BUSINESS FRANCE

EHI Retail Institute®

MediaMarktSaturn N3XT

DFKI German Research Cent for Artificial Intelligence

IRL Innovative Retail Laboratory

Messe Düsseldorf

Retail Tech Tour Germany 2022

Get the chance to attend the one and only event promoting the French Retail Tech savoir-faire in Germany

French Delegation 2022

Logo	Description	Tags
belive.ai	Off-the-shelf SaaS solutions, covering use cases from supply chain to merchandising to checkout.	#computervision #ROIsolution
Gridbees	An API-first headless e-commerce platform to provide a pleasant customer experience.	#ecommerce #selleasily #omnichannel-platform
LEMONWAY	A pan-European payment institution in a KYC/AML - regulated framework.	#financialservice #marketplace #EUfinancialpassport
mercio™	The leading French player in building, testing and executing a winning pricing strategy for large retailers.	#pricing #HereForRetail
onepilot	Onepilot makes Customer Care Outsourcing simple and flexible	#outsourcing #personalization
redirection.io	Their mission : provide website administrators and systems administrators a simple set of tools to be able to monitor their web traffic.	#traficmonitoring #SEO
retail shake	Retail Shake offers market monitoring dedicated to retail professionals to have a 360° vision of their competitive environment.	#marketmonitoring #businesscompetition
verteego _	AI sales forecasting platform to make all inventory, promotion, pricing and assortment decisions more reliable and automated.	#predictivetrade #predictiveAI

belive.ai

Website

Aurélien Escartin
CEO & Cofounder
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David Borakovic
Executive director & Cofounder
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Creation in 2019
55 employees

Turnover : €4,3 M

Export activities in Germany, Portugal, USA

Spoken languages :

We help retailers **optimize their core business** with **computer vision** and **image recognition**.

We offer off-the-shelf SaaS solutions, covering use cases from supply chain to merchandising to checkout.
We always have ROI in mind and a global approach.

We are B2B focused and work with both large retailers and renowned manufacturers.

Project examples:

We have deployed 296 Casino stores in about 6 months.
These stores are all equipped with our Liveshop.ai solution.
The effects of our solution on their main irritants such as the out-of-stock rate, the conformity of planograms or labels were quickly noticed.
Thus, the stores have noticed a 40% decrease in OOS, a 10-point increase in Net Promoter Score, and a 1h+ increase in the productivity of employees dedicated to out-of-stock issues. One Casino store in particular reported a 2% increase in sales over the year thanks to Liveshop.

Very good results were also observed at Intermarchés and SuperU stores.

Competitive strengths :
- Solution based on **Computer Vision** : the cameras recognize the products directly
- Provide **factual data** on the state of the store and helps to take corrective actions
- **Real time vision** in the store thanks to frequently pictures
- Possibility to compare the results by day/week/month etc. to improve the store's performance.
- Our solution is **inexpensive** and offers a **fast ROI** (between 16 and 18 months).

Main References :

- Würth
- Leroy-Merlin
- E.Leclerc

[Website](#)

Stephane Cage
Business engineer
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Raul Gil Campoy
Country sales manager
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Creation in 2001
20 employees

Turnover : €2.5 M

Export activities in over 20 countries (USA, Canada, France, Spain, Portugal …)

Spoken languages :

Gridbees is an **API-first headless e-commerce platform** for companies in all types of fields of activity that wish to digitize their processes or have already started their digital transformation. Gridbees aggregates their very heterogeneous flows, harmonizes them and processes them for forwarding them to the front office in a homogeneous manner, increasing the efficiency and performance of e-merchants. The end consumer will thus benefit from a smooth shopping experience.

Connectivity, technical know-how, support, agility and flexibility: these assets allow us to provide you with a real digital toolbox, modular and customizable, dedicated to the sales path, around 4 topics :
- product and offer management
- commercial and promotional animation
- the purchasing process
- customer service Gridbees' team is specialized in integrations, offering a highly customizable solution that quickly and easily interconnects with any third party. Because Gridbees is much more than a software solution, entrust us with your most complex e-commerce projects for a tailor-made solution!

Project examples:
- E-commerce platform composed of PIM
- CRM
- Promotion engine
- Call center

Competitive strengths :
- High Modularity
- High customization capacity and tailor-made solution
- High Scalability
- High integration capacity
- High price competitiveness

Main References :
- Conforama in Spain and Portugal
- Atlas for men
- Paris City Vision

Website

Florian Schichl
Account Executive DACH
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Ludovic Ciannarella
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Creation in 2012
160 employees

Export activities in France, Spain, Italy, Germany

Spoken languages :

Lemonway is a **pan-European payment institution** dedicated to marketplaces, alternative finance platforms and other companies looking for payment processing, wallet management and third-party payment in a KYC/AML - regulated framework.

Lemonway is approved and regulated by the ACPR and benefits from the " EU financial passport" in **28 countries**. The company based in Paris (HQ), London, Madrid, Milano, Hamburg employs more than 150 people from 20 different nationalities.

Project examples:

Decathlon wanted to optimize its European growth and become the leader of the digital sport market. In this perspective, they created not one but 10 marketplaces between December 2020 and July 2021 with the help of Lemonway. The challenge was to maintain the existing customer experience while ensuring fluid and secure payments on its 10 pan-European marketplaces. Thanks to our modular solution and compliance expertise we managed to do so.

Competitive strengths :
- Strong ecosystem of innovative partners **enabling a modular offer** and **tailored solution** (Tink, Verifone, Wizaplace, Izberg, Tripartie, Cocolabs)
- Champion of SEPA Direct Debit in Europe and can create and process SDD Core and SDD B2B
- Manage **nearly €5 billion in flows per year** and benefit from the " EU financial passport" in 28 countries

Main References :
- Decathlon
- Oui.SNCF
- Engie
- Acer
- Renault
- October
- HelloAsso
- Metro

![mercio™ logo]

Website

Valentine Dreyfuss
Founder & Managing director
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Creation in 2020
20 employees
Turnover : €1.7 M

Spoken languages :

🇩🇪 🇬🇧 🇫🇷

Mercio is the **leading French player in pricing management for large retailers**. Top brands, such as Intermarché, Netto, Monoprix and Leroy Merlin, have chosen to work with us. Mercio is a comprehensive platform used by retailers for building, testing and executing a winning pricing strategy.

Project examples :
A client in the food industry could not compute complex strategies. Thanks to Mercio, they can now apply different strategies depending on the location. With Mercio, they:

1. Use AI to turn raw data into knowledge and enrich it with internal marketing insights to model customer's perception into pricing strategies.
2. Build pricing policy with our sets of sophisticated rules inspired by retail's best practices and implement a surgical pricing strategy the easiest way
3. Simulate sales and margins precisely by integrating elasticity and cross-elasticity indexes into what-if analyses and make the right repricing decisions by evaluating and comparing multiple pricing scenarios in a snap. A complete repricing of their ~1,8 million prices takes less than two minutes.

Competitive strengths :
Our deep understanding of click-and-mortar retail Price perception in physical stores clearly doesn't work the same way as in ecommerce. This is the reason why very few software providers can be good fits for click-and-mortar retailers. Our technology shows an unparalleled speed of computation, allowing retailers to execute a surgical pricing that exploits the full potential of pricing at store level and raise margins effectively.

Main References :
- Leroy Merlin (Adeo Group)
- Monoprix (Casino Group)
- Intermarché
- Netto
- Mr Bricolage
- FeuVert, PicWicToys

onepilot

Website

Pierre LATSCHA
Co-founder
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Creation in 2020
200 employees

Turnover : €5 M

Export activities in the UK, in Spain, in Italy

Spoken languages :

Onepilot makes **Customer Care Outsourcing simple and flexible.** E-merchants use Onepilot in the most flexible way to handle all or part of their customer support. We provide a **100% human, instant and 24/7 answer to their end-users.**

We handle all or part of e-merchants customer care:
- By chat, phone, mail and on social networks
- In French, English and German
- 100% of our answers are made by our truly human support heroes, empowered by our technology enabling them to increase quality and efficiency
- Onepilot provides real-time, granular data right on your dashboard. Get insightful analytics allowing you to improve your customer experience, reduce your contact rate and increase sales

Project examples:
- Use case subscription : provide an instant and human answer during night and week-end
- Use case micro-mobility : provide round-the-clock support while ensuring complexes live operations in real-time
- Use case cosmetic : Provide an instant and human answer with a high level of skincare expertise

Competitive strengths:
- Tech-enabled
- Local answers from native speakers users of your products/services
- Fast onboarding are our expenses
- No commitment (time or volume)
- Analytical dashboard so that your outsourcing is not a blackbox anymore
- Laser focus on SMBs e-merchants (e-commerce, marketplace)
- Pay per use billing (vs per hour)
- Able to handle complex processes

Main References:
- Raffineurs
- Alan
- Bissim
- Dr Brandt
- Adoreme

redirection.io

[Website](#)

Adrien Grizeau
Business developer
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Creation in 2017
5 employees

Turnover : €100K

Export activities worldwide

Spoken languages :

The mission of redirection.io is to provide **a simple set of tools for our customers to be able to monitor their web traffic,** spot 404 errors, and then resolve them by creating redirect rules without technical knowledge. It is intended for website administrators (marketing / SEO / consultants), and systems administrators (IT).

Project examples:

For every websites and eCommerce businesses willing to manage their traffic logs to :
- Avoid your visitors hitting 404 errors
- Have a better UX and retention
- Save brand image
- Have a direct ROI

Providing :
- Support for migration/redesigning website, platform, CMS, domain, etc.
- Maintenance for High Performance traffic
- Collect, analysis and correction for logs and HTTP errors
- Real time traffic logs monitoring and managing massive redirections plan for SEO design

Competitive strengths:
- Traffic logs, crawler and redirection manager combined in one tool
- A real plus for both IT and SEO units
- Low code solution
- All kind of redirection supported
- High Performance
- New features on every quarter

Main References:
- Hermès
- Bang & Olufsen
- La Banque Postale
- Sézane
- Orpi

retail shake

[Website](#)

Irwan Djoehana
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Creation in 2019
18 employees
Turnover : € 250K in 2021 and € 800 K in 2022

Spoken languages :

Retail Shake is **dedicated to retail professionals**. Today, with a growing competition, retailers must optimize their marketing mix in real time. Humanly, it's no longer possible to monitor the market. Retail Shake offers retailers and brands a 360° vision of their competitive environment.

You can **monitor prices, customer reviews, merchandising, geolocation of your products and stocks of your brand or those of your competitors**. These data are recorded, and you keep a history of them. You know which products are sold by your competitors and can follow their promotional policies. This integral competitive intelligence is automated. It is available online, whenever you want, knowing that it is updated daily.

Project examples : Leroy Merlin France (DIY french retailer - leader). During fall 2020, Leroy Merlin made an international call for bid (more than 20 companies asked) to have a new customized competitive intelligence: collect, check, historize and make reliable data from more than 20 competitors' websites in France (generalists, specialists and marketplaces).

In winter 2020, a two-month Proof of Concept (POC) has been validated, offering us a multi-year contract. In addition, we help them to optimize their resources for this project, notify them of any changes from competitors and propose new services/projects about pricing and marketing.

Competitive strengths : Global vision, 360°, reliability and quality of the data Product Mix : Retail Shake is the **only solution in the world that simultaneously benchmarks pricing, inventory, digital distribution, visuals, text and customer reviews. With history**. Unlimited: We give you unlimited access to the entire database. Where competitors limit the number of products or stores monitored. Simplicity: Retail Shake is very visual, user-friendly and only takes an hour to learn. Plug & play : No setup. Everything is based on public data, the ones your consumers see. The business is no longer dependent on the IT roadmap.

Main References :
— Leroy Merlin
— Saint Maclou
— Bosch
— Kalico
— Alliance Automotive Group
— Weldom
— Carter-cash
— Valeo

verteego _

Website

Rupert Schiessl
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Creation in 2018

Export activities in France, Spain, Germany, Belgium, New Zealand, Australia, Portugal, Italy, Switzerland

Spoken languages :

🇬🇧 🇩🇪 🇫🇷

AI demand forecasting platform for reliable and automated decision-making related to inventory, promotions, prices and assortment.

Project examples :

For **major grocery / specialized / apparel / fashion retailers and e-commerce pure players**, Verteego generates high-precision forecasts to optimize permanent and promotional sales in real-time.
Main benefits:
- Higher sales and resell rates
- Optimized distribution of products in points of sale and reduced inventory cost
- Improved sales forecasting for new products and points of sale
- Reduced environmental impact
- Shared and sycnhronized forecasting between teams

For **CPG industrials and restaurant chains**, Verteego generates high-precision forecasts to anticipate long-term demand and improve decision-making.
Main benefits:
- Reduced stockouts and higher customer satisfaction
- Reduced food waste and CO2 emissions
- Improved transportation strategy
- Optimized work force planning (warehouses, restaurants...)

Competitive strengths :
- High accuracy AI forecasting combined with powerful decision automation and optimization algorithms
- High-speed deployment
- 100% ROI focused approach
- Shared and synchronized forecasts between teams for collaborative decision-making

Main references :
– Europcar
– Monoprix
– Systeme U
– Bayer
– Dufry
– Manpower