

# Empowered Associates & great shopping experience

*Sitoo began life as an eCommerce platform but realized what the industry truly needed was a scalable solution to bring together physical and digital retail - and make Unified Commerce a reality. The company today enables retailers around the world to unify all physical stores and online sales channels in real time and empowers store associates to deliver a seamless cross-channel experiences. Sitoo was recently recognised in the 2024 Gartner® Market Guide for Unified Commerce Platforms Anchored by POS for Tier 2 Retailers. This recognition validates their approach, according to Jens Levin, Sitoo CEO. He warns that rather than focus on fixing omnichannel-related problems with legacy systems, retailers should prepare for the future. "At the current speed of digitisation, you need to be ready for whatever happens next."*

Choice and convenience are the biggest benefits of online shopping. Most stores have a larger amount of stock online than at their physical locations, and consumers know it. Yet at the same time, consumers continue to value the physical shopping experience. Retailers want to give consumers the best of both worlds, but that's a struggle. Your typical retailer juggles around 40 different omnichannel flows, as Jens points out. So how do you synchronise data, avoid channel conflicts, and ensure inventory visibility across all of those, for example?

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tomorrow and you risk missing out," he says. "You need to future proof and be prepared for new shopping behaviours. The good news is that with Sitoo, retailers can build the right foundation for future success."

Jens emphasises that they're a certified member of the MACH Alliance, a certification adding an additional level of assurance for retailers that they're choosing the best-in-class vendors that can deliver a modern future-proof technology committed to the MACH principles (Microservices, API-first, Cloud-native and Headless solutions). "Innovation, a pioneering approach, and pushing boundaries of what's possible

with retail technology sit at the heart of everything we do. We are enabling all the omniflows, taking care of the in-store customer journey but also making it easy for retailers to integrate within their other sales channels."

In your typical Scandinavian shopping mall, more than 25 percent of stores use Sitoo, according to Jens. The technology is now live in 25 countries. The focus is on Europe's biggest retail markets but the Sweden-based company is also preparing to launch its own subsidiary in the US. "We work with many fashion brands who are active in different markets, so it makes sense for us to have a broad, international presence," says Jens. "We have a proven track record in creating unified shopping experience across diverse geographies."

Jens is pleased with the recent Gartner recognition. "They're telling retailers to seek for a modular and flexible POS solutions that can deliver agile implementation within a flexible enterprise architecture. The report also advises that the retailers CIOs should verify the vendor's capability to deliver a cloud-native POS solutions that guarantee adequate resilience, data security and privacy. This recognition by Gartner is a testament to our product and our beliefs that modern, composable architecture is the future for retailer to be able to keep pace with all the changes happening in retail."

**Sitoo**  The POS and Unified Commerce Platform for global retailers

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Website: [sitoo.com](https://sitoo.com)