20 Most Promising CPG Tech Solution Providers 2017

The year 2017 for CPG will not be confined within the walls of data analytics and cloud computing. The latest trends show that CPG companies are rapidly adopting augmented reality and virtual reality for deriving business insights that increases real-time value.

Combination of artificial intelligence, natural language processing, and learning network, commonly referred as cognitive computing too will continue to influence CPG market. More and more organizations are injecting cognitive computing into their solutions that retailers are about to upgrade or replace. Besides that, omnichannel analytics will be key element that is bound to disrupt the CPG landscape. Not only this variation of analytics provides trade analytics data across various online platforms, it also tracks the shopper journey that provides holistic product performance. Moreover, leveraging omnichannel analytics will be fructuous for organizations in CPG ecosystem to determine consumer trends and therefore mould their offerings to capture consumer's attention.

Technology proliferation is however transforming the current CPG arena. To help CPG companies find best-of-breed CPG tech solutions that suit their business needs, in this issue of CIO Review, we present to you the 20 Most Promising CPG Tech Solution Providers 2017, featuring the best vendors offering CPG technologies and services that help enterprises overcome challenges in this sector. The companies featured in this issue have exhibited vast knowledge and in depth expertise in helping CPG companies create seamless customer experience and highest value.

A distinguished panel comprising of CTOs, CIOs, analysts, and the CIO Review editorial board has selected the top players from the field of CPG. The listing provides a look into how these solutions work in the real world to get a comprehensive understanding of what technologies are available in the marketplace today.

We present to you "20 Most Promising CPG Tech Solution Providers 2017."

CreativeRealities

recognized by CIOReview *magazine as*

20 MOST PROMISING
CPG TECH
SOLUTION PROVIDERS 2017

An annual listing of 20 companies that are at the forefront of providing solutions for the CPG industry and impacting the marketplace

Company:
Creative Realities

Key Person:
Rick Mills
CEO

Description:
Develops and implements end-to-end digital solutions for the retail industry

Website:
cri.com

Creative Realities
Unleashing the Retail Shopping Experience

As today's retail industry is going digital, retailers are facing significant challenges to lower the overall cost of retail technologies and bring about a seamless shopping experience. In addition, the seemingly endless choice of brands and products makes it difficult for any one brand or product to stand out. Based in New York, Creative Realities' CX platform offers a cloud-based software solution that enhances the shopping experience by keeping shoppers connected to the brands through technology such as smart shelves or display technology that delivers immersive story-telling.

Creative Realities begins their journey by meeting each client to gain an understanding of their business problem in their retail locations or when they are engaging with the customers. As Rick Mills, CEO of Creative Realities, says, "Each situation is different and our planning process is designed to help clients understand and validate the choices they have made to solve their unique challenges." Creative Realities will then do strategic planning and design, build, integrate, and deploy the right solution to address the issue.

The CX platform runs on Amazon servers and is designed to be able to communicate with any device on the Internet of Things, as well as with phones, tablets, iBeacons, and POS pricing and inventory systems. Clients can choose to have a self-service model, which allows them to use the software, but manage the content and do the scheduling themselves.

In addition, Creative Realities can integrate multiple data feeds and content sources. Whether its live video, social media, or web services, such as music, news, or weather, they smartly integrate to virtually any in-store environment. The vision behind their software and technology is to enhance the shopping experience, making it more immersive, informative, and intuitive in a way that feels native to the space the customer is in.

Rick Mills

> **Each situation is different and our planning process is designed to help clients understand and validate the choices they have made to solve their unique challenges**

For instance, Revlon, a Category Leader across many mass channels, was looking to command shopper attention in Pharmacy and Grocery. Their goal was to break through the clutter and make connections with important target segments, primarily millennials. Creative Realities designed and engineered a digital system that made Revlon stand out from the sea of sameness. This helped command customer attention and drive traffic to Revlon.

Creative Realities also produced product demonstration videos for Revlon that helped shoppers choose products that work together by showing them how to apply it. This content was done in such a way that it would appeal to YouTube enthusiasts, who rely on social channels for inspiration. This dynamic content was deployed across a carefully selected store locations, to amplify the brand and command attention in the aisle.

To develop and engineer their products, Creative Realities partners with the best of breed in the industry. They bring their extensive expertise to the client experience by determining how the experience journey should engage their key Shopper segments. They also work with clients to design and create that experience, customized to the client's needs. This expertise and unique approach, combined with their dedicated approach and transparent process, helps Creative Realities stay ahead of their competitors.

Mills says, "It is interesting that we are seeing the trend of e-tailers moving to retail. This means retail is here to stay." Trends in the industry are shifting toward improving in-store customer engagement, personalized pricing, and Augmented Reality (AR) and Creative Realities plans to be at the forefront of these trends. They are also set to acquire two to three smaller companies in both 2017 and 2018. This forward momentum has Creative Realities well-placed to lead retail into the digital future. CR