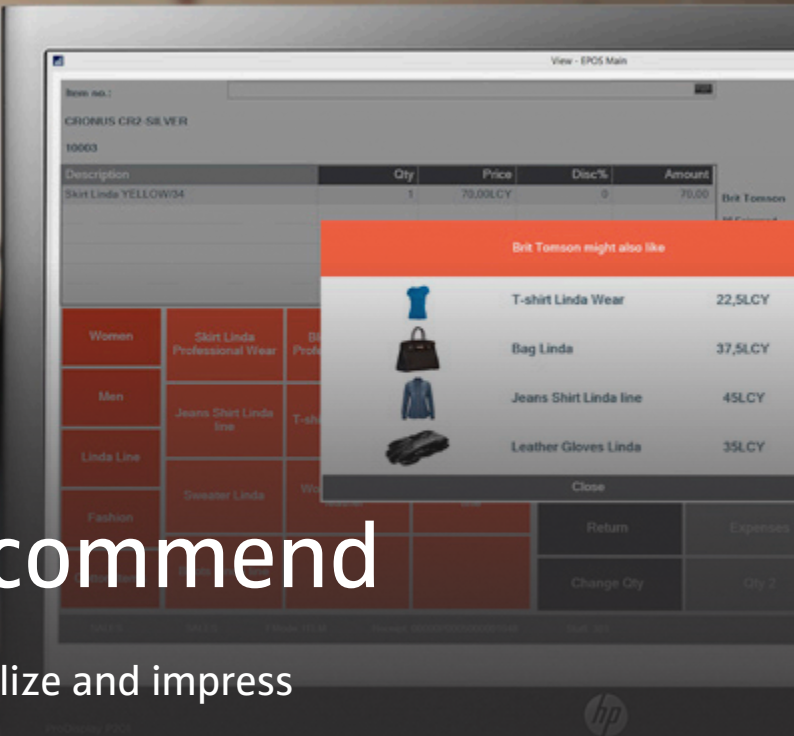




# LS Recommend

Predict, personalize and impress



## LS Recommend

Give your customers meaningful product recommendations based on previous purchases, online and offline.

LS Recommend analyzes shopping behavior and delivers predictive analytics to LS Nav and LS Omni. The service uses Microsoft Cortana Intelligence technologies, a suite of advanced analytics, and artificial intelligence (AI) solutions from Microsoft. LS Recommend is a cloud-based recommendation software as a service (SaaS) that you can deploy on all of your touchpoints: mobile and stationary POS, e-commerce site and loyalty app.

## LS Recommend will help you:

- Deliver personalization across every channel of your shoppers' journey
- Enhance product discovery and findability and increase basket size
- Push specific products and suggest them to the right customers
- Optimize conversions with recommendations based on customers' interests and actions

## Increase your efficiency with:



Meaningful product suggestions in the physical and online store



Technology that helps your staff sell more and give better service



Insights into which products are often sold together



Machine learning tools that make your recommendations increasingly precise



The same latest-tech AI suite that powers the Xbox Live recommendations

- Create an engaging customer experience
- Improve staff performance by giving your salespeople a support tool
- Meet your marketing objectives by delivering tailored promotions, emails and adverts
- Know your customers and take actions ahead of competitors

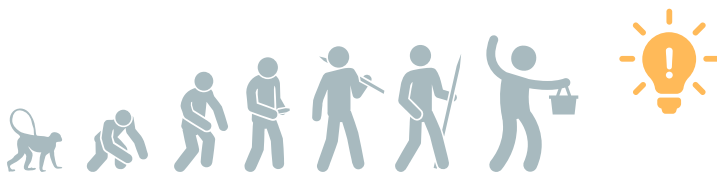
## Personalized experience on all touchpoints

Suggest items your customers will like

With LS Recommend you can analyze your customers' purchasing patterns and shopping history, and use this information to deliver targeted and personalized suggestions.

- At the stationary and mobile POS, LS Recommend guides sales assistants in giving relevant product suggestions to shoppers.
- On the e-commerce platform and mobile app, the service helps customers find the perfect item by displaying relevant products based on historic and common customer trends.

The Power BI dashboards and reports can be shown within the Dynamics NAV client that your staff is using all day. That means that they do not need to leave the Dynamics NAV client to access critical business information.



## Loyalty tools

Drive dramatic increases in engagement, conversion, and loyalty

With LS Recommend, you can use information from previous transactions to predict which items your customers are more likely to be interested in or buy. Built using Microsoft Azure Machine Learning, the recommendation engine uses customer data - either past customer activity you have uploaded or data collected directly from your stores - to offer recommended items to your customers and increase conversion rates.

With LS Recommend, you can:

- Automatically recommend items that are frequently bought together and are likely to be consumed together
- Learn from shopping patterns to increase your product's discoverability and boost sales
- Use the purchase history of a specific customer to provide recommendations unique to that customer and personalize their experience.

## Cloud-based benefits

Industry-leading tools to know your business data

LS Recommend is available as Software as a Service (SaaS). This delivery model has many advantages:

- Access your data whenever you want, wherever you are
- No need for special hardware: run LS Recommend in a browser, on your favorite device
- Attractive subscription pay-as-you-go pricing
- Grow and shrink at will: the service can scale with you
- No need for expert IT staff to deploy and use the service
- All your data is backed up automatically in the cloud