# FINNISH SOLUTIONS FOR E-COMMERCE AND RETAIL
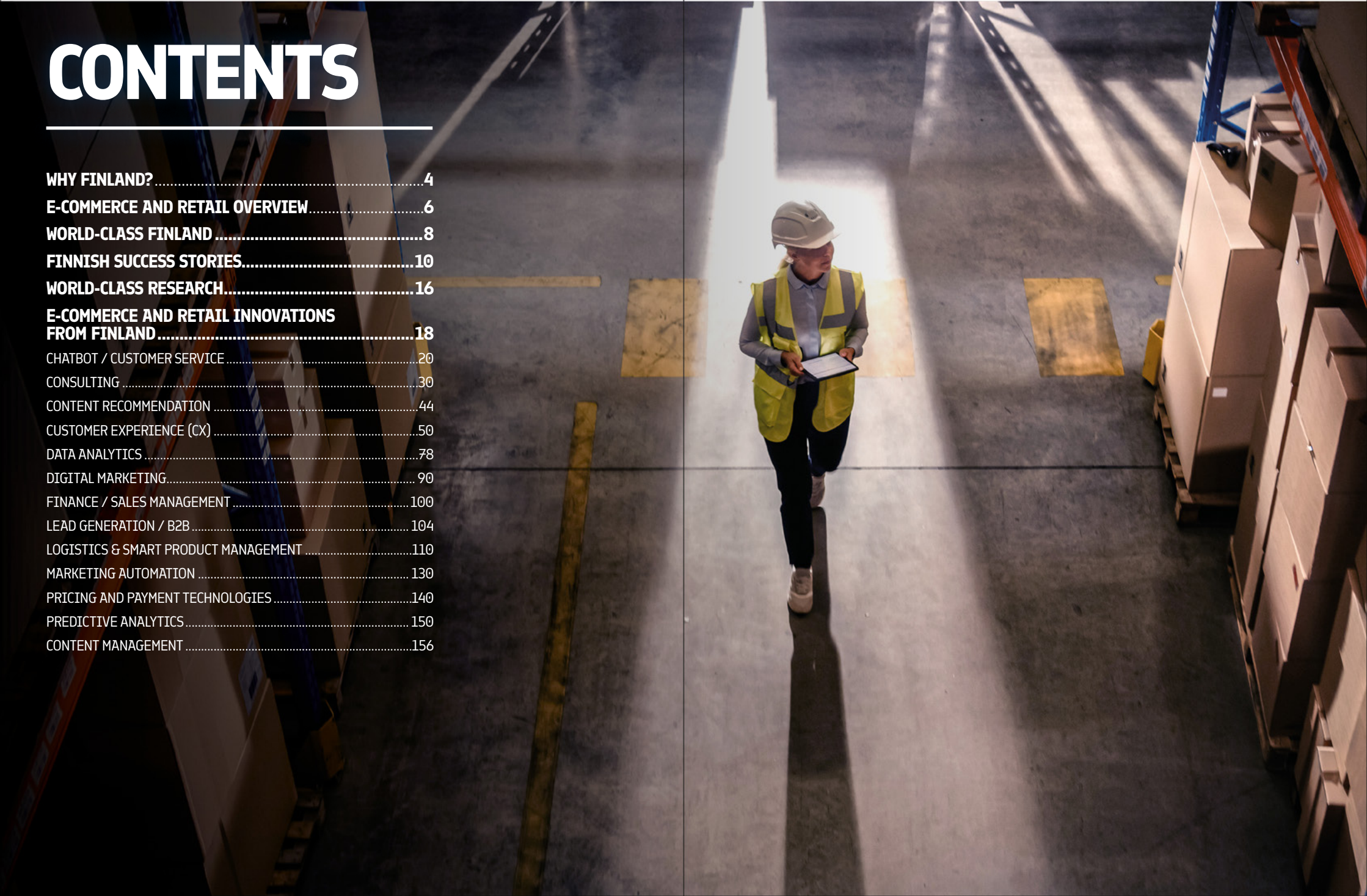
WORLD-CLASS INNOVATIONS IN E-COMMERCE AND RETAIL TECHNOLOGY – A UNIQUE EDGE FOR THE GLOBAL NEW NORMAL

#FINLANDWORKS

# CONTENTS

# WHY **FINLAND?**

## HIGH-LEVEL EDUCATION AND RESEARCH, ACTIVE COOPERATION AND A BUZZING STARTUP SCENE FORM A FRUITFUL ENVIRONMENT FOR E-COMMERCE

### EXTENSIVE RESEARCH

Finland's high level of education and decades of research in machine learning and signal processing form a solid basis for Finnish AI know-how and development.

### ACTIVE COOPERATION

Active cooperation between companies, universities and research centers is funded by the state via Business Finland. This strategic support has created an attractive research and innovation environment.

### VIBRANT STARTUP SCENE

The Helsinki region has been recognized as one of the most important AI startup ecosystems in Europe. Finland has over 300 AI startups in total, many of which are research spin-offs.

### HIGH-GROWTH E-COMMERCE MARKET

The fast-growing national e-commerce scene is an excellent test market for Finnish technology service providers. The business-to-consumer e-commerce sector in Finland has been growing at a double-digit rate in recent years and is now worth EUR 8.5 billion.

## #1
**IN AVAILABILITY OF THE LATEST TECHNOLOGIES** IN THE WORLD

WEF GLOBAL COMPETITIVENESS REPORT 2017–2018

## #1
**IN DIGITAL COMPETITIVENESS** IN THE EU

DIGITAL ECONOMY AND SOCIETY INDEX 2019

## #2
**IN QUALITY OF MATH AND SCIENCE EDUCATION** IN THE WORLD

WEF GLOBAL COMPETITIVENESS REPORT 2017–2018

## #1
**IN MOBILE APP CREATION** IN THE WORLD

GLOBAL INNOVATION INDEX 2019

## #2
**SECOND LARGEST IN AI EXPERTS PER CAPITA** IN EUROPE

LINKEDIN ECONOMIC GRAPH 2019

# E-COMMERCE AND RETAIL OVERVIEW

## THE WORLDWIDE OUTLOOK ON E-COMMERCE IS AFFECTED BY TECHNOLOGICAL ADVANCEMENTS AND USE OF THE DATA

The latest figures showed that e-commerce rose across the globe to around 18% of all sales in 2020 (Euromarketer). However, more than 80% of global retail sales are still carried out in physical stores. Nevertheless, to compete with online shopping, retail stores will have to offer meaningful customer experiences and pursue brand engagement because a seamless shopping experience is becoming a basic necessity in the landscape of retail. Online shopping can offer convenience and endless aisle assortment. Commerce points will emerge, for example, in vehicles and home ambient devices. Additionally, advanced AR, VR, AI, IoT, virtual assistants, analytics, smart logistics and radio-frequency identification (RFID) development will aid the process.

Commerce can occur anywhere, anytime, offline or online – using touch, movement, image or voice. This continues the "retail apocalypse" of the last decade, with traditional malls and department stores facing severe difficulties with the rise of e-commerce and evolving consumer behavior.

The e-commerce industry has been evolving for years with the rising penetration of the Internet, which has managed to attract a large pool of consumers to online shopping. The infiltration of technology into consumers' lives has also made e-commerce highly preferable. The use of smartphones and social media platforms has brought customers the latest trends in fashion, travel, dining and more, encouraging them to use online shopping frequently. Favorable changes in the consumer mindset toward online shopping have led to increased adoption rates, contributing to the uptick in the e-commerce market globally.

Rapid urbanization has led to an increased consumer desire for the online availability of a broad spectrum of products, encouraging online shopping.

**COVID-19 has disrupted consumer behavior and buying trends**

- Physical retail has taken a strong hit, as lockdown and safety measures have restricted the movement of consumers.

- E-commerce has been transformed from a supplementary sales channel to the primary one. This is the pivotal factor in e-commerce market growth across the world.

- Social distancing has caused consumer preferences to shift toward online shopping.

- Consumers have learned new buying habits and are unlikely to return to old ways.

- Overall, it is estimated the 2020 pandemic accelerated the shift to digital commerce by roughly five years.

# WORLD-CLASS FINLAND

## FINNISH COMPANIES OFFER INNOVATIVE SOLUTIONS FOR THE WHOLE E-COMMERCE VALUE CHAIN, FROM STRATEGIC PLANNING TO CUSTOMER BEHAVIOR ANALYSIS

## BUILD THE BASE

We help your organization understand how technology aids your business and what choices to make.

Choosing the right strategy, the right platforms and the right partners is just the beginning.

**#platforms**
**#technology**
**#consulting**

## MANAGE LOGISTICS AND PRODUCTS

We offer world-class solutions in radio frequency identification (RFID) sensory technology to identify and position goods as well as manage logistics operations with heightened artificial intelligence.

**#sensors**
**#location data**
**#security**
**#data streams**
**#data management**

## ATTRACT AND GENERATE

Without the right tactics, processes or understanding of the sales funnel and possible bottlenecks, operating an online store can get tricky.

We help you attract customers and manage the customer journey efficiently, with an emphasis on functioning omnichannel shopping.

**#digital marketing**
**#lead generation**
**#marketing automation**

## KNOW YOUR DATA

From customer behavior analysis to data strategy and machine learning models, we offer measures to help you respond to the rising expectations of an effective 21st-century business.

**#analytics**
**#ai**
**#machine learning**

## MAKE THE EXPERIENCE MATTER

We develop the right designs, processes and tools needed to manage a superior customer experience.

An exceptional customer experience will differentiate you from your competitors, leading to greater purchase intent, customer loyalty and reduced churn.

**#user experience**
**#service design**
**#payment technologies**
**#visual design**

# FINNISH SUCCESS STORIES

## A PEEK INTO THE HIGHLIGHTS OF INNOVATIVE FINNISH E-COMMERCE SOLUTIONS

## nordic id

## FULLY AUTOMATED
## SELF-SERVICE STORES

Nordic ID ltd, a Finnish technology company specialized in real-time item tracking and self-service solutions, has developed RFID technology-based automated self-service solutions for agile deployment of unmanned shops. Neste, a Finnish energy refining and marketing company, uses Nordic ID's RFID solutions in its new, fully automated Easy Deli self-service stores.

*"When developing the Easy Deli store, it was important for us to find a partner that was able to co-create a full, customized solution according to our needs. We chose Nordic ID as our partner, as we found that the company has the required technological and service creation know-how as well as a can-do attitude."*

**Jukka Peltoniemi**
Responsible for automated services at Neste

Read more

## VALOSSA

## ATTRACTING MORE VIEWERS
## TO VIDEO CONTENT

C More, a premium video content service from Finnish MTV Oy, has been rolling out its new preview video functionality during the spring of 2020. C More decided early that its customers benefit from being able to have a brief teaser of the movies and episodes while browsing the content library. Valossa Autopreview™ gave C More a rapid and automated way to add video promotions to the platform.

*"The Valossa Autopreview™ product has enabled us to quickly ramp up the number of preview videos in our service. We believe good-quality preview videos will persuade people to view more content and increase loyalty to our service."*

**Merja Multas**
MTV Digital Services

Read more

## HAPPYORNOT®

## MEANINGFUL DATA FOR
## EFFECTIVE CHANGES

Cure 4 The Kids is the state of Nevada's sole childhood cancer treatment center and facility for pediatric catastrophic diseases. Cure 4 The Kids started using HappyOrNot in January 2019 to increase the amount of feedback they received and to ask meaningful questions that could truly help them improve the patient experience.

*"HappyOrNot is at the center of everything because it's how I get feedback from patients, their families and our employees. I am a very firm believer that patient experience is tied to everything from clinical success to employee engagement. Each of our employees is an ambassador of HappyOrNot because it's important to the entire organization."*

**Katherine Salkanovic**
Director of Patient Experience at Cure 4 kids

Read more

## FOURKIND

## AN AI-GENERATED
## WHISKY BLEND

In an industry synonymous with deep-rooted tradition, human expertise and craftsmanship, what happens when 1,000-year-old techniques meet advanced 21st-century technology? Together with Fourkind, Mackmyra has created the world's first whisky developed completely by machine learning.

*"We always strive to challenge traditions in the very conservative whisky trade. We see AI as a part of our digital development, and it is really exciting to let AI be a complement to the craft of producing a high-quality whisky. For me as a master blender, it is a great achievement to be able to say that I'm now also a mentor for the first-ever AI-created whisky in the world."*

**Angela D'Orazio**
Master Blender & Chief Nose Officer at Mackmyra

Read more

## SOLITA

## CUSTOMER-CENTRIC SPORTS EXPERIENCES

Amer Sports aims to become a truly data-driven and customer-oriented company by improving its technical data capabilities and by leading a cultural change within the organization. The first steps on this path have already brought impressive results. Now, the data journey continues with agile testing, creating more value for end users and adapting the company culture to new ways of working. This all leads to more satisfied customers and better business practices.

*"In the future, we have to be able to serve our customers even better so that the consumer doesn't get only a product from us, but also an experience. One way these experiences can be created, for example, is through mobile applications that combine data and our products. This takes our brand value beyond that of our competitors."*

**Marko Orenius**
Director Analytics & BI, Amer Sports

Read more

## front.ai

## INTELLIGENT VIRTUAL ASSISTANT FOR CITY SERVICES

The City of Oulu is committed to improving our citizen services by developing high-quality inclusive multichannel customer service channels and processes that break down the organizational silos. Our goal is to make the services more human-centric and enable completely new markets around them while altogether improving them to be more effective, productive and competitive. OuluBot ioffers services to its citizens, entrepreneurs and tourists through multichannel interfaces 24/7 with any device.

**Veli-Matti Keloneva**
Project Owner and City Treasurer at the City of Oulu

Read more

## Columbia Road

## ADVANCED E-COMMERCE TO INCREASE GLOBAL SALES

The Finnish personal health technology company Oura's objectives for e-commerce are more revenue, premium customer experience, scalable technology and global sales. With these goals guiding every step, Columbia Road set out to understand Oura's customers. Columbia Road then designed and built an e-commerce site that turns visitors into happy customers and supports Oura in achieving their goals.

*"Columbia Road has proved out to be a very reliable partner for us in ramping up international e-commerce sales. They're proactive and understand e-commerce from business, design and technical perspectives. What's best, now that the webstore is live, our sales numbers have increased more than we had ever hoped for."*

**Mika Ylilehto**
E-commerce Manager, Oura

Read more

## SUPERMETRICS

## IMPROVING DECISION-MAKING WITH DATA

Before Supermetrics, Nestlé brand managers mainly relied on agencies to give them visibility into their own data. The team wanted to create Google Data Studio reports to extract all the data they needed and automate their marketing reporting.

Supermetrics has allowed Nestlé's global Data and Analytics team to act locally and think globally. Focusing on data analysis instead of manual work allowed Nestlé to reach data activation more quickly and make relevant business decisions faster.

*"Our team at Nestlé needed to make sure the solution provider was aware of all the complexities and could provide exactly what we were looking for. Supermetrics, a friendly, adaptable and flexible company, turned out to be perfect for this task."*

**Lyndsay Weir**
Global Data and Analytics Manager, Nestlé

Read more

# WORLD-CLASS RESEARCH

## A!
**Aalto University**

- Platforms for business
- Blockchain systems
- Smart contracts
- Information management in supply chains
- Data analytics
- AI solutions in business

>> CONTACT RISTO RAJALA

## JYVÄSKYLÄN YLIOPISTO
## UNIVERSITY OF JYVÄSKYLÄ

- Omnichannel consumer behavior and customer experience research
- Data analytics and service design
- Digital innovation research
- Cyber-physical services and systems (CPSS) research group

>> CONTACT LAURI FRANK

## UNIVERSITY OF EASTERN FINLAND

- International Internet-based multiple sales, distribution and marketing channels
- International retailing strategies and management
- Social media use for internationalization
- Social media use for international sales processes
- Mobile banking and other digital services

>> CONTACT MIKA GABRIELSSON

## Tampere University

- Circular economy
- Retail business models
- Customer value and customer experience
- Sustainable retailing

>> CONTACT ELINA NÄRVÄNEN

## UNIVERSITY OF TURKU

- Digitalization and business model innovation
- Online consumer behavior
- Customer experience and customer journeys
- Digital marketing

>> CONTACT JONNA JÄRVELÄINEN

## VTT

- Retail service concepts for a frictionless shopping experience
- Sustainable omnichannel retail solutions
- Consumer insight tools based on measured behavioral and experiental data
- Immersive technologies for future retail
- Data analytics and data-driven services

>> CONTACT SARI JÄRVINEN

# E-COMMERCE AND RETAIL INNOVATIONS FROM FINLAND

FINNISH COMPANIES OFFER WORLD-CLASS EXPERTISE AND INNOVATIONS IN E-COMMERCE AND RETAIL

CHATBOT / CUSTOMER SERVICE

CONSULTING

CONTENT RECOMMENDATION

CUSTOMER EXPERIENCE (CX)

DATA ANALYTICS

DIGITAL MARKETING

FINANCE / SALES MANAGEMENT

LEAD GENERATION / B2B

LOGISTICS & SMART PRODUCT MANAGEMENT

MARKETING AUTOMATION

PRICING AND PAYMENT TECHNOLOGIES

PREDICTIVE ANALYTICS

CONTENT MANAGEMENT

# CHATBOT / CUSTOMER SERVICE

FRONT AI

GETJENNY

SMILEE.IO

CALL WAVES SOLUTIONS FINLAND

# UNDERSTANDING THE LANGUAGE OF CUSTOMER SERVICE

**front.ai**

## OUR SOLUTION

**FRONT AI** is a leading company specializing in AI-based service bots that understand natural language and automate routines in customer service. We help you provide an automated 24/7 service for your customers. Although customer service is becoming ever more digital, most of us find chatbots unimaginative and unhelpful. Front AI solves this problem by providing a much more helpful automated 24/7 service for your customers.

## COMPETITIVE ADVANTAGE

Our solution implements next-generation service bots that understand any language or dialect – and do not mind spelling mistakes. Our service bots actually help our clients perform routine tasks – automatically, tirelessly, 24/7 and without human intervention.

Our mission is to help clients provide superior customer experience by using AI-based service bots. We believe over half of customer service contacts can be automated, releasing customer service personnel for more valuable work and providing a human touch during the customer service experience for the remaining half.

## IDEAL CLIENT

We work with a range of clients who use conversational AI to power up their customer service and internal service desks. We are proud to work with the most successful, innovative and customer-oriented B2B and B2C organizations in the Nordics.
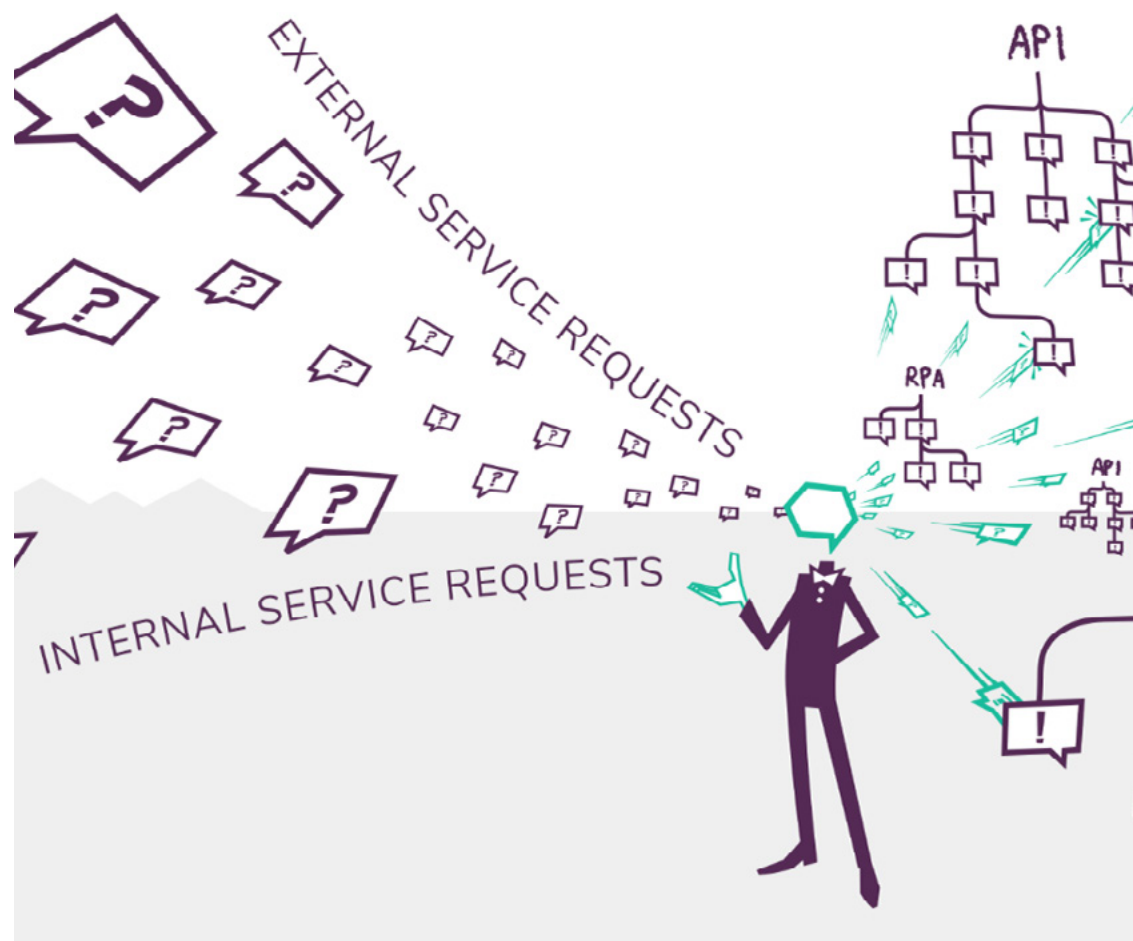


## COMPANY

The founding team of Front AI strongly believes that conversational AI will be one of the coolest things in customer service in the near future. And we are not alone. We are happy to see that some of the most respected investment companies in the Nordics share our vision. We are located in Helsinki, Finland, with offices in Stockholm and Copenhagen.

## CONTACT

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# HELPS YOU SERVE EVERY CUSTOMER

⊙ JENNY

## OUR SOLUTION

**GETJENNY** helps you create advanced AI chatbots. Natural language understanding (NLU), intent matching and process automation happen behind a powerful, easy-to-use interface, so you can focus on what customers want – answers.  We deliver reduced response and resolution times, deflect frequently asked questions and give your frontline support staff time to serve customers with complex cases, while still serving the rest with AI chatbots. Our solution cuts down on cart abandonment with timely answers and suggestions. Use our powerful integrations with CRM and customer success tools to offer customers personalized self-service.

## COMPETITIVE ADVANTAGE

Our solution gives you control over communication while leveraging the advantages of AI. No technical skills are required to use or maintain our service. Thanks to our unique approach, customers get faster, more relevant service. And your team addresses up to 87% fewer inquiries in chat.

## IDEAL CLIENT

We help mid-size retail and e-commerce brands who want to improve customer experience on their website. Ideally, you have a customer service team in place and want to increase productivity without sacrificing quality.

## COMPANY

GetJenny is a customer service automation company. We help companies quickly and easily teach, deploy and maintain human-directed AI chatbots for any communication channel without the need for programming. This gives your customer service people time to focus on complex tasks that require personal attention and life experience.
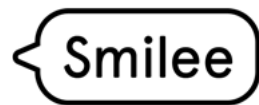
## CONTACT

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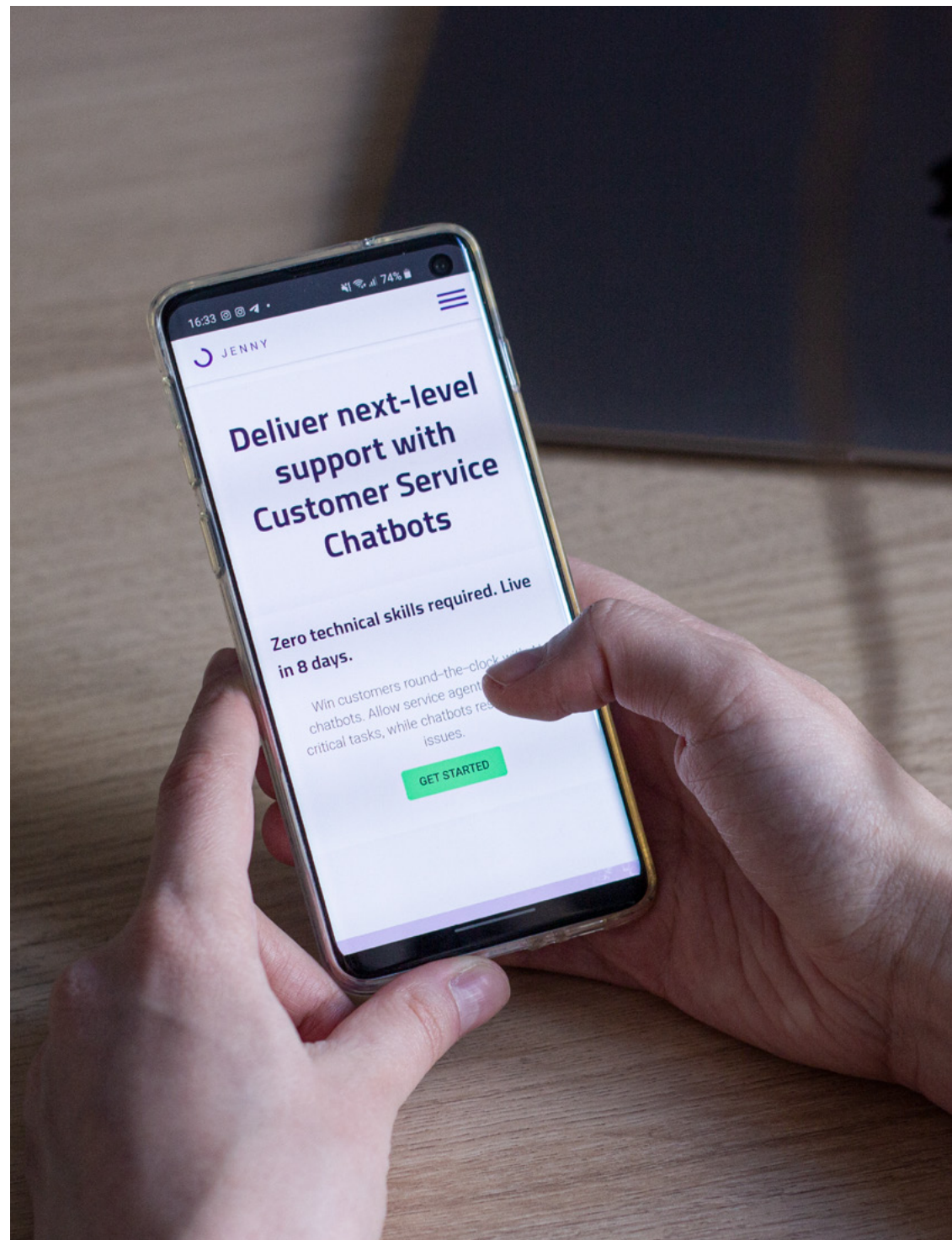
# SMILES AS A SERVICE

Smilee

## OUR SOLUTION

**SMILEE** is the future of online customer service. We connect our chat, chatbot and online experts with your customers who need service, so that you can run your business smoothly. We provide the most efficient way of building high-quality online customer service – with technology and people.

## COMPETITIVE ADVANTAGE

Smilee offers chat sales and customer service to selected business domains. Smilee brings industry-specific expertise to the market, and in particular to three levels of sales and customer service – customer service, preliminary sales closings and the final closing of sales.

## IDEAL CLIENT

Our services are used by companies and other stakeholders that have sales and customer service-oriented webpages or webshops. Many of our customers also have a strong brick-and-mortar store concept but find online shopping is an increasing part of their business.

## COMPANY

Smilee was founded in 2014. We operate in the Nordics and are on our way to other European countries. Smilee is a crowd-based online expert chat service with an AI-assisted online engagement platform, the most cost-efficient way to improve online conversion. Our service combines digital customer service and sales in a unique way.

## CONTACT

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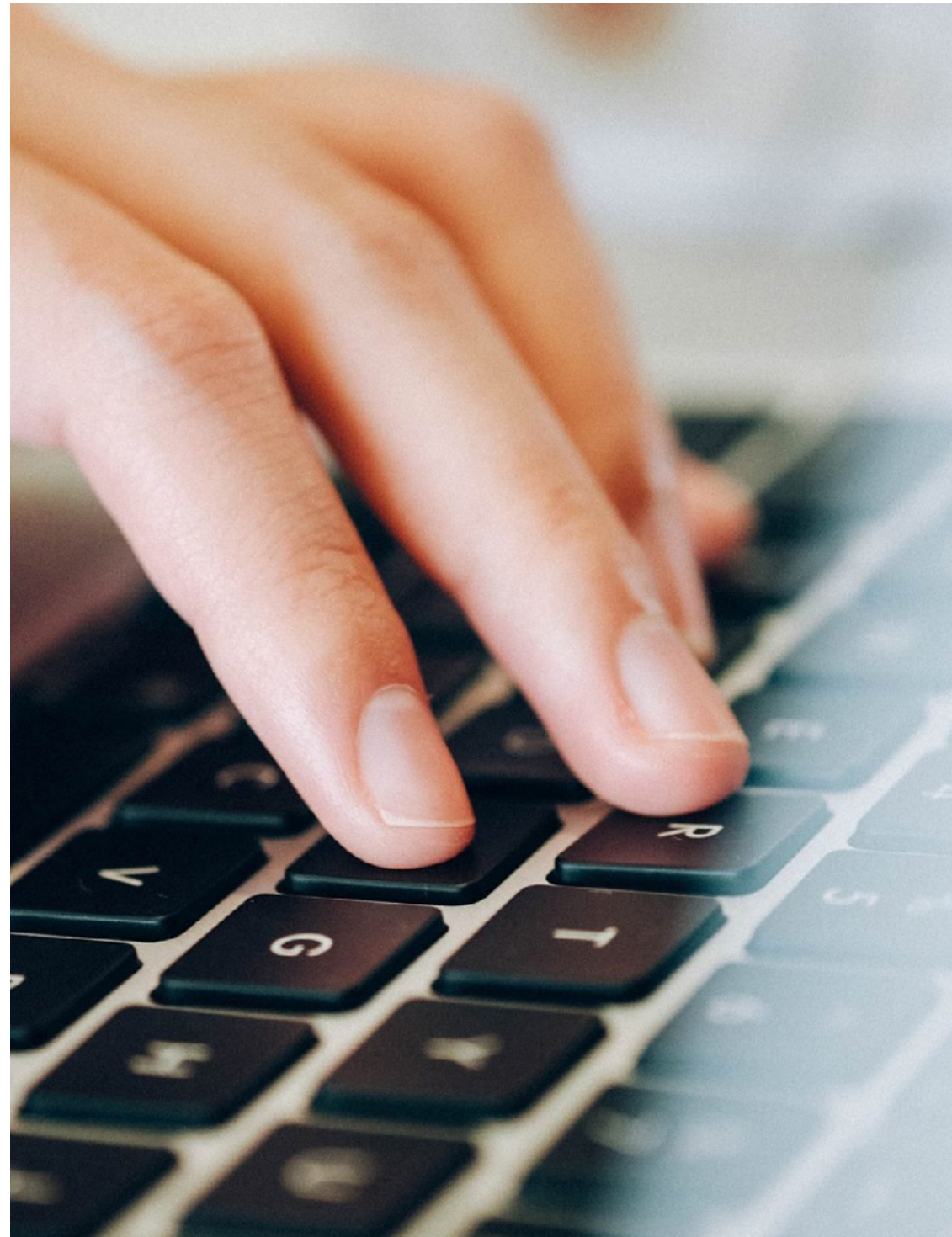
# INNOVATIVE CUSTOMER SERVICE AND EXPERIENCE

**callwaves**

## OUR SOLUTION

**CALL WAVES** helps you design, implement and develop online and e-commerce services that provide excellent customer experience and a new competitive advantage. We can help you provide customer service and sales that take place through multiple channels. Online services, online shopping and customer service are handled seamlessly regardless of the channel. We provide solutions with phone, email, chat, text messages, WhatsApp and other social media platforms. Contact handling can be automated by using virtual agents with robotic process automation (RPA) functionalities or developed using bot functionalities, such as chatbot and AI.

## COMPETITIVE ADVANTAGE

We provide outstanding technical solutions for the whole customer environment, including customer experience management, knowledge management, business intelligence and AI. We seamlessly integrate the WhatsApp channel into the contact center system environment with all its features. Service processes can be automated by bot features, like chat or WhatsApp, or handled by agents 24/7.

## IDEAL CLIENT

Our ideal client is a retail or e-commerce company that needs effective customer service and back-office solutions to increase sales and ensure redemption of the shopping cart. The client company may need help for activities related to e-commerce and e-commerce supporting services 24/7.

## COMPANY

Call Waves is an innovative customer service and marketing partner. We deliver superior customer experiences – through both traditional and digital contact channels. With two decades of pioneering experience in this industry, we provide the right technical and operational solutions for our partners' growth and their customers' satisfaction.

## CONTACT

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# CONSULTING

DAIN STUDIOS
FOURKIND
INNOCODE
COLUMBIA ROAD
VAIMO FINLAND
WOOLMAN

# AI-DRIVEN E-COMMERCE FROM STRATEGY TO EXECUTION



**DAIN STUDIOS**

## OUR SOLUTION

**DAIN STUDIOS** offers a full portfolio of services from data strategy to AI execution. The ability to provide the right offer at the right time relies on in-depth customer understanding and supply chain optimization. We build up your AI capabilities to target customers, personalize content and create value-driven insights for decision-making. We help you manage your supply chain and logistics via data and AI. We also help you set up the operating model for data and AI, build the required data and analytics teams and implement the necessary technical enablers.

## COMPETITIVE ADVANTAGE

We take pride in being focused on measurable business impact. We are experienced in customer data and AI, customer insights, logistics and supply chain in retail and e-commerce, and also work with industries such as media, telecommunications, travel and energy. We bring the best practices from one industry to the next. We are fast, flexible and very execution-focused.

## IDEAL CLIENT

Our ideal clients are e-commerce providers who would like to take their data and AI capabilities to the next level. You might already optimize your online performance and use a recommendation engine. We will target customers and personalize content in ways that truly create the best results for you. Whether you maximize customer lifetime value (CLV), product margins or customer engagement, we create a fit-for-purpose solution for you.

## COMPANY

DAIN Studios is a Finnish-German consultancy focusing on data and AI. During our 5-year history, we have carried out over 40 projects for a variety of companies and industries. We define and execute data and AI strategies and implement hands-on machine learning solutions and data engineering platforms and applications.

## CONTACT

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# HANDS-ON ADVISORY

## FOURKIND

### OUR SOLUTION

**FOURKIND** is a consultancy combining strategy and creative technology. In the context of e-commerce and retail, we have helped multiple companies create consumer experiences where everything is hyper-personalized. Recommendation engines, logistics optimization and dynamic pricing engines are our bread and butter.

### COMPETITIVE ADVANTAGE

We always prioritize results over process and performance over hype. We're best known for groundbreaking innovation in utilizing machine learning and data science, and what fuels it all is our passion for results.

### IDEAL CLIENT

Our ideal clients are forward-looking organizations who are willing to invest in next-generation online services. As we like to say, fortune favors the brave.

### COMPANY

Fourkind is a hands-on advisory company. We help organizations create future-proof services and products that utilize emerging technologies, such as machine learning and data science. Our unmatched services range all the way from strategy and advisory to design and implementation.

### CONTACT

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# IOT-BASED PRODUCT SECURITY

## INNOCODE

### OUR SOLUTION

**INNOCODE** specializes in cybersecurity testing of IP network-connected devices. Smart devices and services connected to the Internet are becoming more complex and common in the e-commerce world. At the same time, the risk of potential information security threats is rising. Innocode helps companies using IP network-connected devices and services ensure they are protecting users and their data from Internet threats. The Innocode testing service tackles all device and service security setting issues and guarantees the product meets cybersecurity safety requirements.

### COMPETITIVE ADVANTAGE

We are the best in this field.

### IDEAL CLIENT

We serve companies offering IP-connected products and services.

### COMPANY

Innocode carries out solutions and services for Industry 4.0. Our specialties include IoT, artificial intelligence-based sensor solutions and cybersecurity services.

### CONTACT

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# INNOVATIVE DIGITAL SALES

*Columbia Road*

## OUR SOLUTION

**COLUMBIA ROAD** helps companies get more revenue and more customers in the digital era.

Columbia offers its customers holistic digital sales optimization and automation, from customer acquisition to the technical development of digital channels and customer nurturing. Our mission is to help companies sell better through digital sales channels. We specialize in data-driven impact through five core areas associated with digital revenue: software development and design for e-commerce, continuous development and maintenance, digital marketing and marketing technology, digital sales strategy and growth hacking.

## COMPETITIVE ADVANTAGE

We build and design digital sales solutions to increase revenue by integrating development, design and marketing skills into one team. Holistic sales optimization and automation is at the core of all our projects, from customer acquisition to enhancing digital channels

and customer nurturing. We test solutions with real people and data – and make sure a meaningful version gets shipped.

## IDEAL CLIENT

We offer solutions for B2C, B2B and D2C clients, ranging from mid-size companies to large international corporations. We specialize in delivering value for corporations operating in complex environments and looking to digitize sales and marketing or to ramp up digital sales processes. Our clients include companies such as Marimekko, Lindström Group, Posti, SAS and Lassila & Tikanoja.

## COMPANY

Columbia Road is the leading digital sales consultancy in the Nordics and is changing the way companies do digital business. The company, currently employing 100 consultants in Finland and Sweden, has grown annually with an average growth rate of 70% and operates as a part of the Futurice Group.



## CONTACT

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# DRIVING SUCCESS IN DIGITAL COMMERCE



**X VAIMO** CORE OF COMMERCE

## OUR SOLUTION

**VAIMO** accelerates sales for our B2B and B2C clients by delivering award-winning digital storefronts, solutions and mobile apps. We help you grow your digital business. Specializing in both B2C and B2B commerce, we combine the best in strategy, design, development and services to drive success in digital commerce.

## COMPETITIVE ADVANTAGE

We combine global knowledge with best-practices localization. Through our global Vaimo network, we are able to help our Finnish clients drive successful digital commerce both in Finland and abroad. We are not just a solution provider for your webshop, but a partner who continuously strives to ensure that every need of your digital business is catered to and you are ready for success.

## IDEAL CLIENT

Our ideal client already sells or wants to sell through digital channels and wants to continuously invest in digital commerce. We focus on the B2B market and manufacturers (B2C). The strongest trend in e-commerce is for producers to employ a direct-to-consumer strategy.

## COMPANY

Vaimo is one of the world's most respected experts in digital commerce on the Adobe Commerce Cloud platform. As a full-service omnichannel agency, we deliver strategy, design, development and managed services to brands, retailers and manufacturers all over the world.

## CONTACT

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# SUPERPOWERED COMMERCE EVERYWHERE

## WOOLMAN

## OUR SOLUTION

**WOOLMAN** is here not just to make commerce happen, but to accelerate it by making it easy to trade whenever, wherever. The future of commerce lies with value-based brands that engage directly with like-minded customers. We help brand owners take control of their brand, providing them with the world-class e-commerce platform Shopify and building a business environment that scales globally. Then we help merchants use data to improve performance.

## COMPETITIVE ADVANTAGE

Tech houses create code and design agencies awesome content. We do commerce. It's never just about the platform, but how to use it for business growth. We have learned that to really help companies scale up, we need to extend a hand and be there all the way. For us, that means providing growth services, continuous development, custom apps for unique needs and support that's always available.

## IDEAL CLIENT

We focus on brands that have already validated their business and are either new to e-commerce or are looking for new markets in the global areas. We also see potential in importing companies that are now realizing that they should brand their goods and sell them directly in domestic or international markets.

## COMPANY

Woolman was founded in 2017. We are now a team of more than 65 located in Finland, Sweden and the Netherlands. Team members are experienced merchants, entrepreneurs, designers, marketing experts, architects and integration specialists – all united by a passion for commerce. We are Europe's biggest Shopify Plus agency and a NetSuite Alliance partner. Our brand promise is to work hand in hand with our partners.

## CONTACT

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# CONTENT
# RECOMMENDATION

ADDSEARCH

WITVIEW

# BOOSTING SALES WITH E-COMMERCE SEARCH

## +Q AddSearch

## OUR SOLUTION

**ADDSEARCH** is a search-as-a-solution service for e-commerce sites and websites. It provides an intuitive and fast search experience for every visitor. With search-as-you-type search suggestions or results, visitors quickly gain an understanding of your e-commerce offerings. The smart e-commerce search is boosted by personalized recommendations, promotional banners and search filters and is supported by search analytics. With AddSearch, visitors to your e-commerce site can instantly find the right products, as well as buy more. As a result, AddSearch increases conversion rates, and you'll gain more customers.

## COMPETITIVE ADVANTAGE

At AddSearch, we don't only ensure that e-commerce search brings the best search results to your visitors, we also make sure that the search user interface (UI) supports the search experience and brings the best business results to the e-commerce site. With custom search UI, we make sure that every customer discovers and utilizes the full potential of site search.

## IDEAL CLIENT

Our ideal client is an e-commerce site owner or a retail website owner who has many products and/or other content on the site and wants to make sure visitors find the content they're looking for. Our clients know finding the right products and content is critical to their customers.

## COMPANY

AddSearch is a rapidly growing, venture capital-backed company providing a site search platform to ease the pain of content discovery for website visitors. AddSearch is headquartered in Helsinki, Finland, with a team spread across the world. Our team members are highly experienced professionals who together have decades of experience in creating online software. We have clients from more than 50 countries.

## CONTACT

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# KNOW WHAT THE INTERNET THINKS

## Witview

## OUR SOLUTION

**WITVIEW** collects product review data from thousands of websites around the world. With the help of AI, this data is summarized directly on the product pages of online stores so consumers may read "what the Internet thinks" about each product. Data shown to consumers include overviews of consumer and expert reviews, as well as AI-enhanced pros and cons of each product. This information supports consumer decision-making. Witview increases conversion rates by up to 30% and on average by 7.54%. In addition, content is shown in Google, increasing click-through rates (CTRs) by 35%, and localized content boosts SEO with unique content naturally rich in important SEO keywords.

## COMPETITIVE ADVANTAGE

Witview provides summarized data from millions of product reviews around the world directly to the product pages of online stores.

This eliminates the need for stores to collect data from their customers. Instead, they get the benefits of peer support, expert opinions and sentiment analysis on product features from the moment they start using the service.

## IDEAL CLIENT

Our ideal client is an online retailer selling branded global goods worldwide. These clients are progressive in their development and looking to improve their conversion rate, SEO and customer experience with transparent product review information that supports the purchasing decision-making process.

## COMPANY

Witview is a Finnish startup based in Tampere. Clients include major retailers such as Telia Finland and Euronics.

## CONTACT

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# CUSTOMER EXPERIENCE (CX)

FROSMO

SIZEY

LUMOA

UTOPIA ANALYTICS

FEEDBACKLY

AIWO DIGITAL

SPEECHLY

TAILORGUIDE

VIBEVISION

BOOKIT FINLAND

HAPPYORNOT

HELLON

REVIEVE

# PERSONALIZATION FOR IMMEDIATE BUSINESS VALUE



## OUR SOLUTION

**FROSMO** is a personalization software that automatically creates targeted experiences for retailers or brand site visitors. Imagine using someone else's Netflix or YouTube account. Both services rely on recommending the next item to view. Frosmo does the same for e-commerce. This improves user experience and increases conversion rate and order size. Frosmo's versatility ranges from AI-driven product recommendations to personalizing any content on the site, including segmentation, hero banners, category elements, navigation, basket, search, exit intent and email recommendations. All rules, algorithms and strategies are transparent and easily adjustable from Frosmo's end-user interface.

## COMPETITIVE ADVANTAGE

E-commerce sites can try Frosmo risk-free. They get to see the uplift in conversion rates and order value before committing to using the software. Frosmo's unique approach is based on automatically identifying the customer journey and changing the personalization accordingly. Frosmo also adapts to business-specific requirements, and continuous optimization is a built-in part of personalization.

## IDEAL CLIENT

Our ideal client is a medium to large e-commerce retailer or brand that has a fair number of visitors and a few product categories. Frosmo's software can operate in a fully automated manner, but further adjustments and optimization are encouraged. In client companies, this is usually performed by e-commerce managers and experts or by the marketing team.

## COMPANY

Frosmo is a diverse group of software developers, customer success professionals and business developers. We empower retailers to create personalized connections between the digital world and their customers. We are funded by experienced software entrepreneurs like Risto Siilasmaa and the European Investment Bank. Our vision is to be the best personalization software for medium to large retailers.

## CONTACT

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# REDUCING FASHION PRODUCT RETURNS WITH DEEP LEARNING

## SIZEY

### OUR SOLUTION

**SIZEY** helps online fashion retailers reduce product returns and sell more sustainably. The Sizey service gives users the right size recommendation using systematic body measuring. Sizey generates accurate body measurements based on machine vision and deep learning algorithms.

### COMPETITIVE ADVANTAGE

The measuring service is fully automatic and extremely user friendly. It generates the highest accuracy on the market. Our method proved to be the most accurate in 89% of tested measurement points over competing measuring technologies. We have created an easy-to-implement and easy-to-manage client operating service, where B2B clients can manage their own product information database.

### IDEAL CLIENT

Our ideal clients are fashion brand owners with their own webshops or multi-brand online stores. We are ideally suited to small or mid-size companies with high growth targets. In our market entry phase, we look to onboard early adopter clients who are willing to co-develop the service for future needs.

### COMPANY

Sizey, formerly nomo3d, was founded in 2014. The initial business idea was to create an online store for made-to-measure jeans, but it quickly became clear that the idea of a perfect fit wouldn't work without perfect measuring technology. Over the years, we have developed top-notch technology to solve the problem. Today, we are five great people working to better the world.

### CONTACT

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# AI-BASED CUSTOMER EXPERIENCE MANAGEMENT



## OUR SOLUTION

**LUMOA** is a customer experience management and analytics service for large enterprises and growth companies. Lumoa's AI-based solution analyzes customer voice data from any source, be it voice calls, chat discussions, social media or surveys, and gathers the results into an easy-to-use tool that can be shared across the whole organization. The platform provides an end-to-end solution for customer experience management, from surveying to analytics and reporting and finally to decision-making and closing the loop.

## COMPETITIVE ADVANTAGE

Lumoa brings all customer voices onto one platform. The tool is intuitive and easy to use and therefore optimal for distributed organizations. It makes sharing insights easy. Lumoa analyzes feedback across 70+ languages. The analytics links the customer voice data to business KPIs, making the results relevant for decision-makers.

## IDEAL CLIENT

Our ideal customer is a large organization with the following qualities: multinational with customer voice data in multiple languages, large numbers of customers, digital touchpoints where data can be captured, distributed locations or high employee count where it is difficult to share insights and a lean organization that wants to replace manual processes with automation.

## COMPANY

Lumoa is a four-year-old Finnish growth company providing a next-generation customer experience management solution for companies that want to better utilize customer voice data in decision-making. We bring all customer voice data onto a single platform, and our AI-based predictive analytics extracts key insights for decision-making.

## CONTACT

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# AUTOMATING LABOR-INTENSIVE PROCESSES

**UTOPIA**
**A N A L Y T I C S**

## OUR SOLUTION

**UTOPIA** automates customer service, trust and safety, as well as quality assurance processes. Its advanced AI analyzes and understands text, such as chats, emails and other content, in any language. Utopia AI learns from earlier human decisions how to handle new customer communications.

Our applications include directing emails and assigning tickets to the most suitable customer service agent, solving tickets automatically, moderating user-generated content, such as end-customer reviews or business customers' product listings, and analyzing all customer correspondence compared to the client's quality KPIs using models such as RATER. Utopia AI technology is offered as an API-based SaaS solution.

## COMPETITIVE ADVANTAGE

Utopia's advanced AI is unique because it learns to mimic human decision-making and behavior. It offers higher automation rates with higher quality at a lower cost than traditional rule-based AI tools. Utopia also maintains the AI models to keep them high quality and up to date. We offer a risk-free pilot to verify performance and quantify the value of Utopia's service.

## IDEAL CLIENT

Our ideal clients are nationwide or global companies with large customer service centers and companies that currently process, curate or quality check large quantities of customer communication and user-generated content manually.

## COMPANY

Founded in 2014, Utopia is a Finnish text analytics company offering advanced AI-based services globally to numerous industries, such as e-commerce sites, online marketplaces, media companies, insurance companies and chat service providers. Our patent-pending approach is language independent.
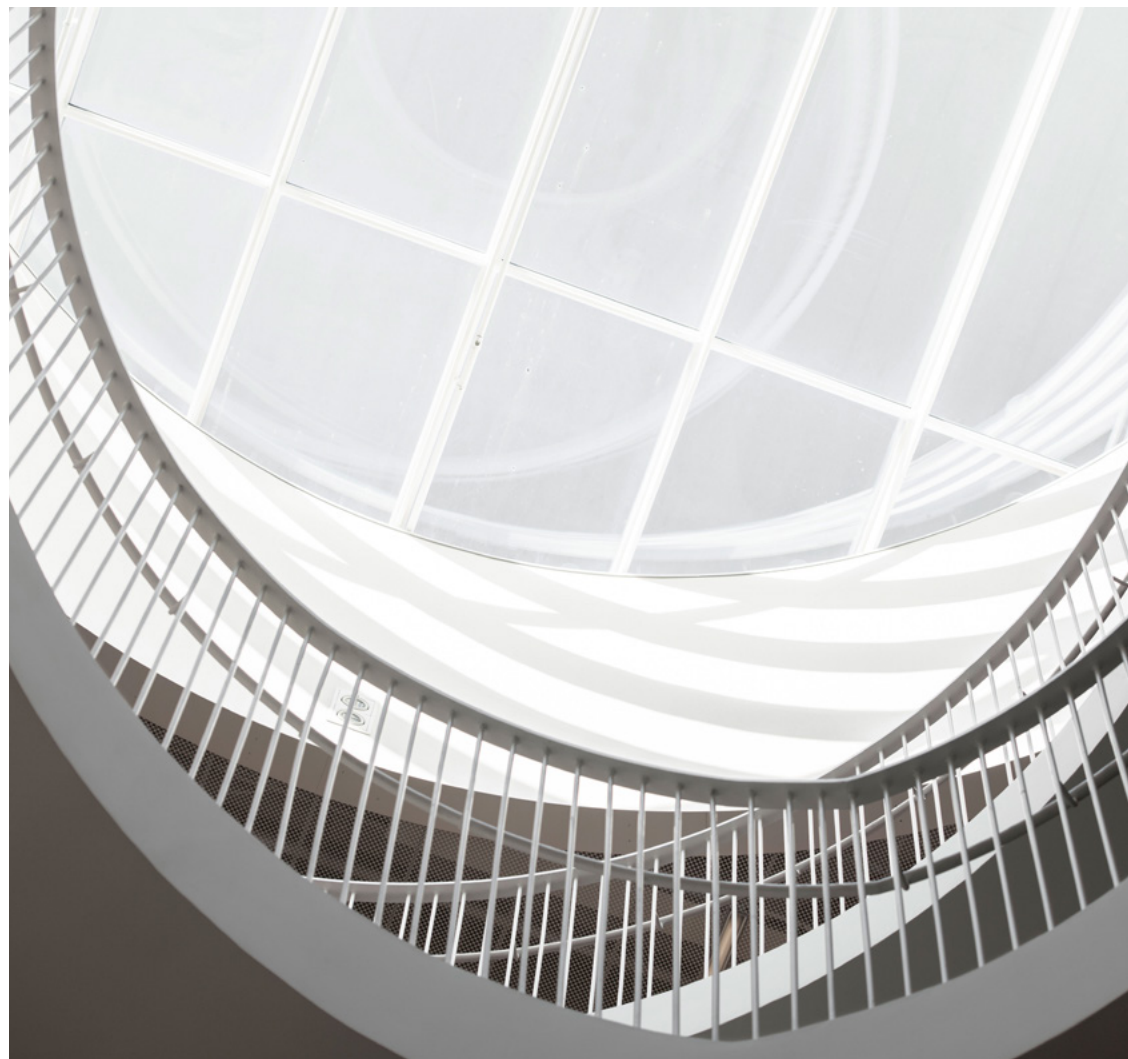
## CONTACT

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# LESS CHURN WITH BETTER CUSTOMER EXPERIENCE



**Feedbackly**

## OUR SOLUTION

**FEEDBACKLY** for retailers is an all-in-one customer experience management platform. Feedbackly helps retailers gather customer feedback and make impactful customer experience (CX) improvements that kill customer churn, increase retention and drive conversions. With Feedbackly, you can launch feedback surveys that your customers enjoy, monitor CX data with an easy-to-navigate dashboard and take real-time action on consumer complaints. Now, you can pinpoint and fix problems at any customer touchpoint.

## COMPETITIVE ADVANTAGE

To benefit from Feedbackly, you don't need to be a CX expert. Feedbackly's CX platform solution for retailers is for beginner to advanced-level CX and marketing managers. Our feedback platform is simple and scalable. Start with 1 channel and easily scale to 1,000s. You'll love the simplicity of our dashboards. And the setup time is just 10 minutes instead of hours or weeks.

## IDEAL CLIENT

Feedbackly is for small to large retailers who need an out-of-the-box CX platform that is easy to set up, use and scale. We're an adaptable platform that evolves with your needs. If you wish to gather feedback from every physical and digital touchpoint your customers use, monitor CX procedures and keep track of the KPIs that count, then Feedbackly is for you.

## COMPANY

Feedbackly is a Finnish startup founded in 2012 with a mission to help companies create the happiest customers in the world. Over time, Feedbackly has grown into a company trusted by businesses worldwide. We help companies ensure happier customers and have forged loyal relationships with industry leaders from around the globe like 7Eleven, Toyota, Banregio and more.

## CONTACT

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www.feedbackly.com

# COMPETITIVE ADVANTAGE FOR OUR CUSTOMERS



## OUR SOLUTION

**AIWO'S** next-generator customer experience SaaS offers an AI-run analysis of millions of messages and calls by automatically converting all customer communication and feedback into actionable insights for profitable business and better services and products. With our solution, you will improve customer satisfaction and develop product and service design based on customers' own voices. Aiwo's data-driven analytics is unbiased and doesn't require predefined keywords or human resources in deployment. What's unique in our service is that Aiwo identifies and visualizes the root causes of the customer pain to help companies make systematic decisions that are based on facts and not opinions. It's more important than ever to understand the voice of the customer to deliver exceptional customer experiences.

## COMPETITIVE ADVANTAGE

Aiwo's real-time analytics combines the latest AI technologies and processes of qualitative research. The best voice of the customer data combines all omnichannel information from customer encounters, customer communication, customer surveys and social media discussion in which we truly understand our customers and gain a superior competitive advantage.

- The unique Aiwo System is the first analytics service that does not require a separate deployment project or vocabulary training when the data is brought to the service
- With our service, you can turn every customer contact into an asset
- See the top issues, root causes and the changes in customer experience with your own eyes
- There is no need for expensive consulting – our zero-tag setup enables truly customer centric analytics
- We analyze data in any language and integrate it into any existing text or voice, data streams and reporting systems, like Power BI, Tableau or Click
- Our service is up and running within one day
- Watch how our customer gained a six-figure increase in profit after utilizing Aiwo CX: https://youtu.be/5guWBr197MY

## IDEAL CLIENT

Our ideal client is an enterprise with large volumes of customer communication and a desire to create better products, services and customer experiences. We have customers from telecommunications, financial, media, energy, insurance and industrial sectors in addition to health, governmental and public sectors.

## COMPANY

Aiwo Digital was founded in October 2018. Our highly experienced interdisciplinary team of over 20 employees has 17 experts in Finland and four in Australia. Aiwo operates in the Nordic countries, Europe, Southeast Asia and North America. The immense growth rate in Finland and international markets during 2020 has increased Aiwo's revenue tenfold. We believe in proving our value before asking for your business, so contact us for a free data analysis demo.

## CONTACT

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# IMPROVING CUSTOMER EXPERIENCE IN E-COMMERCE



## Speechly

## OUR SOLUTION

**SPEECHLY** enables e-commerce developers to easily add voice search to their webstores, making searches faster and more intuitive. In most cases, searching is a tedious and time-consuming task, especially on mobile. Finding the right product as easily as possible is key for a great user experience in e-commerce.

## COMPETITIVE ADVANTAGE

Speechly's solution is unlike any other voice solution on the market. It enables real-time visual feedback for the end user. Users can correct themselves in case of error and are thereby encouraged to continue the voice experience.

## IDEAL CLIENT

Voice can be leveraged in all information-heavy tasks. The most important ones in e-commerce are search filtering and adding many items to the shopping cart. Our ideal clients are e-commerce providers with big inventories and stores that typically have shopping carts with many products, such as grocery stores.

## COMPANY

A machine learning startup, Speechly builds developer tools for intuitive and easy-to-use voice user interfaces.

## CONTACT

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www.speechly.com

# ALWAYS FIND THE RIGHT SIZE

## TailorGuide

## OUR SOLUTION

**TAILORGUIDE** is a digital size guide solution especially designed for fashion apparel e-commerce and workwear providers. The TailorGuide mobile app measures the person, and the TailorGuide cloud platform uses those measurements to make size recommendations based on brand and/or product-specific size chart data.

## COMPETITIVE ADVANTAGE

Besides accuracy and user privacy, the unique TailorGuide measurement application follows the ISO 8559-1 measurement standard and specifications and stores the measurement data in a highly secure and globally scalable vendor-agnostic cloud platform.

## IDEAL CLIENT

Our ideal clients are fashion apparel e-commerce businesses and uniform and workwear providers.

## COMPANY

TailorGuide is a private Finland-based software company that employs a collection of talented engineers, scientists, researchers and software architects with a creative mindset.

## CONTACT

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# UNDERSTANDING EMOTIONAL CONNECTION



## OUR SOLUTION

**VIBEVISION** provides a real, deep understanding of the emotions of customers and employees and the emotional drivers behind purchase decisions. VibeVision measures and analyzes emotions. It is a SaaS cloud-based platform providing a digital survey and functioning over all interactive devices, such as mobile phone, PC, pad and smart TV. VibeVision is a survey tool developed together with universities to help companies better understand their customers and employees. With the help of artificial intelligence, we transform emotional data into a digital form that is easy to understand and use. The data is also easy to integrate into other company KPIs.

## COMPETITIVE ADVANTAGE

We at VibeVision offer a real, deep understanding of emotions and the reasons behind emotions – far beyond satisfaction. VibeVision is easy and fast to use. Our solid scientific background enables us to offer higher added value than our competitors.

## IDEAL CLIENT

Our ideal client is a company wanting to build an emotional connection with customers and/or employees. VibeVision is especially suitable for situations where direct contact with the customer is not possible, such as in online sales or retail.

## COMPANY

VibeVision is a 3-year-old startup based in Finland. We are active in 3 countries. VibeVision is a SaaS cloud-based platform for B2B businesses. To date, we have completed more than 85 projects and over 55,000 emotional analyses. We work across industries helping companies in e-commerce, retail, marketing, brand research, banking, insurances, media and healthcare, among others.

## CONTACT

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# OPTIMIZING VEHICLE LOADS AND SCHEDULES

**clickandeasy.com**
from Bookit

## OUR SOLUTION

**BOOKIT FINLAND** improves the customer experience for parcel recipients by helping delivery companies better plan loads, vehicle usage and delivery schedules and ultimately to get more parcels delivered on the first attempt. Under the hood, the process involves complex algorithms to determine which time windows to assign to each task. During the order process, customers can select optimized delivery time windows and service options to make sure that delivery schedules work for both consignees and recipients, and making certain that the deliveries happen when the recipients are at home. Our solution also improves your revenue by enabling you to sell premium delivery services such as tighter time windows.

## COMPETITIVE ADVANTAGE

Static planning does not work well in a dynamic environment. Every day, changing volumes and street addresses require the dynamic optimization of vehicle loads, vehicle numbers and delivery schedules. Your customers will be involved in the delivery planning process so that ahead of the first delivery attempt, you'll already confirm a time when the customers will be at home.

## IDEAL CLIENT

Our ideal clients include e-commerce businesses and first- and last-mile logistics operators.

## COMPANY

Mobile has revolutionized customer expectations. Today's customers want to have much better control over their own experiences, and this means having the ability to reschedule or reroute the respective time and place of delivery a day in advance. Bookit's numerous patented innovations in near real-time customer communications, secure messaging and transaction authentication have been instrumental in this transformation.

## CONTACT

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# EVERY SMILEY COUNTS

## HAPPYORNOT®

## OUR SOLUTION

**HAPPYORNOT'S** globally recognized and trusted 4 Smileys capture the satisfaction levels of your customers and employees in just seconds. Our feedback-collecting smileys and real-time data analytics solution help you improve your customer experience, workplace happiness and bottom line. Our web-based reporting service helps you track and manage your performance by transforming your feedback data into clear and actionable data insights. Intuitive charts and graphs help you pinpoint fluctuations in service levels and uncover the cause. Performance trending data makes measuring and validating improvement actions effortless.

## COMPETITIVE ADVANTAGE

The reason most data analytics solutions fail is because they're simply too complex to make insights easy or timely when the service experience occurs, rather than waiting until months later. Our service eliminates the confusion of customer experience data analytics and delivers real-time insights that you can immediately put into action!

## IDEAL CLIENT

HappyOrNot increases satisfaction across all business areas. We provide our service to all industries. Our focus sectors include retail, services, healthcare and transportation.

## COMPANY

We are the global leader in instant customer and employee satisfaction reporting with our innovative feedback smileys. Our experience in both European and US markets has enabled us to gather an extensive worldwide market intelligence database. Thanks to our vast insight from various industries and global industry leaders, we have the firm background needed to increase customer and employee happiness.

## CONTACT

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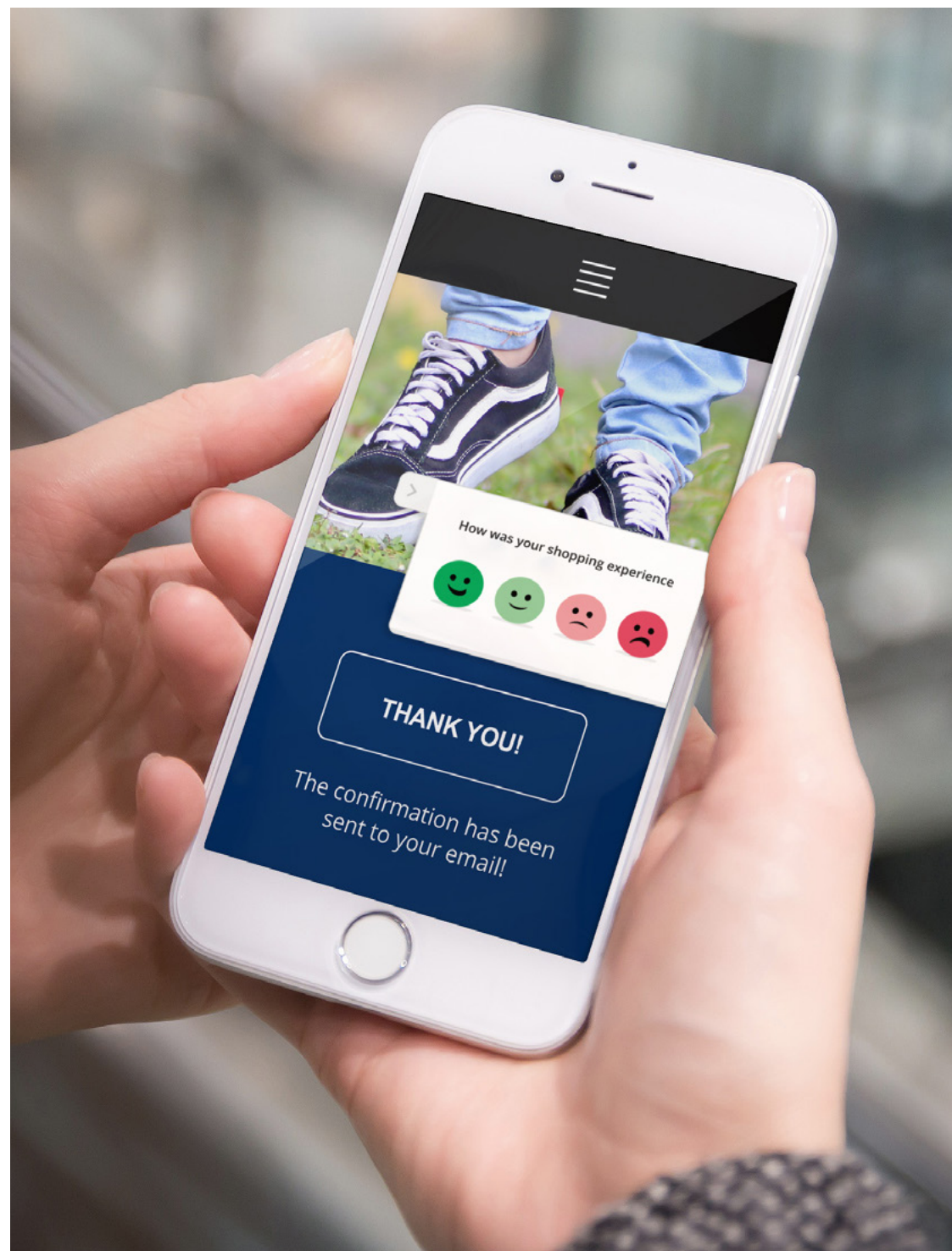
# HUMAN-TO-HUMAN BUSINESS



## OUR SOLUTION

**HELLON** helps clients identify new business opportunities and build growth through better customer experience. Our solutions impact our clients' top line and help increase customer lifetime value and manage churn. Hellon's offering consists of three main activities. First, we help our clients understand the future of their business through the needs of customers and identify their unique position for providing value in the future. Second, we help our clients innovate and develop business models and experiences that grow their business and take them toward their vision. And third, we help our client organizations transform toward customer-centricity by strengthening their customer-centric mindsets and capabilities.

## COMPETITIVE ADVANTAGE

Hellon has received the most awards of any strategic experience design company worldwide. We are a global boutique focusing on holistic, channel-free innovation of customer experience. Our core capability lies in supporting organizational transformation toward customer-centricity. We have a very high net promoter score, and the majority of our client relationships are long term. Our clients love Hellon.

## IDEAL CLIENT

Our ideal client is a large global organization making customer experience a strategic, must-do priority. Whether the industry is B2B or B2C, the number of clients or end customers is large, as in retail, telecoms, banking and others. For these industries, the ROI of our services is always excellent.

## COMPANY

Hellon is an experience design and innovation consultancy founded in 2009. We are 40+ service design, business design and data science professionals based in London and Helsinki. In little over a decade, we have conducted 1,000 successful projects in 20 countries worldwide. Hellon is the only agency in the world to be a 4-time Global Service Design Award winner.

## CONTACT

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# DIGITAL INNOVATIONS FOR HEALTH, BEAUTY AND WELLNESS

## rev:eve



## OUR SOLUTION

**REVIEVE'S** commercial-grade enterprise platform helps retailers, brands, e-commerce, media and digital service providers accelerate business value by creating personalized interactive consumer experiences. Our proven, scalable artificial intelligence (AI) and augmented reality (AR) technology helps our partners upgrade the way they connect, engage, inform and interact with their consumers across all channels. The Revieve Digital Health–Beauty–Wellness Platform delivers consumers targeted products, services and treatments. Encompassing all facets of health, beauty and wellness, Revieve's trusted modules include AI Skincare Advisor, AR Makeup Advisor, AI Suncare Advisor and AI Nutrition Advisor.

## COMPETITIVE ADVANTAGE

Revieve has a strong point of differentiation from our competitors in the technology space. Through our proven and scalable AI and AR technologies, our platform transforms the way retailers, brands, e-commerce, media and digital service providers connect, engage and interact with consumers. Revieve empowers seamless integration of personalized shopping solutions across all health, beauty and wellness categories.

## IDEAL CLIENT

Our clients are brands, retailers, e-commerce and digital providers looking to drive unique and tailored digital customer experiences in health, beauty and wellness. Revieve's platform helps partners quickly and easily customize every facet of the solution to embrace a brand's uniqueness and make it even more identifiable to its customers. As global service providers, Revieve's partners grow without limits.

## COMPANY

Revieve is the preferred partner for brands, retailers, e-commerce, media and digital service providers across four continents, delivering a digitally driven, personalized interactive customer experience that is enabled by proven, scalable AI and AR technology. Revieve's commercial-grade enterprise platform builds tangible business results across all brand touchpoints.

## CONTACT

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# DATA ANALYTICS

HOUSTON ANALYTICS

SUPERMETRICS

VISIT INTELLIGENCE

ILOOM.IO

SOLITA

# MISSIONED TO INDUSTRIALIZE DATA SCIENCE

**HOUSTON ANALYTICS**

## OUR SOLUTION

**HOUSTON ANALYTICS'** solutions enable retailers to execute a competitive retailer strategy digitally, combining all retail information areas, such as location, customers, product, space and correlating relations between these into a holistic entity. We do this by using AI to find the optimal location and layout for each store, optimizing the supply and offering based on local demand. Predictions derived from real-life customer demand are key to a retailer's capability to react to changes in local competition and customer behavior. Until now, no service or solution in the market has been able to provide retail with such a business-critical functionality.

## COMPETITIVE ADVANTAGE

Our success record sets us apart. We have delivered a 24% margin growth with price optimization in a competitive environment for a non-food retailer with more than 20,000 stock-keep units (SKUs).

We use price optimization to optimize the assortment pricing or campaign pricing – or both. In every case, we help you find answers to two questions: what categories are most price sensitive? And what SKUs have the strongest price elasticity?

## IDEAL CLIENT

Our ideal clients are retailers, retail chains, groups with multiple locations and assortment variability and any e-commerce business struggling to find the price points for a variety of products.

## COMPANY

Houston Analytics is a leading European provider of advanced analytics skills and solutions. We are partners with global technology vendors and niche solution providers. Our expertise is in developing high-value, novel analytics solutions. We excel not just at data science, but at delivering the results of analysis as fully operational, automated solutions.
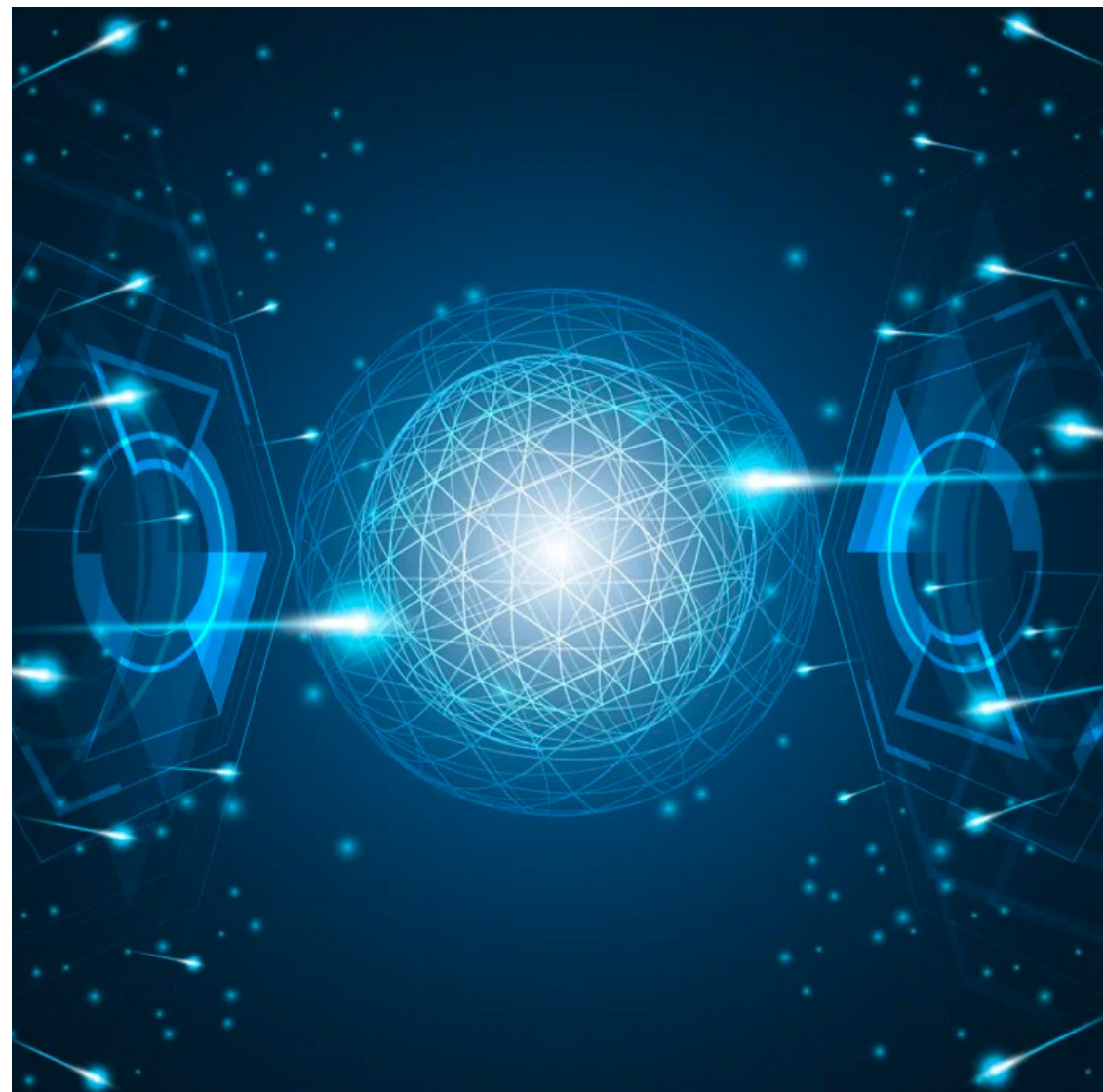
## CONTACT

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# YOU NEED DATA – WE BRING IT TO YOU

**SUPERMETRICS™**

## OUR SOLUTION

**SUPERMETRICS** makes it easy to move data from various marketing data sources to any destination. Over half a million people, including marketers, data analysts and engineers, use Supermetrics to move data from popular marketing platforms, such as Facebook, Google Ads and HubSpot, to destinations like business intelligence tools, data warehouses, cloud storages and popular tools like Google Sheets, Google Data Studio and Microsoft Excel. Supermetrics has more than 14,000 customers in over 120 countries, and 10% of global online ad spend is reported through our products.

## COMPETITIVE ADVANTAGE

Supermetrics leads the way in making data better available to marketers. We build products that are easy to use and require little technical expertise. Setting up your own marketing data warehouse is now a matter of a few clicks. Our high-quality, in-depth data pipelines provide you with the broadest range of metrics available in the market.

## IDEAL CLIENT

Supermetrics customers are data-driven companies for whom unifying, analyzing and reporting scattered marketing data is critical. Marketing agencies, e-commerce businesses and data-savvy brands use Supermetrics to grow their businesses through data.

## COMPANY

Supermetrics automates data transfers from over 70 marketing data sources to tools like Google Sheets, Google Data Studio, Excel, data warehouses and other business intelligence tools. Our solutions are used by marketers all over the world looking to consolidate scattered data into one place for analysis, reporting and storage. Supermetrics was founded in 2013 by data analyst Mikael Thuneberg.

## CONTACT

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# IMPROVING BUSINESS PERFORMANCE

## OUR SOLUTION

**VISIT®** is about improving the business performance of physical business premises. It is a complete solution that provides highly accurate, anonymous information about how people move into and around physical places, what age group they belong to, if they are male or female and much more. The Visit® interactive reporting is accessed by using conventional web browsers. Business and user-dedicated dashboards are easy to use and available for retail stores, shopping centers and other business premises. Visit® helps clients understand visitor flows, customer loyalty and dwell time, capture rates and the demographical data of their retail premises to achieve the maximum shopper experience.

## COMPETITIVE ADVANTAGE

Unlike conventional solutions, the Visit® solution consists of artificial intelligence-driven predictive analytics, helping store or mall operators convert KPIs into actions in a timely manner and leading to an increase in sales per square meter. Visitor engagement, paths and hot zones are seamlessly integrated with staffing and loss prevention systems. The most industry-advanced internal tools facilitate large, fuss-free rollouts.

## IDEAL CLIENT

Our ideal clients are shopping centers, big box stores, department stores and retail stores across different verticals, such as apparel stores, telecommunication stores and others. The unique Visit® interactive 3-dimensional data-visualizing tool helps visualize data for large and multi-floor premises. In chains with hundreds of stores, the Visit® headquarters reporting supports sharing best practices across the whole chain.

## COMPANY

A global pioneer in the visitor analytics industry, Visit Intelligence Oy produces data from thousands of solutions installed in retail stores and shopping centers. The company's mission is to improve its clients' business profitability by equipping brick-and-mortar stores with visitor behavior analytics tools which until now have only benefited online shopping.

## CONTACT

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# FOR DEEPER CUSTOMER UNDERSTANDING

[i´lōōm]

beyond words

## OUR SOLUTION

**ILOOM'S** Wordloom® can find out what your visitors and customers think – and why. We use freely worded comments from both – open survey comments, chat discussions, product recommendations, email content and transcribed customer service calls – to find the most meaningful common opinions and their tonality.

These groups of comments can then be anonymously tracked, allowing you to understand what customers and employees spontaneously think, want and consider important, and direct your own marketing, sales and customer service based on those insights. You can find out what exactly happens when a customer meets your service – and what you need to do to improve it. We listen to what people say – rather than assume what their thoughts might be.

## COMPETITIVE ADVANTAGE

The problem with asking open questions traditionally, or using unstructured customer input, has been that this information is both expensive to analyze and still unreliable. Statistical surveys and analyses are accurate – but miss the reasons behind why statistics change. Our technology combines the best of both worlds – accurate analysis of opinions that is both statistically valid and rich in context.

## IDEAL CLIENT

Our ideal client is engaged in retail or e-commerce with a lot of open customer data and changing customer needs. The client operates in a competitive and changing marketplace.



## COMPANY

The wisdom of leaders is challenged by the wisdom of the crowd. The most important part of information – subjective and collective interpretation – often gets lost in massive amounts of data. iloom was established in 2017 to challenge the way organizations and communities lead today. We are passionate about linguistics, behavioral sciences, artificial intelligence and qualitative data.

## CONTACT

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# CREATING IMPACT THAT LASTS

SOLITA

## OUR SOLUTION

**SOLITA** identifies and analyzes end customer behavior, discovering and building opportunities based on data. We design and build clients' data and solution infrastructure to create value as fast as possible. We design, implement and develop customer value-generating solutions with our clients and together take care of their competence development and operating solutions.

## COMPETITIVE ADVANTAGE

We deliver solutions from planning to implementation and continued services, but our biggest strengths are implementations based on data, bringing out the real value to business and making changes rapidly and in an agile way. We transform data into profitable business. Our cloud solutions have been recognized as Nordic leaders in public cloud solutions and services according to the ISG Provider Lens™ study.

## IDEAL CLIENT

We offer our services for targeting either B2B or B2C markets. An ideal match is a company looking to digitally transform, digitizing its sales to cloud solutions and creating multiple sales channels.

## COMPANY

Solita is a community of highly skilled experts geared for high impact and customer value. Our unique service portfolio combines expertise from strategic consulting to service design, software development, analytics and data science, cloud and integration services. We help leading Nordic companies develop their business using data, customer insights, innovation and modern technology.

## CONTACT

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# DIGITAL
# MARKETING

FLOCKLER

BONUSWAY

ARENA INTERACTIVE

BCASTER

# HELPING MARKETERS DISPLAY SOCIAL PROOF

**flockler**



## OUR SOLUTION

**FLOCKLER** helps brands and organizations display Instagram images, Facebook posts, Tweets, YouTube videos and more on any digital service to increase time spent on site and drive conversions. Brands like GoPro, Campari, Hilton and Metallica use Flockler's self-service platform to gather content created by their marketing teams and by customers on social media channels. Their marketing teams can then embed those feeds on the companies' websites, mobile apps, intranets and digital screens without any technical knowledge. Typical examples include an inspirational social wall on a homepage to increase time spent on the website. Customer feedback and reviews are displayed on product pages to add social proof.

## COMPETITIVE ADVANTAGE

Flockler provides a self-service platform with a monthly license based on the volume of use. There are no setup costs. Flockler automates the process of content curation and display of social media feeds for busy marketing teams. With Flockler, marketing teams can easily repurpose content they've already created for social media channels and display social proof from customers.
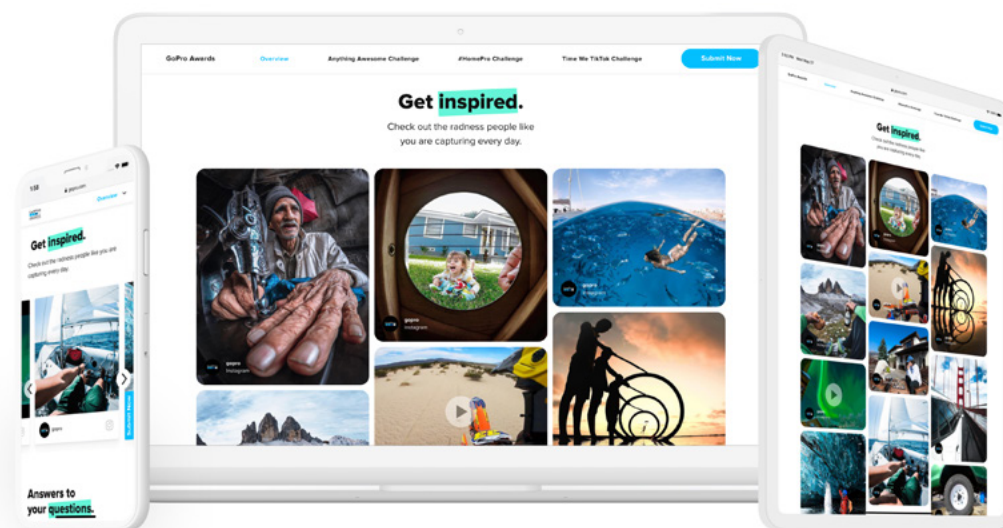
## IDEAL CLIENT

Flockler's clients – from SMEs to global brands – are often from the sectors of e-commerce, travel and hospitality, education, consumer goods, music and sports. Our clients are active on multiple social media channels. They engage with their customers by giving feedback and sharing their content. The product buyer is often a marketing director, marketing team member or website manager.

## COMPANY

Flockler is a tech company based in Tampere, Finland, with 800+ clients in over 35 countries as of November 2020.

## CONTACT

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# MORE SALES WITH A LOYALTY PLATFORM

Bonusway+

## OUR SOLUTION

**BONUSWAY** provides a unique loyalty platform where price-oriented consumers can find the best available deals from online merchants. We drive performance-based sales for merchants by increasing the visibility of the store inside the Bonusway community of 5,000,000 consumers.

## COMPETITIVE ADVANTAGE

Our users share the best deals on our platform. We have a strong targeting engine to make sure users receive offers exactly suited to them. The merchant pays for only those sales where the tracked source is Bonusway. There are no other fees.

## IDEAL CLIENT

Our ideal client is an online merchant interested in increasing the shopping frequency of its customers and wanting to attract more customers. We are also well suited for banks, telecoms and media companies who want to provide valuable shopping-related content in the form of deals and offers for their current users.

## COMPANY

Bonusway is Europe's leading online loyalty and cashback company. We operate in 17 markets with 4,000 merchant partners and 5 million users. Bonusway has generated over EUR 300 million worth in sales for its partners.

## CONTACT

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# MANAGING MULTICHANNEL MESSAGING

arena inter active.



## OUR SOLUTION

**ARENA INTERACTIVE'S** SmartDialog is a next-generation instant messaging platform for global intelligent digital communication across different instant messaging channels, such as SMS, WhatsApp and Facebook Messenger. With SmartDialog, you manage your multichannel communications with one platform. It allows you – and your customers – to create several simultaneous, free-form conversations with target audiences using exactly the channel your customer wants, without needing keywords. With SmartDialog, you can also automate your communications, send codes and bill payments by phone. All conversations are managed using the SmartDialog web management tool or API.

## COMPETITIVE ADVANTAGE

We offer the only cloud-based platform that allows customers to start free-form conversations without using keywords. With a WhatsApp connection, companies can send messages to and receive messages from their customers. The WhatsApp application is suitable for very large message volumes. It integrates with other cloud software using modern APIs.

## IDEAL CLIENT

SmartDialog is useful for all companies communicating with customers as part of their business.

## COMPANY

Arena Interactive is an expert in digital customer communications. We offer our clients a smart way to develop and maintain a digital relationship with their customers. With our efficient solutions, we create new opportunities for business development at different stages of the customer relationship lifecycle. Our services can also be integrated with our clients' systems and business processes.

## CONTACT

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# SHARE A CAMERA WITH YOUR AUDIENCES
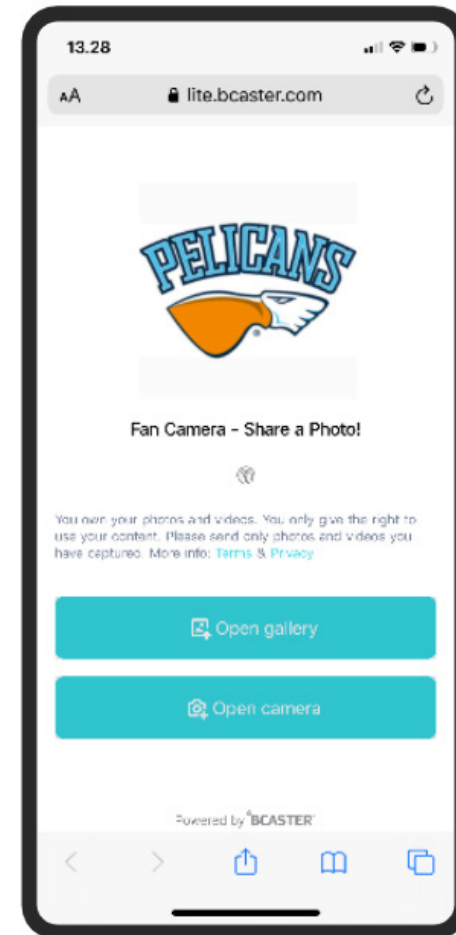


## BCASTER™

## OUR SOLUTION

**BCASTER** enables the activation and engagement of audiences through the responsible collection of photos and videos. Copyrights are managed, and content creators can be compensated. With BCaster, you can effortlessly activate and engage fans by sharing your branded camera with them. Captured photos and videos are analyzed and are instantly at your disposal. According to our clients, BCaster is extremely easy and fast to deploy. No software integration is needed. BCaster manages copyrights and privacy so that you can be socially responsible.

## COMPETITIVE ADVANTAGE

BCaster does not scrape content from social media. We provide copyright management with responsible and legal use embedded. We offer a customizable and instantly shareable camera, which is branded or sponsored, without the need for integration or development. You get full-resolution, high-quality, original content. Plus, you have 100% control of your brand image. Our clients choose what is published and where.

## IDEAL CLIENT

Our ideal client is a media company, marketing agency, sports team or league – or simply a brand.

## COMPANY

Helsinki-based BCaster provides a service running on an AI platform developed in-house. Founded in 2016, the company operates in global markets. BCaster is fast and easy to deploy – and has ready-to-go tools for you and your fans.

## CONTACT

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# FINANCE / SALES MANAGEMENT

KOIVU SOLUTIONS

# PRICE AND CAMPAIGN PLANNING SOLUTION FOR RETAIL AND E-COMMERCE



**Koivu** solutions

## OUR SOLUTION

**KOIVU SOLUTIONS** brings pricing and campaign planning processes to a new level. For example, GUESS North America uses Koivu.Cloud to plan its sales campaigns across all of its 360 stores as well as its e-commerce channel. Previously, the chain only used Microsoft Excel to plan its sales campaigns, which created many challenges including pricing mistakes.

As the need for more rapid price changes grew, GUESS wanted to streamline its campaign planning process without losing flexibility. They turned to Koivu Solutions to implement Koivu.Cloud, a solution that integrates Excel with the cloud and adds powerful enterprise software capabilities. Koivu's solution digitizes the process, automates the workflow and eliminates human errors in data entry.

Results were impressive: Time spent on promotion entry was reduced by 67%, and pricing errors were virtually eliminated.
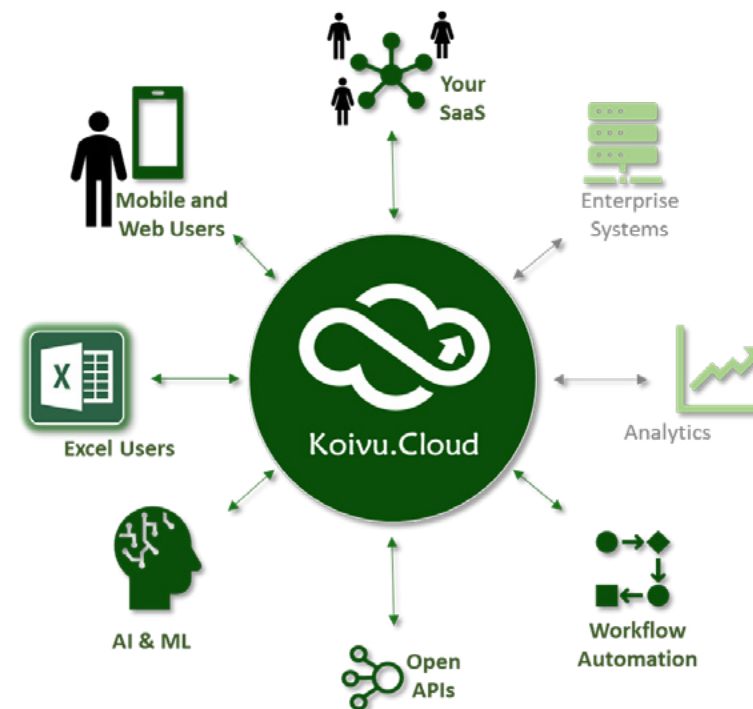
## COMPETITIVE ADVANTAGE

The team behind Koivu.Cloud has delivered robust enterprise systems for more than two decades.

Koivu's team has a thorough knowledge of pricing, campaign management, product configuration and supply chain planning. This deep industry knowledge combined with our innovative SaaS offering makes us a reliable business acceleration partner.

## IDEAL CLIENT

We serve companies that need to accelerate IT-dependent business innovation and agility around the existing monolithic enterprise systems. We support executives who want to promote agility and innovation, while also ensuring a safe and scalable IT architecture.

## COMPANY

Koivu Solutions Oy is the developer of the Koivu.Cloud platform. Our mission is to help enterprises be innovative and still meet high enterprise architecture requirements. Our vision is a new category of enterprise software that is easy to take into use and enables daily innovation while fulfilling the needs of demanding enterprise customers.

## CONTACT

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# LEAD GENERATION / B2B

LEADOO MARKETING
TECHNOLOGIES

GIOSG.COM

# NEVER MISS A LEAD AGAIN

## Leadoo MT
**NEVER MISS A LEAD AGAIN**

## OUR SOLUTION

**LEADOO** activates your website visitors and turns that traffic into results. Everything companies do creates brand awareness, but then almost all customer journeys continue online. Using our solution, you can create automated conversations to help people find what they are looking for. Leadoo removes purchasing obstacles by helping all your visitors according to scale – quickly and 24/7/365. You can follow your buyer's journey with Leadoo Smart Profiles. You'll know when and how to convert even more visitors and how to optimize your online sales and marketing activities.

## COMPETITIVE ADVANTAGE

Leadoo is the only chatbot platform designed to increase conversions from your website traffic. The product gets our clients more conversions and sales. It also lets you easily analyze why you are succeeding and how to do even better.
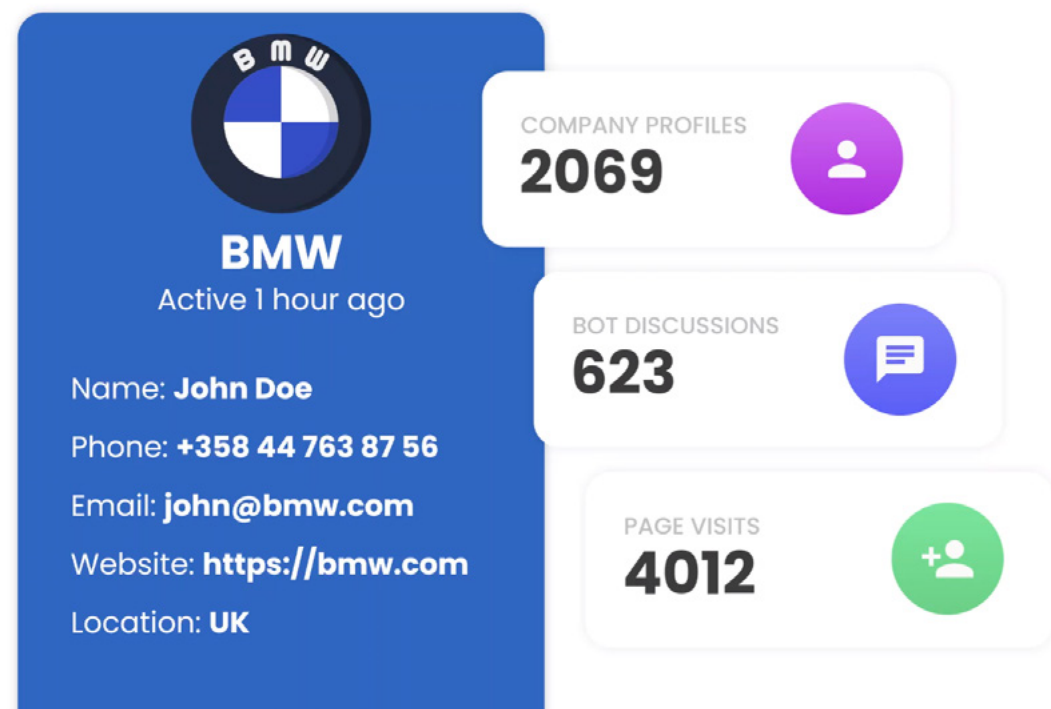
## IDEAL CLIENT

Leadoo is being used by all kinds of companies from all imaginable industries. All you need is a website that has a conversion target.

## COMPANY

Leadoo Marketing Technologies was founded in 2018 with a mission to make websites convert better. Our founders noticed that companies only convert around 2% of their website traffic – which means 98% are wasted opportunities. We are one of the most rapidly growing startups in Finland and employ more than 60 professionals across four locations in Finland, Sweden, the UK and Spain.

## CONTACT

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BMW
Active 1 hour ago

Name: **John Doe**
Phone: **+358 44 763 87 56**
Email: **john@bmw.com**
Website: **https://bmw.com**
Location: **UK**

COMPANY PROFILES
**2069**

BOT DISCUSSIONS
**623**

PAGE VISITS
**4012**

# CONVERT WITH ONLY MEANINGFUL INTERACTIONS

**giosg**



## OUR SOLUTION

**GIOSG** helps companies identify their most valuable customers and target them at the right time with the right interaction. Chatbots made with giosg Interaction Designer engage website visitors and convert them into sales leads 24/7. With our ready-made and fully customizable templates, you will capture your leads efficiently and provide them with the information they need to complete their checkout. By using giosg Live Chat and its shopping cart analytics feature, you get a real-time view of visitor's shopping baskets to reduce cart abandonment and increase your average order value. With giosg's targeted chat, chatbots and engaging interactions, you can supercharge your e-commerce conversions.

## COMPETITIVE ADVANTAGE

We constantly support our clients to help them grow. Giosg always operates according to the highest security standards with ISO certifications to prove it. No more launching interactions blindly. Instead, we help you successfully target, measure and optimize your customers' shopping experience. Your only obstacle to scaling up with Giosg is your imagination – and we can help you out with that, too.

## IDEAL CLIENT

If your aim is to increase your conversion rates online or you want to provide excellent customer experiences with the help of a live chat, chatbots, interactive content and intelligent targeting, we are here for you. We work with companies ranging from small businesses to multinational enterprises.

## COMPANY

Giosg helps businesses increase marketing, sales and customer service productivity with an easy-to-use live chat, intelligent chatbots and targeted interactions that convertwebsite visits into sales and visitors into happy customers in a flash.

## CONTACT

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# LOGISTICS & SMART PRODUCT MANAGEMENT

NORDIC ID

ROIMA INTELLIGENCE

SILO AI

RENTLE

SOLTEQ

QUUPPA

MOST DIGITAL

LAMIA

STARCKE

# IMPROVING INVENTORY ACCURACY

nordic id



## GIVE EVERY ITEM A DIGITAL IDENTITY
nordic id

## OUR SOLUTION

**NORDIC ID** is a global provider of retail- and e-commerce-focused radio-frequency identification (RFID) solutions. The use of RFID technology provides great help for retailers with brick-and-mortar locations, omnichannel operations and e-commerce. A Nordic ID solution will improve inventory accuracy significantly for all phases of manufacturing and retail processes. For every retailer executing an omnichannel strategy, reliable information about the quantity and location of sellable goods is paramount to efficient operation. Our solutions range from inventory management to fully automated unmanned shopping. Specific to e-commerce, we have developed picking solutions that improve efficiency and reduce human errors in shipments.

## COMPETITIVE ADVANTAGE

Nordic ID is a manufacturer of RFID readers and solutions. Our holistic understanding of the full technology stack of hardware and software puts Nordic ID in a unique position to provide scalable and efficient solutions for retailers around the world. Our modular platform allows easy integration into a customer's existing digital ecosystem and quick deployment.

## IDEAL CLIENT

An ideal client for Nordic ID is a retailer who is deploying a multilocation and/or omnichannel strategy in retail. Our ideal client is in control of the full value chain, from manufacture to retail outlets. We already serve numerous multi-brand retailers.

## COMPANY

Nordic ID is a Finland-based technology service company with operations across Europe and the US. We are a manufacturer of RFID readers utilizing the proprietary RADEA software platform. Nordic ID has an extensive history of providing technology for retailers. Our understanding of the retail business has kept us relevant throughout the decades, independent of the technology being utilized.

## CONTACT

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# BETTER EFFICIENCY AND CUSTOMER EXPERIENCE



## OUR SOLUTION

**ROIMA INTELLIGENCE'S** Microservice Solution Platform enables your business model to work digitally in omnichannel retail. Supply chain planning and automation work smarter with integrated business planning and optimization. Now, you can automate processes and gain real-time visibility of your supply chain and retail through third-party and fourth-party logistics providers' (3PL and 4PL) logistics platforms. You can respond faster to your customers' needs and market conditions. Plus, with our open-source platform, you can create more value and maintain fast and constant development. Our smart warehousing uses intelligent solutions to transform the way you run your warehouse. You can improve work efficiency and increase quality and performance through predictive or self-optimizing processes and robotic automation.

## COMPETITIVE ADVANTAGE

We use intelligent digital solutions to implement our clients' business models. Our flexible portfolio covers cloud-based solutions developed together with our clients and is complemented by solutions from our leading partners. Our clients benefit from our in-depth industry expertise which is the core of our solutions.

## IDEAL CLIENT

Our ideal clients include retailers who are starting an e-commerce business or e-tailers launching new store branches, as well as third-party logistics operators providing service to omnichannel retailers.

## COMPANY

Roima Intelligence is a fast-growing software and services company specialized in manufacturing and logistics. Roima's offering is integrated into the supply chains and processes of companies in the manufacturing and logistics industries, enabling them to make production and their entire delivery network more cost effective.

## CONTACT

Roima Intelligence Inc.,
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# BUILDING A COMPETITIVE EDGE WITH AI

**SILO** AI

## OUR SOLUTION

**SILO AI** is the largest private AI lab in the Nordics. We have more than 50 PhD-level experts with a solid background in building AI-driven industry solutions and products for practical business problems. We work with some of the leading retail and e-commerce brands to facilitate intelligent operations and smarter ways of growing business.

## COMPETITIVE ADVANTAGE

With Silo AI, you're on the path to succeed in building a competitive edge with AI.

## IDEAL CLIENT

We work with those who want to be on the forefront of AI adoption. With our machine learning and operations (MLOps), AI infrastructure and AI-driven solution and product development capabilities, we can help your business truly digitalize and transform.

## COMPANY

Silo AI is a trusted AI partner bringing competitive advantage to product R&D and intelligent operations. We build AI-driven solutions and products for recommendation tools, e-commerce, Industry 4.0, smart devices, cities and citizens. Silo AI provides its clients with access to world-class AI expertise. Silo OS speeds up AI development.

## CONTACT

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# ACCELERATING SUSTAINABLE CONSUMPTION

**Rentle**

## OUR SOLUTION

**RENTLE** offers e-commerce and retail software – all the digital infrastructure that a consumer rental business needs to set up and run their business. As an all-in-one software, Rentle includes both in-store and online sales solutions, inventory handling and order management, all specialized for access-based business models. By empowering the suppliers of sustainable consumption with groundbreaking software, Rentle accelerates the growth of access-based business models globally.

## COMPETITIVE ADVANTAGE

Rentle runs on any device anywhere. It is a web-based solution that fits the needs of any size business. Rentle is easy to use and intuitive in its design, which makes it accessible even to less-experienced employees. Rentle also provides payment processing in Europe. This makes handling payments a breeze for Rentle's clients, as everything is handled with one software.

## IDEAL CLIENT

Rentle's ideal client provides retail, rental or activity sales to consumers in North America or Europe. Rentle's clients include small and large businesses with existing rental operations or businesses expanding from retail to renting to combine rentals with existing retail sales.

## COMPANY

Founded in the summer of 2018, Rentle has quickly grown to be one of the most prominent players in the consumer rental industry. Rentle is based in the capital region of Finland and has a diverse team of professionals. Rentle is backed by the most prominent Nordic investors.

## CONTACT

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www.rentle.io
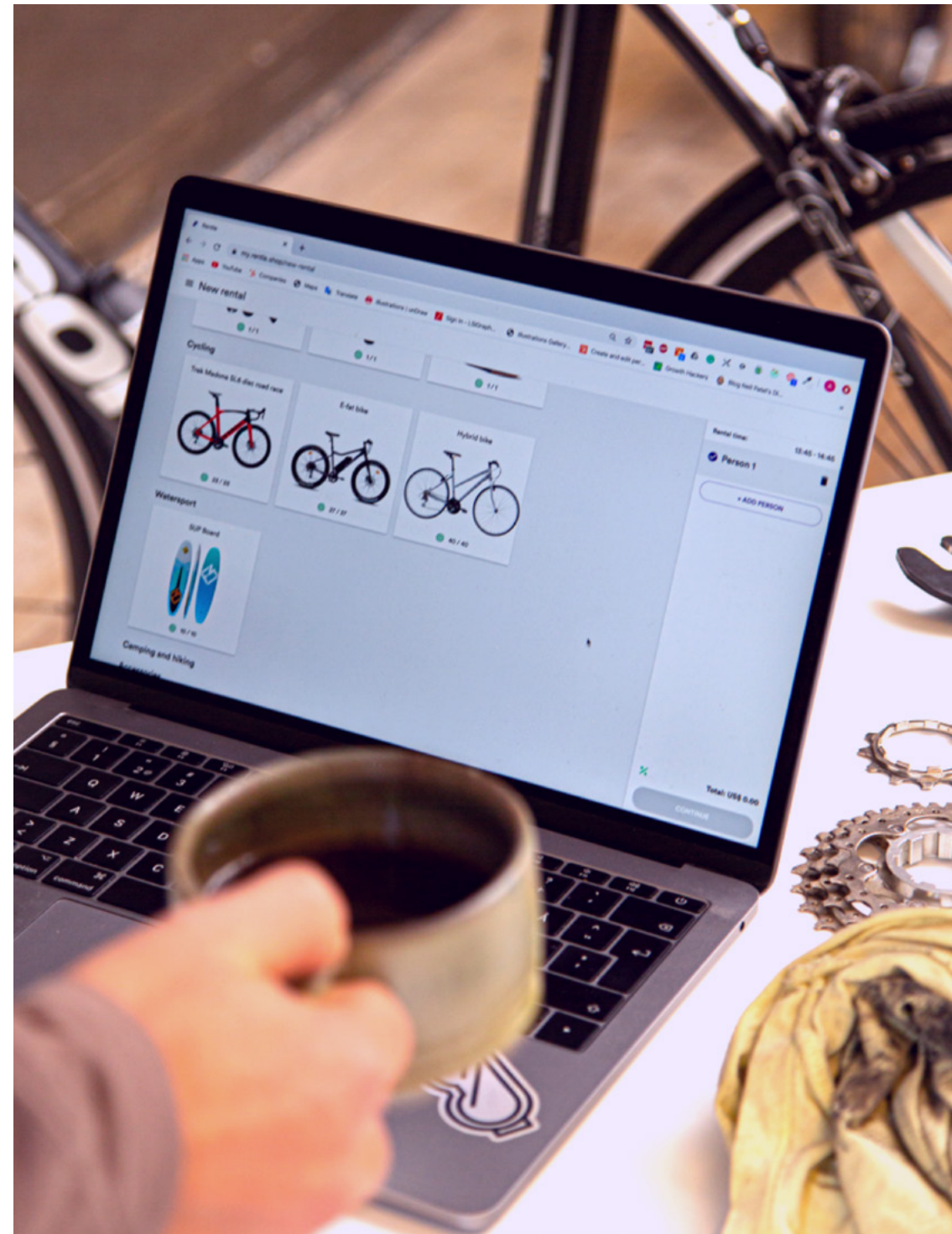
# CUSTOMIZED SERVICE ROBOTICS

## SOLTEQ

### OUR SOLUTION

**SOLTEQ** offers customized service robotics that enables clients to increase the efficiency of their operations by minimizing manual work and providing previously unknown data. Current Solteq Robotics customer cases include the Retail Robot for real-time space management and self-space planning, the Hospital Robot for remote patient monitoring and communication and the Indoor Logistics Robot for online order picking in dark store environments.

### COMPETITIVE ADVANTAGE

Solteq's most significant competitive advantage is its in-depth industry-specific expertise in delivering comprehensive services and products to selected industries and enterprise-size customers across Europe. Solteq has a proven R&D track record in successfully developing, marketing and selling software products.

### IDEAL CLIENT

At present, Solteq Robotics' product line offers solutions for retail store chains with stores larger than 2,500 m², large public or private hospitals with modern infrastructure and construction companies and owners of high-rise buildings.

### COMPANY

Solteq is a Nordic provider of IT services and software solutions specializing in the digitalization of business and industry-specific software. The key sectors in which the company has long-term experience include retail, industry, energy and services. The company operates in Finland, Sweden, Norway, Denmark, Poland and the UK and employs 600 professionals.

### CONTACT

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www.solteq.com

# DO MORE WITH LOCATION

## QUUPPA

## OUR SOLUTION

**THE QUUPPA** Intelligent Locating System™ is a one-size-fits-all technology platform for location-based services and applications. Our platform offers companies a complete software suite of tools for planning, simulating and commissioning projects that can be used as a solid and scalable foundation for building various location-based solutions.

## COMPETITIVE ADVANTAGE

The Quuppa Ecosystem has more than 200 partners around the world who use our open, versatile and reliable positioning platform to deliver location-based services for numerous industries – from manufacturing and logistics to healthcare and retail – and even sports.

## IDEAL CLIENT

The Quuppa Intelligent Locating System™ enables companies to locate assets and people using Bluetooth devices.

Our platform provides a cost-effective solution for real-time tracking with centimeter-level accuracy.

To date, companies across vertical markets use our technology to streamline processes, improve operational inefficiencies and worker safety as well as enhance their customer experience.

## COMPANY

Quuppa is a leading provider of real-time locating systems (RTLSs) with over 2,000 deployments and 180+ business partners worldwide. Through our worldwide partner network, Quuppa systems have been successfully applied across numerous industries – from hospitality, healthcare, retail and security to logistics, manufacturing and sports.

## CONTACT

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+358 40 728 5575
www.quuppa.com



## QUUPPA

### Intelligent Locating System™

# ROBOTIZATION AS A SERVICE

## OUR SOLUTION

**MOST DIGITAL** believes that robots belong to everyone. That is why we have created a unique working environment for digital colleagues which enables easy commissioning, freeing your personnel to perform the tasks at which they excel. Robots are very talented colleagues for commercial data handling. They are efficient at maintaining webstore master data, pricelists and product catalogs, among other tasks. Robots are also powerful tools for commerce data gathering and data utilization for AI forecasts and simulations. MOST Oiva makes the deployment and usage of robots easy, quick and secure – and everything is included in one turnkey solution.

## COMPETITIVE ADVANTAGE

MOST's Oiva Robotics makes it possible to create fully professional robotization as a service. Oiva's offering includes robots and a secure operating environment in one package, an easy-to-use automation management portal, a versatile range of automation tools without

license restrictions, the MOST powerful automation platform on the market as a cloud service. Oiva's offering is backed by the experience of over 300 robot deliveries.

## IDEAL CLIENT

Our ideal clients are organizations with manual routines or data transformation in their daily business. Because Oiva Robotics is cloud based for a full range of process needs, our ideal clients are ready for modern cloud service use and willing to purchase their digital solutions as a full service. They are also aware of the potential of digital data and the need for data security.

## COMPANY

MOST Digital is a fast-growing Finnish start-up with a strong focus on the international market. We are fully focused on robotics and machine learning automation in knowledge work. With 50 robotics and machine learning professionals as well as the experience of developing 300 new robotics, machine learning and AI solutions from 2018 to 2020, we are one of the strongest players in the robotics market.

## CONTACT

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# HIGH-PERFORMANCE E-COMMERCE SOLUTIONS

## Lamia

### OUR SOLUTION

**LAMIA** develops high-performance e-commerce solutions and applications for B2B and B2C customers in the Nordics using Google Cloud, Magento 2 and Contentful. Our services include service and UI/UX design, software development, cloud solutions, data science and growth marketing. We promise clients sustainable digital growth. With a decade of experience in e-commerce development, we have the industry insight to design and build differentiating user journeys. We always set clear metrics for every solution – whether for a webstore, a digital sales tool or a mobile application. In choosing the technologies and building the solution, we emphasize quality and scalability.

### COMPETITIVE ADVANTAGE

We have a wide range of e-commerce business experience in B2B and B2C. We incorporate all the best practices for building new services and continuously developing them as a service. We focus on scalable and future-proof e-commerce technologies. Our expertise in the Magento 2 platform, Google Cloud and Contentful content management systems (CMS) enables us to pioneer headless e-commerce solutions in the market. Our approach is driven by KPIs.

### IDEAL CLIENT

Our e-commerce solutions suit both B2B and B2C companies in the retail and whole-sale industries in the Nordics. Ambitious growth targets, a data-driven mindset and an understanding of and openness to new digital ideas describe our clients well. The desire to digitalize sales, bring change to an e-commerce platform or develop new digital commerce solutions is the starting point for a partnership with us.



### COMPANY

Lamia is a technology company focused on digital value creation. We are digital business developers and e-commerce solution experts. Our customers trust us to deliver measurable value with design, software development, cloud and data. We are your partner in digital growth.

### CONTACT

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# PROTECTING BRAND INTEGRITY

**STARCKE**
**PROTECTION BY DESIGN.**

## OUR SOLUTION

**STARCKE** developed the StarckeGate® solution to protect brand integrity for products shipped internationally. We increase awareness of brand integrity by means of brand protection with tamper-evident seals, holograms, hot stamping and 3D embossing on intelligent packaging. We track the location of products globally at the item level, identify possible counterfeits and mark their location on a map.

Our solution ensures the authenticity of our clients' products and provides specific product and value chain information. We show the location of each product on a map and the time of each scan on a dashboard for clients.

## COMPETITIVE ADVANTAGE

Our unique package sealing material Extrassure® is available only from Starcke. The label has overt and covert security features and is tamper-evident. StarckeGate® is the very newest technology to protect legal trade. It enables consumers to verify safe and original products and whether a product is fake or not from their mobile phone.

## IDEAL CLIENT

Our ideal clients are food producers who wish to export to global markets – especially China – premium food products made by certified manufacturing processes from clean raw materials in well-designed sustainable packages.

## COMPANY

Starcke Oy is a privately owned company increasing awareness of brand integrity by means of brand protection. Our solution uses tamper-evident seals, holograms, hot stamping and 3D embossing on intelligent packaging.

## CONTACT

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# MARKETING
# AUTOMATION

CUSTOBAR

LIANA TECHNOLOGIES

GOFAMER

PROMOREPUBLIC

# REACH THE CUSTOMER BEHIND THE DATA



Custobar

## OUR SOLUTION

**CUSTOBAR** is the premier customer data and marketing automation platform that combines online and offline data into a single, actionable 360° view of the customer. You can bring your marketing campaigns, website and app to life with push messages or send emails and text messages to all your customers based on their relationship and experience with you.

## COMPETITIVE ADVANTAGE

We have a strong focus on combining data from all sources – online and also physical locations. Custobar can be used as a customer data platform (CDP) and marketing automation tool, as well as a loyalty customer relationship management (CRM) tool in-store. None of our competitors offer this option. In addition, we have comprehensive integration with digital advertisement platforms like Google, Facebook and Adform.

## IDEAL CLIENT

We offer mid-size or large B2C companies several systems with which they can gather and manage customer data.

## COMPANY

Our mission is to help multichannel B2C service providers use their customer data to the fullest in this time of global e-commerce and digitization of the business world. Our vision is to be the leading customer data platform on the market and to provide the best user experience for our clients.

## CONTACT

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# THE RIGHT SOLUTIONS FOR DIGITAL MARKETING AND COMMUNICATIONS



## )( liana
technologies

## OUR SOLUTION

**LIANA'S** Liana®Cloud offers you the right solutions for everything you need in your digital marketing and communications. All our tools are integrated with each other and made to custom fit your individual marketing needs. Liana®Cloud powers your marketing and communications team with a single sign-in platform that takes data-driven marketing to the next level with no integration or IT headaches. Liana®Cloud includes solutions for email marketing, marketing automation, e-commerce, website content management, media monitoring and press release distribution.

## COMPETITIVE ADVANTAGE

Unlike many other marketing technology providers, Liana is capable of delivering a full-scale solution for omnichannel marketing and PR. In addition to high-quality technology, Liana provides services that help clients get results by using technology in the most effective way.

## IDEAL CLIENT

Liana's services and tools are the best match for SMEs that need integrated marketing technology solutions and services.

## COMPANY

Liana Technologies is a European software company founded in 2005. We specialize in digital marketing and communication software. We are headquartered in Oulu, with offices located in Helsinki, Dubai, Munich, Hong Kong, Paris and Stockholm. Liana's marketing technology stack is used by more than 3,500 customers worldwide, including companies such as Hertz, Toyota, IKEA and Starbucks.

## CONTACT

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www.lianatech.com

# INFLUENCER MARKETING MADE TRANSPARENT

**GOFAMER**

## OUR SOLUTION

**GOFAMER** makes influencer monitoring and measurement easy for companies. Our clients can monitor how their chosen influencers perform in different social media, learn their demographics and understand who performs the best. Our platform helps companies, management and advertising agencies, sports clubs and many others move from optimization to productization and from digital measurement to getting insight. The Gofamer platform changes the world of influencer marketing – campaign by campaign.

## COMPETITIVE ADVANTAGE

We have developed an influencer marketing platform that can measure one or hundreds of influencers at the same time and create transparent campaign reports with just a few clicks. We are creating industry standards to help influencer marketing flourish.

## IDEAL CLIENT

Our clients can be influencer marketing and management agencies, sports clubs, companies who use influencers in their marketing or advertising agencies who create influencer marketing. Any company that wants to measure campaigns, optimize influencer marketing or productize influencers can benefit from the Gofamer platform.



## COMPANY

As a former sports management agency, we started by developing our own sales tool for influencers. Pretty soon, we noticed the platform could change the whole industry and be made to scale. Since 2016, we have developed the best influencer monitoring and measurement tool to make the industry become more transparent and reliable.

## CONTACT

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# AUTOMATED MARKETING FOR MULTILOCATION ENTERPRISES



## OUR SOLUTION

**PROMOREPUBLIC** is a social media marketing software helping enterprises maintain and amplify their following. It enables headquarters to post and distribute content, improve content usage on local levels and track the company's social performance.

## COMPETITIVE ADVANTAGE

Our solution gives marketing leaders control over brand social media presence and confidence that all posting is done according to brand guidelines.

## IDEAL CLIENT

Our ideal clients are multilocation companies and franchises seeking ways to increase social reach while ensuring consistency across all locations. They need to distribute content effectively, speed up their scaling and empower local marketing teams to automate their efforts.

## COMPANY

PromoRepublic is headquartered in Helsinki. We have an R&D hub in Eastern Europe and a sales team in London, New York and San Francisco.

## CONTACT

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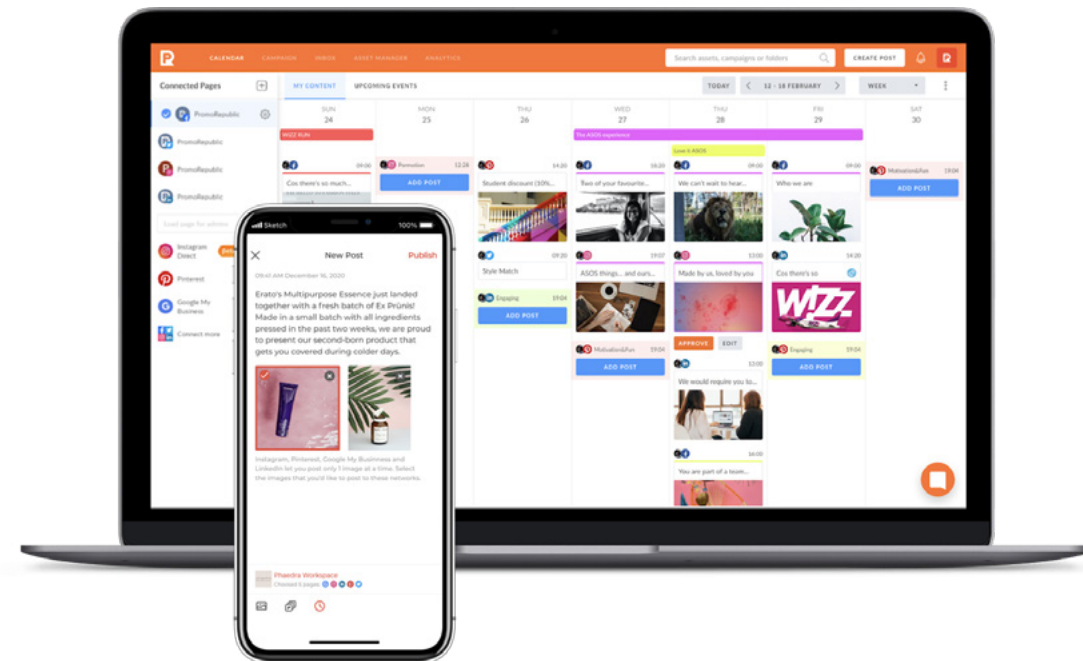
# PRICING AND
# PAYMENT
# TECHNOLOGIES

SEITA TECHNOLOGIES

RECEIPTHERO

PAYTRAIL

SNIFFIE

# THE FUTURE OF PAYMENTS

**SEITATECH.**
Future Payments

## OUR SOLUTION

**SEITATECH** is engaged in the business of payment solutions with point-of-sale software development and integration. We are a highly secure and trusted partner in payment gateway services, offering clients card payment transaction processing services, including authentication, tokenization, authorization, settlement and reporting services. Seitatech's payment processing services cover all Nordic countries as well as the Baltics.

Seitatech is a PCI DSS compliant payment service provider with years of experience in complex payment solutions. Our payment applications are subject to the strict PCI PA-DSS requirements.

## COMPETITIVE ADVANTAGE

What separates Seitatech from the competition are our unique technological solutions. We are a payment industry forerunner in vital key management and data security implementation. Our associates can be assured their systems operate with the most functional payment technology in the industry.

## IDEAL CLIENT

Our clients are looking for in-depth know-how and comprehensive white-label payment solutions that fully contribute to their own value creation. They seek to enter the payments market or improve their current standing in the fast-changing payment landscape.

## COMPANY

Seitatech is a Finnish software service provider specializing in electronic payment systems. We provide payment terminal software as well as mobile, e-commerce and other online payment solutions. We are committed to providing absolute compliance and data security for our services. As proof of this, we are PCI DSS certified.

## CONTACT

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# ELIMINATING THE PAPER RECEIPT

**Receipt Hero**

## OUR SOLUTION

**RECEIPTHERO** automatically delivers receipts from merchants to their banking and accounting apps. At least 50% of paper receipts are made using bisphenol A (BPA), a substance classified by the EU as toxic to humans and wildlife. Two out of every three paper receipts are thrown away unused each year. And at least 50% of paper receipts are almost impossible to recycle.

Purchase data is one of the most valuable yet underutilized sources of trends and financial health. Banks are building budgeting features without access to how their customers spend their money. For business customers, filing expenses is still incredibly cumbersome. Introducing ReceiptHero – a fully digitalized receipt platform where merchants can transmit their customer receipts to banking apps and accounting platforms.

## COMPETITIVE ADVANTAGE

ReceiptHero works to centralize digital receipt handling for merchants across all industries, whether via brick-and-mortar stores or e-commerce.

Unlike our competitors, we offer identification via payment card. Our environment is compliant with the payment card industry (PCI) and allows for secure and seamless receipt handling from point of sales (POS) as well as payment service provider (PSP) integration.

## IDEAL CLIENT

We work with merchants big and small. As our focus is to drive the adoption of digital receipts, we welcome all merchants to activate their service with ReceiptHero. In Finland, we have integrated our solution into the biggest convenience stores (R-Kioski), gas stations (Neste) and many other businesses.

## COMPANY

With over 8 years in the receipts space, our founding team is well placed to take ReceiptHero globally. It's time we rid the world of paper receipts. Before ReceiptHero, Joel, Saku, Tommi and Tuomas built and founded eTasku – a travel expense software for small businesses. Today, more than 50% of Finnish accounting offices use eTasku. Chris and Mikko have backgrounds in banking and early-stage tech startups.

## CONTACT

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# ALL THE PAYMENT METHODS YOU NEED

## OUR SOLUTION

**PAYTRAIL** is your solution for all Finnish online transactions. We offer a payment service for online stores and services. There are limitless possibilities of how you can use Paytrail's service. We ease payment-related hassles, whether you operate a small local business or a large international company. With our service, consumers can choose their preferred payment method without any intermediate steps. Payment methods include online banks, cards, invoices and installments, mobile payments and gateway payments. We're the right partner for all your online payment needs.

## COMPETITIVE ADVANTAGE

We have very attentive customer support for all our business clients, consumers and partners. Also, our payment service uptime and reliability in general are our core competitive advantages.

## IDEAL CLIENT

Our payment service is suitable for online stores and services that want to offer all relevant Finnish payment methods.

## COMPANY

Established in 2007, Paytrail is a licensed payment institution. Paytrail has the largest payment volume of all online payment services in Finland. The company provides payment services to more than 10,000 webshops and online services. It is also responsible for the online payments of the Suomi.fi service. The company is part of Nets and one of Finland's best workplaces according to Great Place to Work.

## CONTACT

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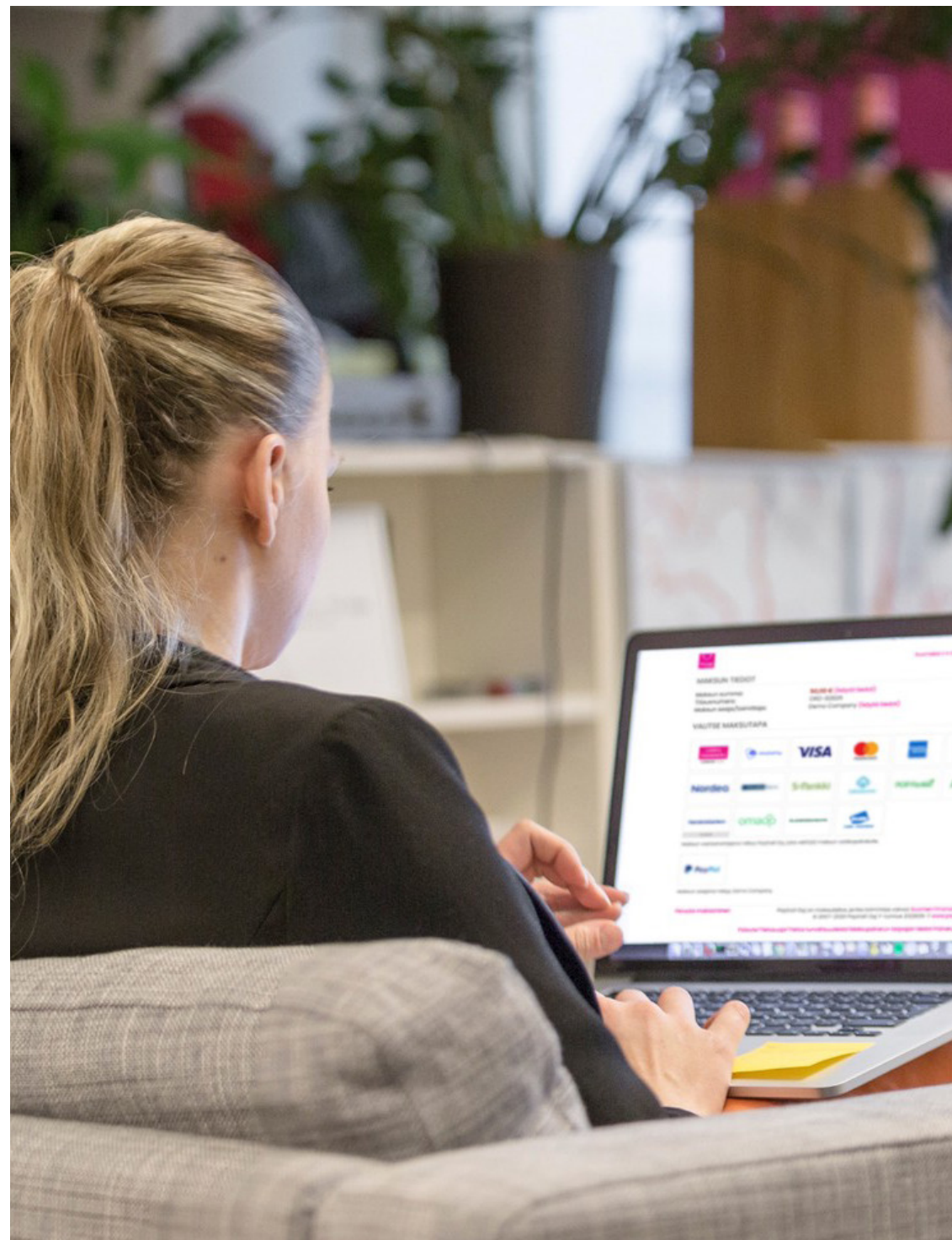
# INTELLIGENT PRICING AUTOMATION



## OUR SOLUTION

**SNIFFIE SOFTWARE** is a pricing automation service for e-commerce and retail companies, offering solutions for companies interested in optimal product pricing. Our desire is to democratize e-commerce by bringing AI-based price optimization to a wide range of companies, not only to large multinational corporations. Our pricing service utilizes both internal and external data, used either manually, partially or fully automatically, and enhanced with AI algorithms based on reinforcement learning. We also offer price monitoring services and product analytics services for companies. Currently, our clientele is based in Europe, but our service is available globally.

## COMPETITIVE ADVANTAGE

We offer a unique mix of both internal and external data in pricing automation. You can automate your pricing to the degree you are comfortable with. You can either use AI to assist in manual pricing or verify your rule-based pricing decisions – or let our AI-automated rules make decisions on their own without any human intervention within provided safeguards.

## IDEAL CLIENT

Our ideal client sells products either at their own online store or in a physical store. Ideally, the client has a strategic goal to become better at pricing and making decisions supported by data. We cater to industries of all kinds in the direct-to-consumer (D2C) sector: electronics, FMCG, fashion, service rentals and more.
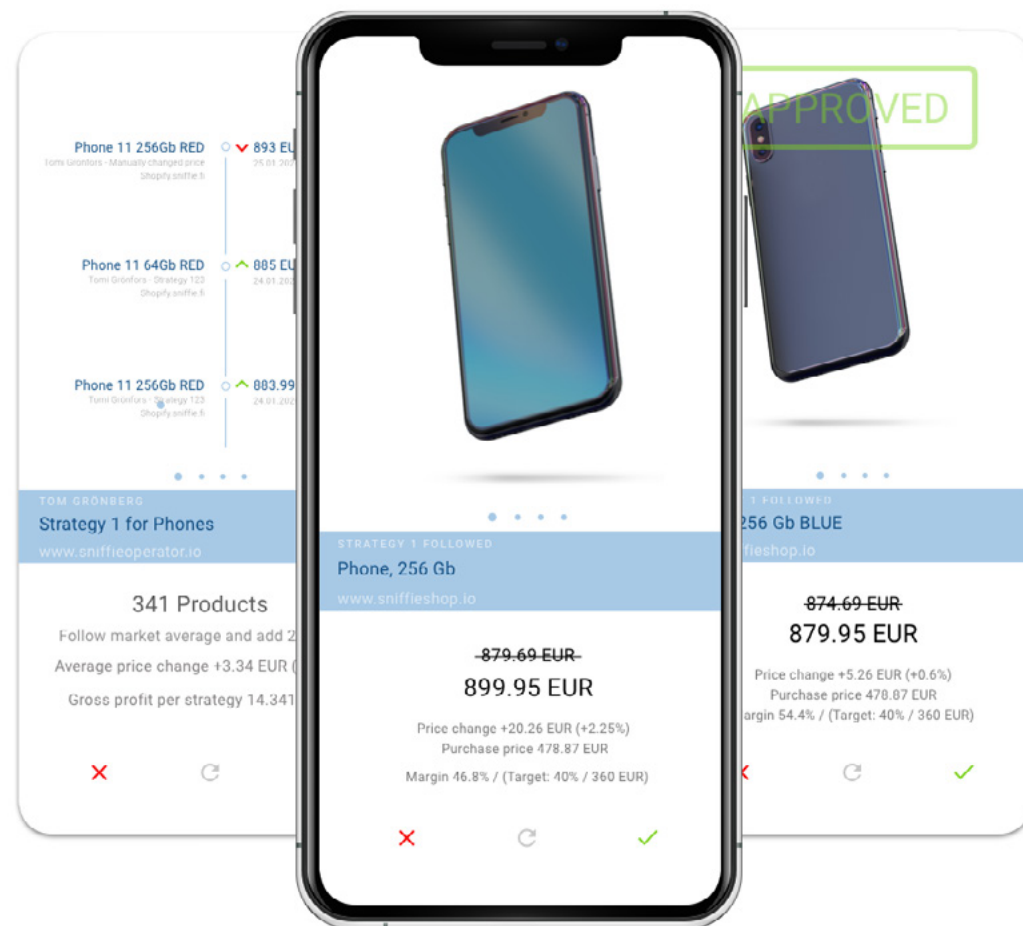
## COMPANY

Although Sniffie Software was founded in 2015, our founders only started working full time in the company in January 2017. We initially started out as a web scraping company. Then, we pivoted to price monitoring in early 2017 and started focusing on pricing and pricing automation in early 2018. We are located in Helsinki, Finland, and have currently a team of approximately 15 full-time and 15 part-time employees.

## CONTACT

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# PREDICTIVE
# ANALYTICS

ANALYSE²

AITO.AI

# RETAIL ANALYTICS FOR SUCCESS

## analyse²

### OUR SOLUTION

**ANALYSE²** offers retail analytics for the fast-moving consumer goods (FMCG) industry – retailers and brands. Our solutions empower companies to grow their revenue profitably, develop their product categories, and improve their assortments, promotions and product launches. Our solution portfolio covers category analytics and shopper insights, promotion analysis and optimization, assortment management and optimization and retailer-supplier data sharing.

### COMPETITIVE ADVANTAGE

Our solutions are created by retail experts for retail experts. This ensures our approach is always pragmatic whether the technical means are simple or sophisticated. We offer our customers an analytical edge with easy-to-use SaaS solutions built on scalable cloud architecture, covering the entire spectrum from straightforward business intelligence to AI-based forecasting and optimization.

### IDEAL CLIENT

We serve FMCG retailers who want to strengthen their supplier collaboration and deliver unbeatable shopper experiences while growing sales across categories. We help FMCG brands grow their revenue profitably, drive category development, increase shopper loyalty and enhance collaboration with key retailers.

### COMPANY

Founded in 2004, Analyse² specializes in retail analytics. Our solutions are in daily use by over 100 leading FMCG companies. We employ over 50 people experienced in technology, data analytics and retailing. Our mission is to create profitable ways for FMCG companies to stand out.

### CONTACT

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# PREDICTIVE QUERIES FOR INTELLIGENT AUTOMATION

## aito

## OUR SOLUTION

**AITO** brings the power of AI to any team in the world by making the developers champions who can deploy machine learning (ML) in no time. Our Aito predictive database is the fastest and easiest machine learning tool for automation teams and developers. Aito lowers the cost of predictions for retail and e-commerce automation to nearly insignificant. Instead of using automated machine learning (AutoML) or humans to create numerous models predicting a single thing, the predictive database is a single system that immediately provides both the known and unknown through simple queries. Aito is software as a service. The predictive database cloud instances come in three self-service flavors: Sandbox, Dev and Prod, each priced per month.

## COMPETITIVE ADVANTAGE

No PhD is needed. Aito enables software engineers to move ML features in your backlog, instead of solely relying on data scientists. Aito learns in real time. The new incrementally added data is immediately used for predictions without model re-training and deployment. The powerful query language predicts any variable without making new models. You can tweak on the run.

## IDEAL CLIENT

Aito is for teams who are moving from rule-based automation to more intelligent automation and companies with the limited budget and time constraints of a typical robotic process automation (RPA) project. These clients are ideal for our solutions because implementing machine learning models requires you to go far beyond the rule-based logic commonly in use.

## COMPANY

Aito is a Helsinki-based ML spin-off from the Futurice consulting company. Early users of the SaaS have been IKEA, Comcast and Posti, the Finnish logistics giant. The startup has brought to market the fastest and easiest machine learning tool for automation teams and developers.

## CONTACT

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# CONTENT
# MANAGEMENT

VALOSSA LABS

VIDEOLY

AISPOTTER

360 MEDIAHOUSE

FRAMME

# ADVANCED COGNITIVE VIDEO AI SOFTWARE

VALOSSA

## OUR SOLUTION

**VALOSSA** offers a comprehensive, proprietary all-in-one suite of video AI software based on deep audiovisual content intelligence to facilitate video monetization.

Valossa AI software can be used in the automated creation of video metadata, automated video highlights production and clipping, deep video discovery and searching, detection and monitoring of specific objects and events, video content moderation, video profiling for monetization, contextual advertising, facial recognition and face expression analysis and more. Valossa's rich video artificial intelligence is available through managed cloud API, online video reporting tools and an on-premises software engine.

## COMPETITIVE ADVANTAGE

Valossa offers a unique solution for a full suite of video intelligence tasks. Valossa AI combines 20 years of video understanding and indexing technology research with five years of pioneering product development for value-adding video analytics. Unlike common aggregator solutions based on standard cognitive APIs, Valossa offers unparalleled flexibility in features and deployment options.

## IDEAL CLIENT

Valossa AI video content intelligence software is well suited for broadcasters and content creators, online video platforms, publishers and video tool vendors as they seek advanced video analysis capabilities to automate tasks and help manage and monetize their video content assets better.



## COMPANY

Valossa Labs Oy was founded in 2015 as a high-tech university spin-off from a world-renowned Finnish research group in machine vision. With over 20 years of R&D experience in video systems and machine learning algorithms, Valossa has been pioneering global video artificial intelligence solutions since the release of its first commercially available video recognition cloud service in 2017.

## CONTACT

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# PRODUCT VIDEO HUB FOR ONLINE RETAILERS AND BRANDS

## videoly



## OUR SOLUTION

**VIDEOLY** is a product video hub for online retailers and brands. Videoly finds, curates and automatically embeds the right product videos to the right product pages. It's the easiest way for online stores to cover their product pages with video content. For brands, it's the only way to ensure their product videos are seen on their resellers' online stores.

## COMPETITIVE ADVANTAGE

Videoly's main competitive advantage is that we offer video sourcing and user-generated content alongside brand videos. This means video coverage is significantly higher with our product. The more videos, the more value for the retailer.

## IDEAL CLIENT

We serve online retailers selling branded products. Most of our customers sell electronics, sporting goods, tools or cosmetics products.

## COMPANY

Videoly is the leading video technology provider in the Nordics. The company is based in Helsinki and has 33 employees.

## CONTACT

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# STATE-OF-THE-ART VIDEO AI SERVICE

## OUR SOLUTION

**AISPOTTER** eliminates the manual work of video production by using our own AI models to automatically generate short highlights from any video. The service works on prerecorded and live stream video without the need to invest in special equipment or camera setups. By using AISpotter's automatic and fast service based on artificial intelligence and computer vision, the time spent preparing video clips can be lowered dramatically. We analyze multiple live video streams simultaneously, and then find and provide highlights. Or we can use existing video footage. Our cloud-based service helps companies create highlights by automating the video clip creation process with intelligent analysis.

## COMPETITIVE ADVANTAGE

Our AI model can effortlessly analyze both multiple live video streams and prerecorded content and produce accurate clips for streaming and broadcasting companies. We help clients scale up their businesses by automating video analysis and building and distributing highlight videos. We offer easy integration and access to the service through the cloud with a SaaS application.

## IDEAL CLIENT

Our ideal client is a streaming or broadcasting company with the need to analyze massive amounts of video data from multiple video streams. Whether these are live or pre-recorded videos, our solution finds specific events and produces short video highlights. We automate our clients' manual processes and help them solve the problem of scalability.

## COMPANY

The company was established in 2018. It all started with a project at the University of Oulu, where we studied the research work that had been done in machine vision technology for over 30 years. Our mission is to provide video analytics as a self-learning service to make your story the best.

## CONTACT

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# ENHANCE YOUR FULL BUSINESS POTENTIAL WITH VIRTUAL REALITY

## 360 MEDIAHOUSE

### OUR SOLUTION

**360MEDIAHOUSE** develops a cloud- based content publishing system that offers media production tools for virtual reality. The advanced features of the system include hosted live sessions, 360° videos with gamification, 3D elements, interactive VR experiences and virtual seminar tools. The features included can be used as a package of service solutions. Universal and scalable they enable any industry to enjoy the unique benefits of VR.

We are constantly improving and adding new features to our web-based 360Editor publishing system and cloud-based 360Mediaplayer application, including compatibility with Oculus, Android, web and embedded platforms. The pricing of 360Editor is a monthly-based subscription with streaming features priced per minutes used.

### COMPETITIVE ADVANTAGE

Creating 360 and VR content doesn't need to take months, cost thousands or require technical skills. With our products, you can save resources and bring your operations to the new normal. We offer cutting-edge VR technology made in Finland and tested by Finnish institutions. Our solutions are based on user-friendly platforms and are priced according to use. 360Mediahouse has a dedicated and passionate team of professionals ready to show you how to take advantage of virtual reality in your business.

### IDEAL CLIENT

Our ideal client is looking for state-of-the-art virtual reality tools to enable them to host online events, invite visitors to tour their stores, enjoy concerts and learn new skills interactively.

### COMPANY

Founded in 2015, 360Mediahouse creates easy-to-use production tools for virtual reality content creation. With the progressive development of our technology, our tools now enable users to host live events for up to 1 million viewers, build VR stores with 3D objects, create educational interactive content and much more.

### REFERENCES

- Aalto University Executive Education – live-streamed lecture using VR
- Gant – virtual store visit
- Consulate General of Finland in New York – virtual event
- Turku University – 3D printing course in VR
- Elisa Communications – live streamed visit to the nature for an elderly home
- Etelä-Savo Rescue Services – fire fighter training in VR
- Turku Philharmonic Orchestra – concert in VR

### CONTACT

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# MAKING IDEAS MATTER

## OUR SOLUTION

**FRAMME** works with brand asset management and retail production. We offer a service and SaaS platform that helps companies turn ideas into reality and manage their brand assets without compromising excellence. We have a curated ecosystem of producers, artisans and craftsmen who know how to deliver quality while looking after the environment. Our own knowledge allows us to educate as well as combine techniques to create unique solutions. Meanwhile, the online SaaS platform makes it simple to control your brand assets globally. We believe in people and the planet. Because of our strong social and environmental focus, we are likely to become the first European B Corp in our industry.

## COMPETITIVE ADVANTAGE

We create value and competitive advantage through a unique curated ecosystem of producers. Framme combines internal knowledge and digital technology (SaaS) to manage brands globally. We bring physical production together with VR, e-commerce and digital interactivity to offer even more powerful experiences that drive behavior.

## IDEAL CLIENT

We currently work with unicorns, like Wolt and Klarna, as well as with retail powerhouses such as Amer Sports and Scandinavian alcohol distributor Altia (Finlandia Vodka, Koskenkorva).

## COMPANY

Framme is a marketing production service and SaaS platform that helps brand builders turn ideas into reality and manage their brand assets – without compromises. We are here to build meaningful connections in an increasingly sustainable way. Currently, we are helping with projects all over Europe, and our SaaS brand management platform is used in 21 countries worldwide.

## CONTACT

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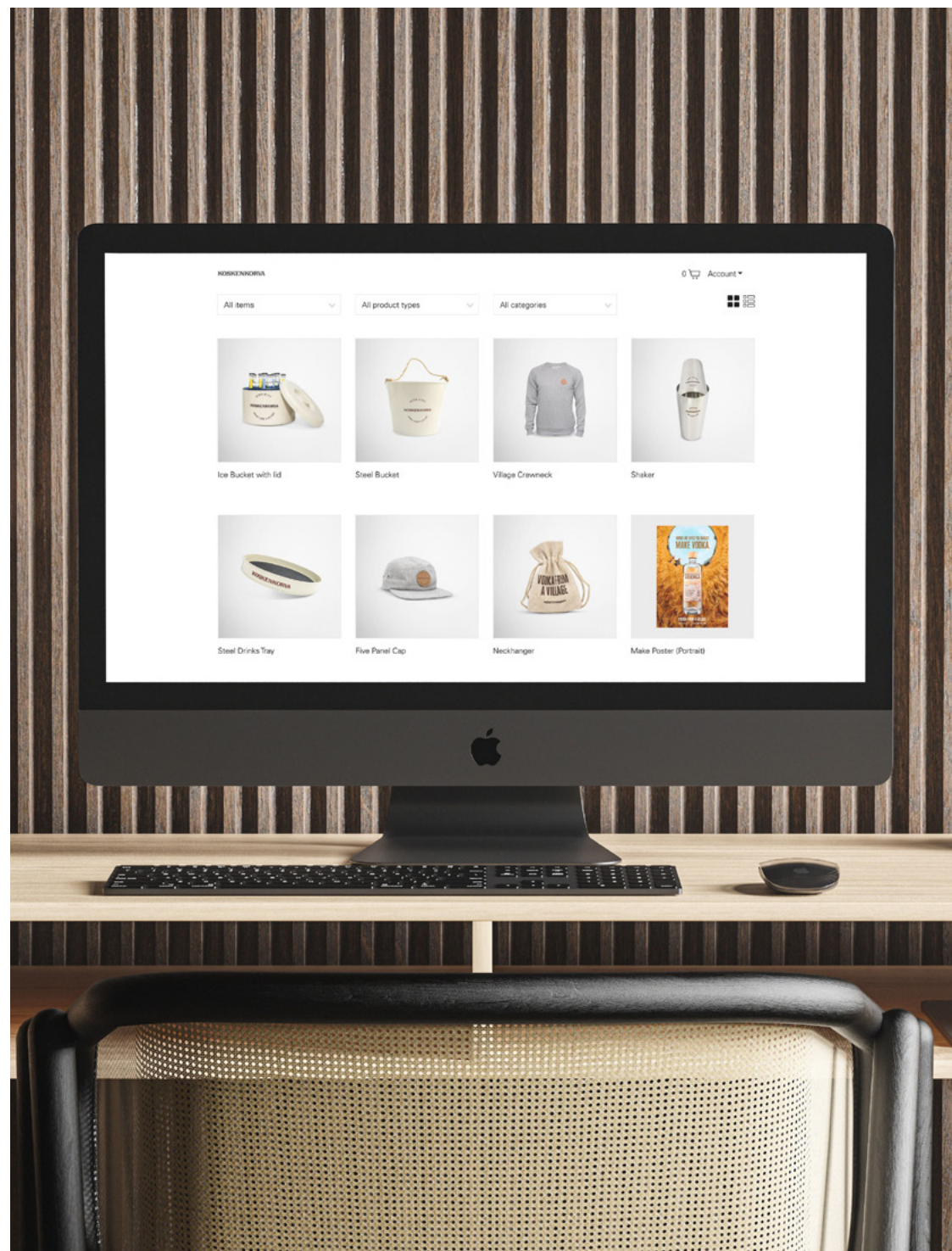
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# FINLAND

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