

Retail Systems awards 2021

WINNER'S PROFILE

OMNICHANNEL SOLUTION OF THE YEAR & IN-STORE INNOVATION OF THE YEAR



It was a double accolade for Sitoo this year, with the judges wowed by the company's cloud-native technology. The retail POS and Unified Commerce Platform proved itself a gamechanger for achieving seamless omnichannel integration.

The solution enables unified commerce with real-time data across all sales channels, opening up access to stock everywhere, and giving shoppers the opportunity to choose where and how to have their products delivered. Product information, campaigns, pricelists, inventories, and customer data are all synchronised – giving true unified commerce.

"Clever and useful, this is the kind solution that truly makes a change," said one judge on the panel. "It's innovative, straightforward to implement and delivers results."

Sitoo POS is a mobile first system and responsive so whether retailers choose to keep their devices mobile or station them on a counter, they can give their customers the service they want. Packed with complete POS functionality - and powered by the Unified Commerce Platform - it gives store associates all they need to deliver an 'above and beyond' customer experience.

Sitoo gives retailers the best tools



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they need to provide customer convenience across stock, purchase, payment, delivery and return while, at the same time, empowering associates, unifying sales channels in real-time and streamlining inventory management.

"It's a fully integrated omnichannel system integrated seamlessly into existing warehouse management, with distribution and merch planning applications all rolled out in a day, it sounds remarkable!" said another judge.

The judges also praised Sitoo's strong case studies, including a premium fashion brand that replaced their expensive, clunky, and archaic system with a simplified IT architecture. The swap needed minimal customisation and enabled the retailer to deliver a far more human experience in store.

As well as this, the innovative platform has enabled a world-leading bedding and mattress group to complete their customer transactions over a cup of coffee, in a comfortable setting, rather than at separate desks located elsewhere in store. Plus, the company was able to integrate the technology with existing systems throughout its retail landscape.

With such a cohesive and seamless omnichannel solution, it was no surprise Sitoo took home two awards.