

IS IT FOR YOUR BUSINESS?

GET IN TOUCH



WHETHER YOU ARE IN
RETAIL | MANUFACTURING | SERVICES | B2B | B2C
AND CONCERNED WITH



Customer-focus

Your customers are the main inspiration for your business. You want to offer them the smoothest shopping experience, and propose them solutions tailored to their specific needs.



Involving purchases

Your customers put a lot of efforts in finding the perfect product: browsing through catalogues, comparing product characteristics, optimizing their choices according to a variety of criteria, reading reviews, asking for advice...



Combinable offer

Your products/services come in multiple variants: they have accessories, they can be bundled with other products/services or they can be customized. They get combined in specific ways to suit your customers' projects (eg. their new house).

OUR OFFER IS FOR YOU!

YOU WANT TO SEE FOR YOURSELF?

YOU CAN FIND US THERE

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AI-POWERED CONFIGURATORS
& SHOPPING ASSISTANTS



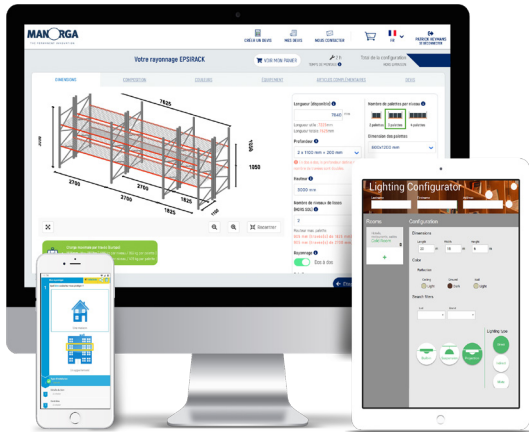
TRUSTED CO-DESIGN APPS
FOR SMOOTHER SALES





Simple questions...

At the front-end, a simple, need-oriented user interface allows your customers or sales reps to create their own customized solutions without having to think about the technical aspects of the products.



...accurate answers

At the back-end, SkalUP AI handles the tedious and knowledge-intensive tasks needed to propose compliant solutions. Applicable business rules are editable and can be of any amount, complexity and category, including:

- e-merchandizing rules
- compatibility rules between products / accessories / spare parts
- legal and regulatory constraints
- hard rules (constraints) and soft rules (preferences)

YOUR BENEFITS

1

Optimal customer experience

Your customers are more confident in their choices as they collaborate to the solution design. They spend less time searching and have a higher satisfaction.

2

Salesforce productivity

Your sales staff and experts can focus on their value-added tasks and rely on our software to do the rest. As a result, a greater amount of sales can be handled digitally.

3

Trustworthy recommendations

The co-created solutions match the customers' needs and are compliant with all the business rules. Data-collection, analytics and profiling allow for continuous optimization of the recommendations.



Technology integration

SkalUP AI's unique capabilities rely on the integration of three technologies: configuration, recommendation and optimization. While configuration takes care of compliance, optimization and recommendation allow to select and rank the best solutions, e.g. according to price, margin, availability, user profile...



SkalUP provided us with a top-notch alarm system advisor. The technology gave us full control over bundle assembly and e-merchandising rules. It seamlessly adapted to our catalog format and its evolution.



François Goujon
Digital and Marketing Director
Conrad Electronics France.



SkalUP software is also

- **OMNI-CHANNEL**
runs on any platform or device
- **INTEROPERABLE**
with common e-commerce and business software
- **EVOLVABLE**
with new business rules and products
- **FAULT-TOLERANT**
features auto-completion, conflict resolution, explanation...
- **VIRAL**
allows users to share and discuss their projects
- **COMPLIANT**
with the highest development standards and GDPR

