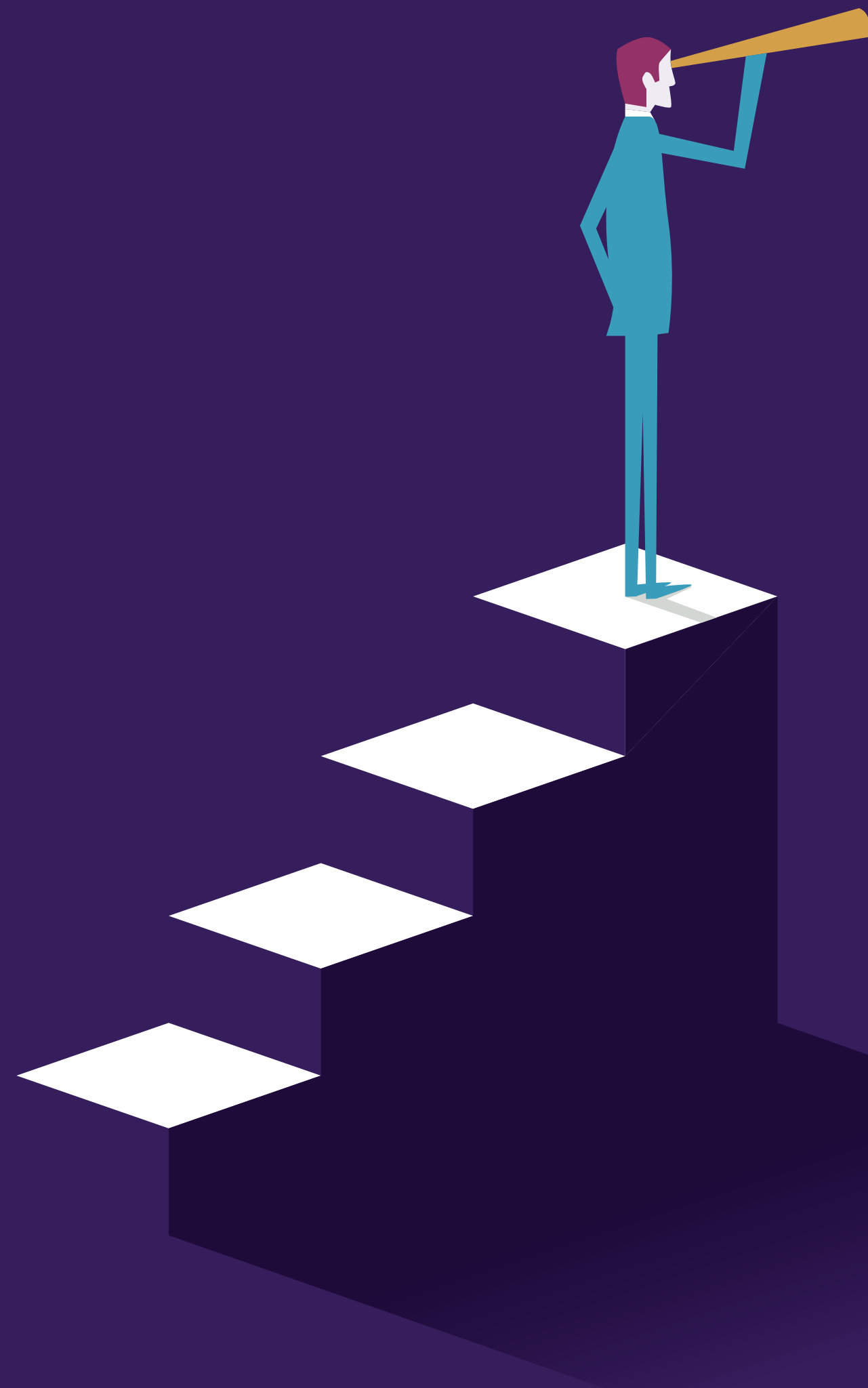




LS Retail
an aptos company

Statement of Direction



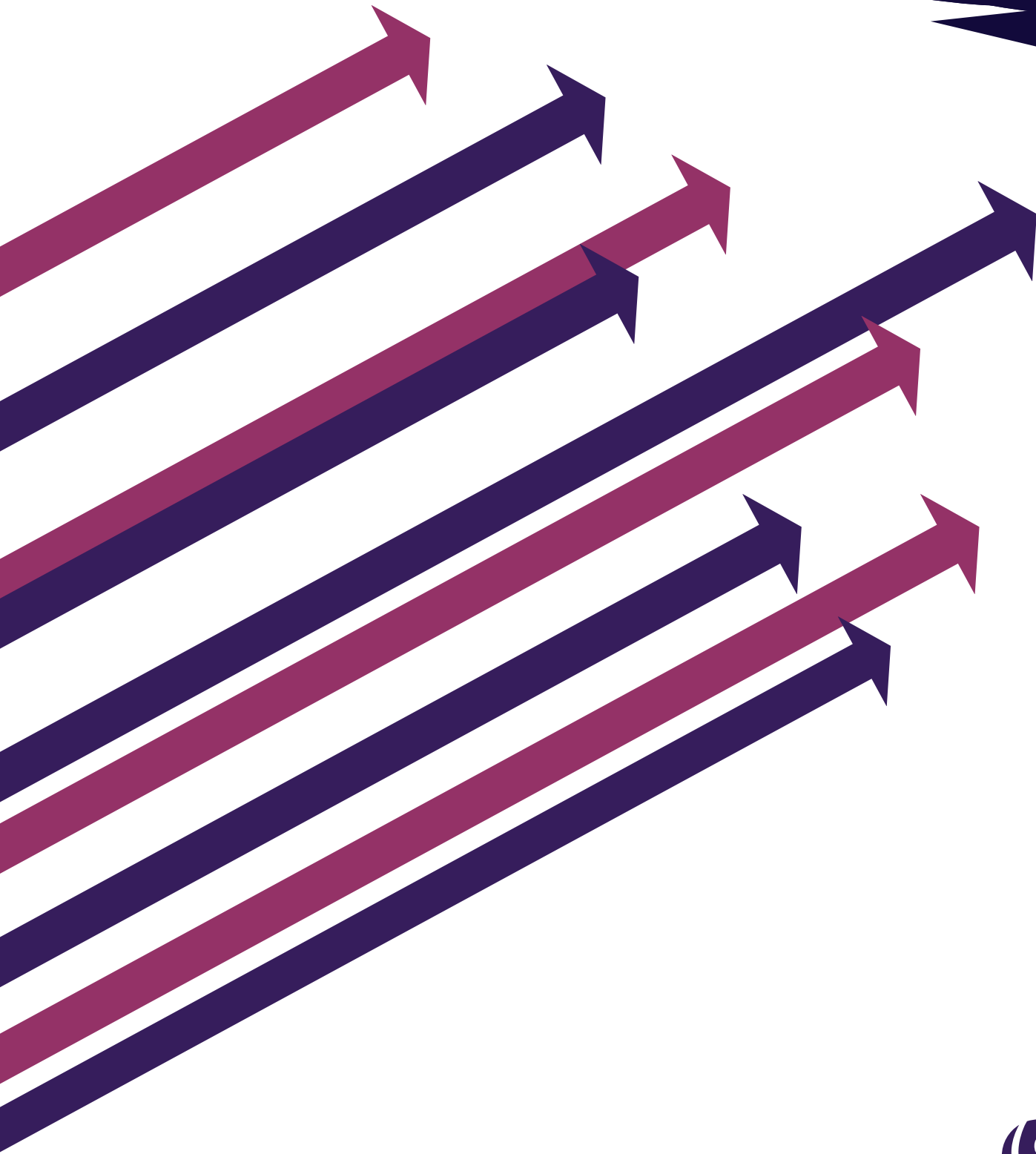
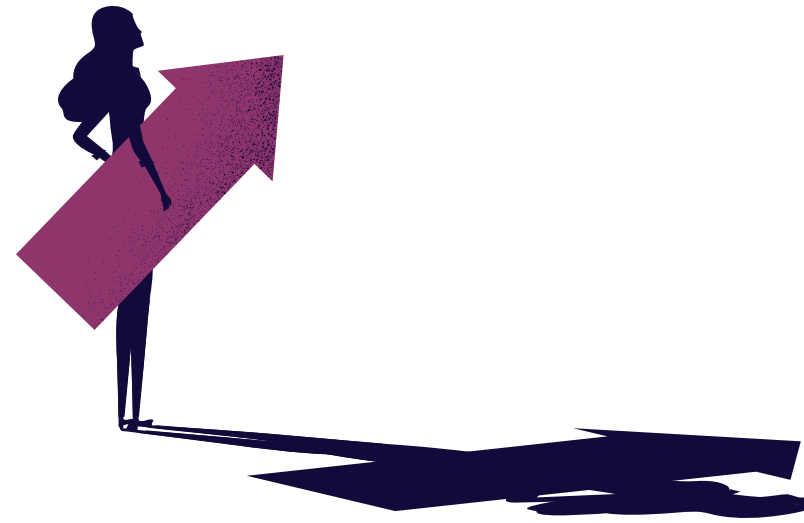
Our vision for the future

The future of retail, hospitality and food service is personalized, convenient, and frictionless.

Tomorrow, the industry leaders will be those who move quickly alongside their customers, and who can deliver the right goods at the exact time and place consumers want them, eliminating all complexity and friction.

The simplest, most effective way to achieve this is with unified commerce infused with intelligence, running in the cloud.

Key trends



Here are the main trends we believe will continue to shape the future, changing the way companies do business and use technology:

eCommerce should be a key component in any retailer's strategy. Businesses need a solid integration of all sales channels, so they can be where their customers are, and deliver seamless, consistent experiences across the whole customer journey. To this end, **unified commerce** software will remain a key technological investment for businesses in retail, hospitality, and food service.

The **future of the POS is unattended**. Functionality that has traditionally been part of the POS in the hands of a sales associate will move to the customer's device. We can already see this trend making waves across industries, from restaurant ordering apps, to online appointment booking, to self-scanning and self-checkout via ScanPayGo apps. As customers increasingly demand autonomy, we will continue

to see a growth in contactless and self-service technologies like **self-ordering, self-checkout, contactless payments and touchless delivery**.

Companies are moving away from general and custom-built IT solutions, opting instead for **industry-specific, verticalized systems**.

Data remains one of the greatest assets for businesses, especially as supply chain challenges become more frequent, and sales patterns continue to shift quickly and unpredictably. Affordable advanced machine learning and analytics technology running in the cloud is empowering more companies to use their data to optimize operations, understand their customers, and stay on top of fast-changing trends.

Unified commerce

Above and beyond omni-channel

Consumer **shopping journeys move across online and offline touchpoints**. Today, the most successful businesses consider their physical retail and eCommerce as one.

To offer a seamless omni-channel experience to customers, and to get a single view of their business and customers, retail, hospitality, and food service businesses need **unified commerce** software. Unified commerce is a **centralized platform that unifies all data and channels**, and connects them in real time. It is the future of business. Companies get a complete view of their entire operation and of every instance their customers interact with them, and can make decisions based on information that is timely, complete, and reliable.

Personalized interactions

Consumers increasingly value **personalized experiences and communications**.

By tracking in the same system all contacts with a customer across different touchpoints, unified commerce software enables companies to **recognize their customers as individuals**. Once they know their customers' habits, preferences and past purchases, businesses can speak to them in a personalized way, make meaningful product recommendations, and build engagement, in person and online.

For example, a hotel could recognize a returning guest and make them feel welcome with a complimentary newspaper in their preferred language, or a special offer for their favorite spa treatment. A retail store could let a loyal customer know that an item on their online wish list is on sale.

Experiences across industry lines

Unified commerce software with multi-industry functionality enables companies to **manage multiple functions, for example retail, catering, ticketing, and accommodation, with the same technology**. Using one management system across the whole company enables businesses to

- Cut costs
- Simplify the IT stack and reduce time spent on managing it
- Train employees faster and move them across positions
- Have greater brand consistency
- Accelerate speed of execution, as it reduces the need to integrate new software
- Expand to new industries and concepts.

Intelligent retail

Analytics and machine learning

Businesses no longer need to rely on spreadsheet analysis to make critical business decisions. **With advanced analytics and machine learning tools available in the cloud**, businesses of all sizes can now tap into big data and dig into how to best serve customers at an affordable price, and with very limited complexity and implementation time. **Cloud-based business intelligence** (BI) solutions present information via intuitive dashboards and reports, helping businesses quickly uncover insights and see opportunities, without needing a data scientist or analytics expert.

This intelligence will drive the future, enabling businesses to

- Transform disconnected data into **actionable information**
- Know who to target with **marketing** actions and how to engage with every customer
- Support **logistics and operations** with forecasts of what to keep in stock, where and when
- Help **customers** feel valued and recognized as they navigate the physical and digital worlds

Planning, supply chain transparency and operations

Many business forecasts fail because they are based on data that is full of gaps and not real-time.

But the future is **real time and intelligent**.

By investing in unified commerce platforms, retail, food service and hospitality businesses can break down the siloes between channels and gain a clear, single view of their inventory online, in-store, and in the warehouse. With this complete overview, companies can redistribute stock quickly to avoid out-of-stock scenarios, optimize their operations, and adapt quickly to changing situations. Once their data is organized in a single database, businesses can run it through **business intelligence and advanced analytics** tools in the cloud, **and build demand forecasts and plan sales and distribution strategies** based on current, complete data.

Intelligent retail

Cloud and hybrid cloud

The cloud has established itself as the most valuable technology to

- Reduce **hardware expenses**
- Simplify **upgrades** and shorten upgrade cycles
- Speed up **innovation**
- Support **remote work**
- Move at the pace of **consumer demand**.

We believe that **the cloud is an opportunity that businesses cannot and should not miss**.

Moving to the cloud is a **necessary, urgent step**. At the same time, not all businesses are ready for this shift. That's why we also empower companies to go hybrid, and **keep some core elements of their IT in house**, if they choose so. The **LS Retail hybrid cloud approach** sees applications distributed across companies' own data centers and our cloud platform. We leave businesses the option to **consume the cloud on their terms**: they can for example choose to retain confidential transactional data in their own data center, or to run the POS offline. At the same time, they can also spin up a data warehouse in the cloud to take advantage of our cloud-based analytics tools.

Verticalized, industry-specific solutions

Today, many businesses are losing efficiency due to an IT setup made of multiple, disjointed legacy systems. These software solutions often have no underlying vision or future roadmap, and become outdated shortly after implementation.

But fast-changing consumer habits require speed of action, and technology that supports rapid decision-making. General and custom-built IT solutions are likely to become a thing of the past. Companies are starting to realize that the only way to keep up with rapid change is to choose **industry-specific software solutions** that:

- Don't require costly **integrations**
- Include all the **industry capabilities** that businesses need out of the box
- Can be easily **maintained, updated and expanded**
- Are developed by **experts who know the industry** and understand its challenges
- Have a **clear roadmap**, with constant maintenance and development of the platform.

Point of Sale (POS)

The POS of tomorrow is a point of service that runs on many different types of devices, including kiosks, self-service machines and the customers' own phones, and which supports contactless, personalized (self-)service.

As consumers demand autonomy and service on their own terms, tomorrow's POS will be multi-functional, enabling customers to look up product information, order products from other locations, see recommendations based on personal preferences and shopping history, book appointments, and check out and pay.

Committed to innovation

With consumer demand changing at exceptional pace, businesses need technology that is not only rich in functionality, but also **gives them agility and speed of action**. At LS Retail, we are committed to keeping on top of emerging trends, and we will continue to use this knowledge to develop our product roadmaps.

At the same time, our strategy is informed by a long-term perspective. Our vision is to develop **technology that will last**. We concentrate our investments in innovation that we believe will have a **long-term impact**, helping companies achieve and surpass their goals as regards customer experience, consumer engagement, intelligence, reliability and staff empowerment.