

IVIS Group wins 'International retailer of the year' with Tesco.com at Retail Systems Awards 2012

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IVIS Group has won 'International retailer of the year' with Tesco.com at the Retail Systems Awards 2012.

Multi-channel expert IVIS Group was recognised for its contribution to the grocer's first central-European online shopping launch in the Czech Republic.

Tesco.com uses IVIS Group's Sonetto technology, which provides product information management and price and promotion management capabilities that enable it to adapt to local markets. Sonetto forms a key component of Tesco.com's e-commerce platform, and the Czech Republic launch has allowed the grocer to create a successful framework for future international rollouts.

"This award recognises a great example of the UK's retail leadership in multi-channel; rolling out across central Europe in only a few months and moving next to South East Asia and China," said Qusai Sarraf, CEO of IVIS Group. "We are very proud of our 16 year partnership with Tesco.com and delighted to take part in the company's global expansion."

Retail Systems magazine's 'International Retailer of the Year' award was contested by four finalists. The ceremony, held on 24 October at the Lancaster London Hotel, celebrates innovation in the retail technology sector.

With many retailers looking abroad for growth and the current industry focus on internationalisation, IVIS Group has released a whitepaper offering practical how-to tips on entering new markets.

'The 7-P Approach to International Multichannel Success' is available to download for free here. (<http://www.ivisgroup.com/7-p>) www.ivisgroup.com/7-p

About IVIS Group

IVIS Group is a multi-channel expert. It helps turn retailers into successful multi-channel operations. IVIS Group's Sonetto technology hosts a powerful pricing and promotions management (PPM) platform, which is unique in the marketplace and gives retailers central capability to control customer promotions across all channels – in-store, online, via mobile and catalogues. It automates business decisions and takes away the pain, time and cost associated with managing multiple promotions. The technology allows retailers to enrich the customer shopping experience by giving 'consistency across channels' and talks in a customer-facing language when describing products and promotions. Sonetto's product information management (PIM) technology provides the right information on the right products to customers at the right time.

Founded in 1994, Tesco.com, The Carphone Warehouse and BestBuy Europe feature in the company's stable of clients.

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