Problem

Still based on 90's logistic, Retailers can't move to omnichannel

Alibaba.com

ebay

amazon

Tomorrow retailing will be omnichannel but Pure Players lead the way while Retailers fall behind.

Solution

Retail Reload bring the logostic disruption they need to make up for lost time

We help them to move...

from a warehouse silo's based approach...

to an agile circular store-based approach

Retail logistic omnichannel IoT conversion
Saas Reccurent Revenue for SW providers
6 competitors
A €B 30
Annual TAM
Total addressable Market
A €B 3.6
Annual TAM
Total addressable Market

Our ambition
Becoming
the sales Force
of Stock management
An end-
to-end SaaS
Solution
salesforce
Moved CRM
to SaaS age
retail reload
Moves stock
management
to SaaS age
We deliver
strong
value

An end-to-end SaaS Solution
converting stock-management to omnichannel

SaaS delivery
An operating expense, not an investment ready to use

Not disturbing
Easy to integrate with IT SW legacies
No overlap

Scalabe
Technological and international partnerships

Best performing
Real time exclusivity (USP)

100% mobile & omnichannel
Ready for challenges of connected retailing

Big Data upgraded
Data science activation leveraging data value

FACTORIES
Manufacturing
Serialization

WAREHOUSE
Supply
Shipment and expeditions: Unit-level real time follow-up

STORES
Sales operations
Unit-level real time move and status follow-uo

E-oders picking and expedition

App front-end for Sales Associates Mobility

e-CHANNELS
E-commerce
Real time view on unified stock available for sale

HQ
Supervision
API for Legacies integration (IT)

New value added business item unique-level data (BI, CRM)

We deliver strong value

	Etam 462 stores	undiz 160 stores
Comparable stores Sales uplift	M€ 14	M€ 5.2
Omnichannel savings	M€ 1.7	M€ 0.7
BI activation (additional gross margin)	M€ 2.2	M€ 0.9
ROI achevied in	9.4 months	11.4 months

A SaaS model with strong TCR per client

Upstream one-shot revenues

POC - Pilot Project

K€ 75

Set-up fees

K€ 100

Production Roll out

SaaS MRR per store

105 € to 150 €

3 years contract

+ cross sell

Total Contract Revenue

150 stores retailer	500 stores retailer	1 000 stores retailer
M€ 0,81	M€ 2,34	M€ 3,7

An high scalable model

We focus on SW & SaaS

One single robust and versatile Software

Adaptable to every sales model and sectors

Low COGS

We rely on powerfull partners for fields prestations

Physical deployment & maintenance

EU Hub One

USA velociti

Hardware RFID manufacturers

IMPINJ ZEBRA nordic id

RFID Tag manufacturer

AVERY DENNISON rpac

We build a big players commercial ecosystem

SW providers

SAP avanade Mi9 RETAIL Manhattan Associates.

Intégrators

accenture High performance. Delivered. Capgemini

Five experts in Retail or engineering

François Baillet
Chief Operating Officer US
36 years old

Degree in engineering – Ecole Supérieure de Mécanique et d'Electricité (ESME) – 2006

10 years of experience in IT project management and quality assurance. He is based in the US since 8 years and has recently run the first successful RFID program in the US with American Apparel. During this experience, he had to manage both the IT and operation teams and has become a subject-matter expert in RFID technology.

Guillaume Verne
VP - Pre-sales Manager
53 years old

Graduate of Institut d'Etudes Politiques de Paris - 1986

Worked in French administration (1988-1991), Corporate communication (1992 -1995) and as strategic planner (1995-2000). In 2000, joined, as managing Partner, the CRM company Yves Curtat has founded- developing a strong expertise in pre-sales approach. In 2007, became Managing Partner of the Retail Innovation consulting Company cofunded with Yves Curtat. Has become a subject-matter expert in omnichannel and IoT strategy for retailers.

Yves Curtat
CEO and Founder
54 years old

Graduate of the Institut supérieur du Commerce de Paris - 1986

Founded in 1986 an above the line communication company specialized in retail activities bought by BBDO group. Then founded in1999 a CRM company that create many loyalty programs for retail bought by Havas group. Then Yves acted as independent High level strategic retail innovation consultant Expert in omnichannel transformation (Nespresso 14 years Orange 5 years). Yves has become a subject-matter expert in business value delivered by using technology in retail activities.

Frédéric Garzon
Chief Technical Officer
44 years old

MSCS – Ecole Supérieure d'Electricité (SUPELEC) 1996

Frédéric has more than 20 years of experience in software development, information security and software technical sales. He spent 5 years in the US for IDnomic, a French Software vendor, to develop technical partnerships and indirect sales for Cloud solutions. He is passionate about helping customers make the best of the technologies Retail Reload provides. He also understands the complex organizational & business challenges that come with large software projects.

Hervé Lecart
VP, Information Systems
53 years old

Mastery - Applied Computer Science, Paris IX Dauphine University 1991
MSCS - Network & System Engineering, Pierre & Marie Curie University (Paris VII) 1992

25 years of experience in software product management and SaaS services (see achievements at www.opentrustmft.fr and www.letreco.fr) with entrepreneurial background. He recently spent two years working in the international product design team at DocuSign, the worldwide leader in cloud digital signature (www.docusign.com) based in San Francisco, CA USA.