

PRESS RELEASE

The RFID retail SaaS platform provider, with offices in the UK, Europe and CIS, are bolstering their global reach with associates dedicated to the US market.

Retail software experts, Detego, expand presence into the US as part of ambitious growth plans.

London, UK, 01 June 2020 — **Detego, an industry leader in RFID software solutions for retailers, has taken a major step to expand into the North American market. The cloud-hosted SaaS platform provider has more than 500 live installations of its software in the US, including both stores and distribution centers. Detego is now growing its US presence with the recruitment of Umesh Cooduvalli as Vice President of Sales for the US. Umesh has previously led many successful RFID projects in the retail sector and brings both specific market knowledge and a deep understanding of the technology and solution sales.**

Kim Berknov, Executive Chairman of Detego announced “the group is extremely proud to be working with some of the largest retail accounts in fashion and sportswear, many of which we have successfully deployed across the US. This has allowed us to gain unique insights into the challenges retailers face and utilise these learnings within our solutions. Now more than ever, retailers need to think smarter and more efficiently to ensure business continuity. Detego is confident we have developed the necessary solutions to meet the old and new challenges facing retailer’s supply chains and stores.

“With strong partnerships and large-scale RFID deployments already existing across the country, the addition of a USA based team is a logical next step. Umesh Cooduvalli brings years of experience in the retail RFID industry and will be able to offer both his and Detego’s years of expertise to US retailers looking to digitize their operations.”

Newly appointed Umesh Cooduvalli, commented “Detego has been leading innovation for RFID in retail for a number of years. I am proud to now be a part of the team, bringing their world-class solutions into the US market to ensure the sustainable success of retail.”

Detego, founded in 2011 with offices in the UK, Austria and Russia, is the only global RFID provider focusing solely on software for retail. Detego has developed the most comprehensive end-to-end SaaS-based RFID platform on the market, delivering operational efficiencies and revenue uplift across the value-chain, including factories, distribution centres and retail store networks. Detego provides its retail customers with fast ROI through improved stock accuracy, product availability and better decision making gained from the powerful item-level data, combined with its comprehensive reporting and AI capabilities.

For more information:

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About Detego

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