPT TO CONSUMER**

**Jesta I.S.** has been driving the future of connected commerce for more than five decades. Through its development of organically grown ERP, supply chain, store and omnichannel, and analytics enterprise software solutions for retailers, e-tailers, wholesalers and brand manufacturers, Jesta I.S. streamlines product journeys from concept to consumer.

The Jesta Vision Suite is a modern, robust, scalable and agile technology with capabilities that span from raw material and finished goods product sourcing to direct-to-consumer deliveries.

Jesta I.S.'s integrated cloud capabilities deliver real-time visibility and a unified view of sourcing and procurement, demand planning, allocation and replenishment, cross-channel sales and back-office operations. The suite empowers users with one version of the truth for data-driven business decisions that optimize performance across organizations.

The suite consists of four key pillars: Vision Sourcing & Demand, Vision Merchandising, Vision Store & Omnichannel and Vision Analytics. They each include products that address a different segment of the supply chain.

- **Sourcing & Demand** includes capabilities that optimize how manufacturers, wholesalers and vertical retailers plan, source and procure raw materials and finished goods, and provide global supply chain networks, including vendors, with real-time visibility of the order process and in-transit status.
- **ERP/Merchandising** capabilities help manage and drive the development of product ranges, price lines and market segments using historical sales data. These tools ensure that the right merchandise is delivered to the right sites to match the right demand.
- **Point of Sale Store & Omnichannel** capabilities drive cross-channel transactions, loyalty, promotions, endless aisle and order management from a brand's most optimal fulfillment site. The features empower businesses with unified commerce capabilities that optimize sales and customer engagement.
- **Analytics** capabilities collect and analyze cross-channel transactional and customer data, and provide insights to enhance product and customer lifecycles. The insights help users refine each step of a product's journey.





Jesta I.S. has been instrumental in the digital transformation of leading global brands. Automating and streamlining the end-to-end processes of a product's journey has enabled our clients to provide meaningful, seamless shopping experiences for their customers.

Jesta I.S. is committed to building long-term client relationships and we view clients as partners. Our decades of experience and client partnerships have uniquely positioned us to understand the specialized needs of the industry. We recognize that one size does not fit all. Research and development is important to Jesta and we're constantly innovating to anticipate what consumers will need now and in the future.



## KIBO PERSONALIZATION DELIVERS RESULTS FOR REEBOK AND WAITROSE

**Kibo Personalization**, powered by industry leaders Monetate and Certona, is a leading personalization solution trusted by over **1,000** brands across the world. By empowering marketers to get smarter about their customers, marketers can build and deliver 1-to-1 personalized, engaging experiences across all brand touch points throughout the customer journey.

From sophisticated A/B testing to AI-driven personalization, marketers can harness patented technology to delight customers with impactful, individualized experiences, resulting in increased engagement, conversions and lifetime value. Our own internal data shows that companies that prioritize an end-to-end personalized shopping experience realize a 400% (or more) ROI from their digital marketing initiatives.

With Kibo Personalization, delivering an integrated personalization strategy is easy with a selection of powerful tools covering ideation and validation, through the delivery of scalable 1-to-1 cross-channel experiences. This includes the ability to create audience segments based on behavior, context, first- and third-party data and more.



Testing is also a powerful component of Kibo Personalization, enabling marketers to easily experiment across any property with A/B/n and multivariate testing. Dynamic testing is made possible with Kibo Personalization's machine learning capabilities. This enables marketers to balance learning with optimization against performance metrics to maximize ROI.

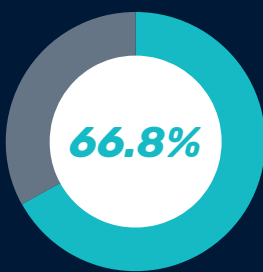
Marketers can harness Kibo Personalization's predictive AI decisioning engine to tailor customer experiences that engage, reduce abandonment and improve conversion. The customer journey becomes an individualized experience with the most relevant content selected for every site visitor based on contextual and behavioral factors, assessed in real time.

**Industry-leading brands look to Kibo Personalization for the following benefits:**

- **AI-Powered Innovation:** Harnessing best-in-breed technology for predicting human behavior and tailoring the customer experience in any channel;
- **All-in-One Suite:** Transforming the way brands engage with customers with Kibo's suite of personalization solutions designed to elevate the way brands build customer relationships;
- **Engineered for Performance:** Delivering limitless personalization without impacting speed-of-delivery by only downloading experiences relevant to each visitor; and
- **Built for Business Users:** Leveraging deeply configurable filters, easy-to-use builders and editors to refresh content, refine messaging and launch sophisticated personalization experiences across touch points.

Global brands successfully use Kibo Personalization to deliver results. **Reebok** created three different personalization experiences that achieved a **4.2%** lift in Revenue per Session over Black Friday 2021. The brand also saw a **5.5%** increase in Add-to-Cart Rate and an improvement of **12.2%** with personalization.

Recognized as a No. 1 personalization vendor in the IR1000 and winner of three TrustRadius "Top Rated" awards, Kibo Personalization is the solution of choice for brands and businesses looking to gain a competitive edge, exceed revenue targets and delight customers through holistic testing and personalization strategy.



UK Grocer **Waitrose** leveraged Kibo Personalization and saw a **66.8%** engagement lift using an Automated Personalization Experience to drive click-throughs to the grocer's recipe page by serving site visitors recipes tailored to their interests.

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## LILY AI PRODUCT ATTRIBUTION PLATFORM ENHANCES CATALOGS WITH CUSTOMER-CENTRIC ATTRIBUTES



**Lily AI** accurately connects a retailer's or brand's shoppers with the relevant products they're looking to buy. The company's product attribution platform uses AI and NLP technologies to analyze the retailer's product catalog, then injects customer-centric attributes across the breadth of their existing retail stack to drive immediate relevance and connect those products with the buying objectives of customers. This supercharges ecommerce site search, demand forecasting, product recommendations, SEO/SEM, item setup and merchandise planning.

Lily AI works with some of the biggest brands in the world, like **The Gap**, and retailers like **Bloomingdale's** and **ThredUP** to drive **eight- to nine-figure** revenue uplift to site search conversions, demand forecasting accuracy and rapid product onboarding. By injecting extensive product attributes with some of the industry's highest speed, depth and accuracy across an existing ecommerce stack, the company provides a customer-centric language that is a foundational core layer to power modern retail. It also provides retailers and brands with one tool that dramatically impacts all systems — and just as important, doesn't require that they rip and replace anything.

Other solutions in the “product attribution” and “automated product tagging” spaces rely on pure automation and faceless, passionless, AI-by-the-numbers to add product attributes. Lily AI, on the other hand, helps retailers and brands move away from categorizing and presenting products according to legacy, out-of-the-box attributes, and instead starts presenting products in the language of customers.

Lily AI's ability to enrich products with **10 to 20** attributes per product enables the company to provide a much richer set of inputs into the AI model, producing far more relevant and accurate product discovery.



For one large multi-brand retailer, Lily AI was able to boost product discovery from on-site search by **8.5%**, projecting to a **\$22M** increase in revenue across brands. For another multi-brand apparel and accessories retailer, Lily AI Demand Intelligence provided accuracy at scale that drove a **seven- to eight-digit** revenue lift.



“Lily AI's customer intent platform solves for something extremely difficult to solve for, driving pinpoint results for the many long-tail queries that comprise more than **50%** of our ecommerce searches. Lily's rich and detailed product attribution helps ensure that Bloomingdale's customers find what they're looking for, every time.”

— James Kim, **VP of Ecommerce, Bloomingdale's**

**Lily**<sup>ai</sup>  
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Trusted by major brands for over 50 years, Jesta I.S. is a global developer of enterprise and ERP software for retailers, e-tailers, wholesalers and brand manufacturers. Customers like Cole Haan, DSW, Harry Rosen, Perry Ellis and Puma use Jesta's integrated Vision Suite solutions to optimize end-to-end product journeys from concept to consumer: product sourcing and procurement, supply chain, logistics, demand planning, omnichannel merchandising, inventory management, store operations and direct-to-consumer deliveries. Jesta I.S. was recognized as a Top 5 technology vendor in the 2022 RIS Software LeaderBoard.

Learn more at [jestais.com](https://jestais.com).

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**Kibo** is the catalyst for modern commerce transformation. As the only composable yet unified commerce platform, Kibo enables retailers and brands to customize their commerce stack to satisfy business needs. Kibo combines AI-driven personalization from industry leaders Monetate and Certona with analyst-leading composable commerce and enterprise-grade order management. Global clients like Reebok, Office Depot and Lufthansa Group rely on our API-first architecture that empowers organizations to grow their commerce capabilities at the speed of digital transformation.

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**Lily AI** is the product attribution platform that injects the language of the customer across your existing retail stack, accurately connecting your shoppers with the relevant products they're looking to buy. We drive eight- to nine-figure revenue uplift for retailers and brands by dramatically improving their on-site search conversion, personalized product discovery and demand forecasting.



*Retail TouchPoints* and *design:retail* give all members of the retail world access to a vibrant community that combines insights, inspiration and opportunities to interact with their peers. We sit at the intersection of the art and science of retail strategy, providing granular data, high-value commentary, and aspirational success stories to help readers optimize customer experiences across all channels. Touching all facets of the retail ecosystem, including store experience and design, workforce management, digital marketing and engagement, and omnichannel optimization, our editorial content, multi-media resources and events take timely news and trends and transform them into tactical takeaways that meet the unique needs and priorities of our executive readers.

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