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Innorange to collaborate with S-Group

Retail In-store Analytics solution provider Innorange Oy and S-Group starts collaboration through the Corporate Venture Program coordinated by Lahti Region Development LADEC Ltd.

Innorange is a provider of consumer analytics solutions for brick and mortar retail. Having already multiple customers both in Finland and abroad, Innorange is now looking forward to this opportunity to work together with S-group to further develop our solution.

“We are excited to collaborate with Innorange and gain understanding how measuring number of store visitors and the effects of marketing activities, will help us to execute and follow our day-to-day operations with best efficiency and consumer experience” **says Karlos Kotkas, Development Manager S-Group**

“In-store analytics market is growing fast and we are excited that S-Group is prepared to explore the vast opportunities on gaining insights of in-store consumer behavior analytics. We believe that this cooperation with S-Group gives us the excellent opportunity for further enhance the functionality of our service in collaboration with Finland’s biggest retailer” **says Markku Siikala, CEO Innorange.**

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Further information on Corporate Venture Program:

www.corporateprogram.fi

Innorange is a leading provider of in-store advanced people counting and consumer behavior analytics solutions. We collect data inputs and compute with complex algorithms meaningful, diverse and accurate business metrics and analysis for the store and chain management. The solutions can be deployed quickly and at very affordable price and can scale from one store to large chain of stores.

For further information please visit www.innorange.com

The S Group is a Finnish retailing cooperative organisation with its head office in Helsinki. Founded in 1904, it consists of 22 regional cooperatives operating all around Finland in the markets for groceries, consumer durables, service station, hotel and restaurant services, agricultural supplies, and car sales. The full formal name of the nationwide cooperative organisation is Suomen Osuuskauppojen Keskuskunta (SOK).
