

GRAZ.TECH

Retail

About us

We are an experienced Ukrainian IT company that provides **Q-commerce, data & customer** management IT platform for retail, increasing business **profitability**.

Our customers are leading in segments companies: Rocket (on demand delivery), Zakaz.ua - acquired by Glovo (grocery delivery), Lotok (omnichannel grocery retailer), Umico.az (marketplace) and others

Market prerequisites

- Grocery market growth is moderate, and competition is growing, profitability margin is low;
- Changes in shopper behavior and experience: shift to online shopping;
- Customer loyalty is deteriorating, hard to retain customers in a single channel;

Business Challenges

- Profitability shrinking
- Customer migration to a new digital commerce sales channel;

Solution



Go digital

Digital sales channel (quick or planned delivery) will contribute additional **7% to 15% of revenue within 12 months**



Go omnichannel

Omnichannel customer experiences with loyalty program improves customer lifetime value (CLV) **up to 8-12% in 12 months**.



Add personalized shopping experience and promotions

Personalization helps to grow conversion rate and average order value (AOV) **up to 5-7% in 3 months**.

graz.tech is your end to end guide to digital/quick commerce business.

01

We build customer facing interfaces (App/Web);

02

We automate all e2e multi-channel processes via our cloud-native platform;

03

We build customer data warehouse for personalization and provide marketing automation tools

04

We have reporting system that helps track key performance metrics both operational and client metrics

System components



Client interfaces



Integration bus that connects all existing systems (you don't have to change existing accounting System/ERP)



Cloud-native back-office system to manage business processes

Project stages and timelines (10-16 weeks)

- Enterprise architecture audit (it architecture, business process architecture, equipment)
- Customer research (optional)
- Solution design (ux/processes)
- Launch of the digital store (web/app)
- Back-end deployment and testing
- DWH set-up and integrations to collect customer information
- Marketing automation tools set-up
- Onboarding and training
- Commercial launch



Why us

- Graz is a platform solution, all required components in one place
- We are SaaS solution that is more affordable (lower CAPEX) and result-oriented
- Flexible IT architecture with service bus component that allows to manage all integrations quickly
- We are retailer professionals in the first place, and our omnichannel retail experts help to drive changes across functional teams.



Summary

- We deliver result quickly (revenue, LTV, ARPU)
- Quick launch
- No changes to existing systems
- Pay-for-performance approach
- SaaS solution - cheaper to deploy and run
- Dedicated team, that will help to launch the system
- Customer experience management platform that delivers personalized customer experience.

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