

IS IT FOR YOUR BUSINESS?

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!

GET IN TOUCH

YOU WANT TO SEE FOR YOURSELF?
YOU CAN FIND US THERE

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AI-POWERED CONFIGURATORS
& SHOPPING ASSISTANTS

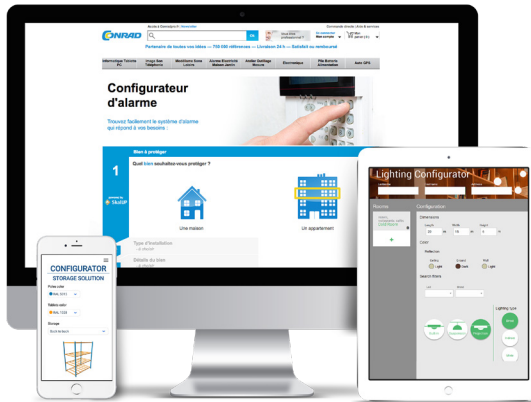


TRUSTED CO-DESIGN APPS
FOR SMOOTHER SALES



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

