



## RetailEdge: Modernizing Retail for the Digital Age

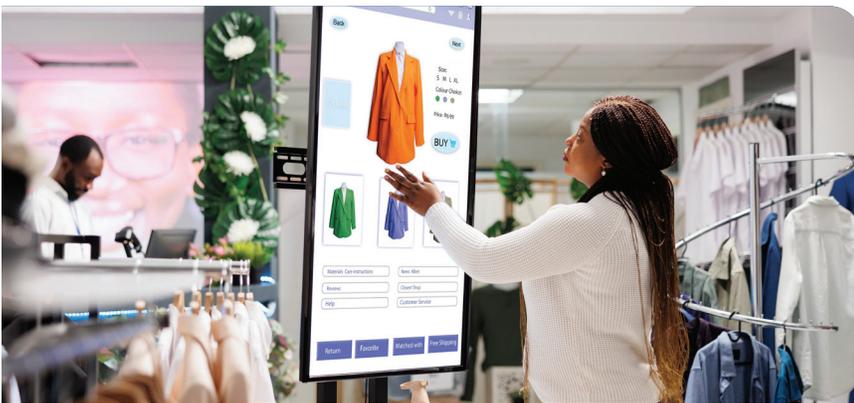


### The Retail Landscape is Changing

Today's retail environment demands more than traditional brick-and-mortar approaches.

#### Consumers expect:

- Personalized, frictionless shopping experiences
- Seamless integration of digital and physical touchpoints
- Real-time, intelligent interactions
- Adaptive, responsive store environments



### The Challenge: Bridging Legacy Systems with Future Expectations

Traditional retail architectures are rigid and disconnected:

- Monolithic backend systems
- Siloed and sub-optimal channel experiences
- Limited visibility and real-time insights
- Slow innovation cycles

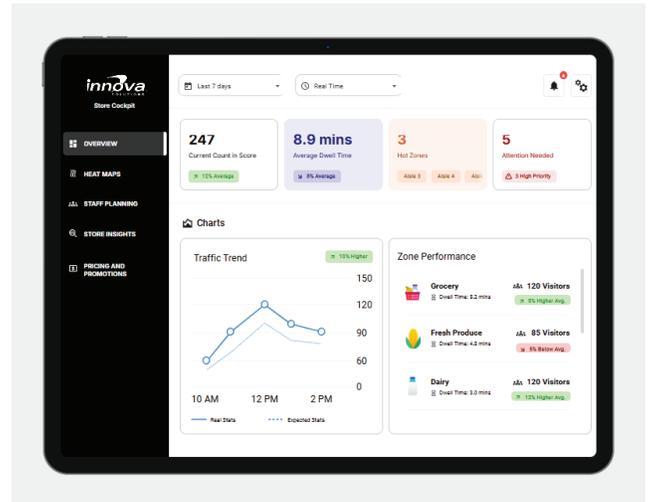
### Innova's Accelerated Engineering Methodology

Innova's approach transforms retail through legacy simplification, cloud-led modernization, and data-driven insights. Built on the principles of platform mindset and product thinking, it crafts phygital retail experiences that are modern, adaptive, and intelligent. Key aspects include:

- Implementing modular, cloud-native architectures and decentralized data models for scale and adaptability
- Leveraging artificial intelligence and advanced analytics
- Creating human-centered, experience-driven solutions through functional microservices and API-driven ecosystems
- Enabling rapid innovation and speed to market

# Key Capabilities

- **Advanced Digital Solutions**
  - Frictionless checkout
  - AI-powered customer insights
  - Digital payments and smart wallets
- **Smart Store Analytics**
  - Real-time customer flow tracking
  - Personalized in-store promotions
  - Optimized associate deployment
  - Advanced anomaly detection



# Driving Benefits with Automation and Gen AI

Innova leverages Automation and Gen AI in Retail Engineering to deliver speed, scale, and business value:

- **50% faster development cycles**
- **Improved code quality**
- **Enhanced developer productivity**
- **Context-aware solutions**

# Client Spotlight

A global POS product vendor teamed up with Innova to accelerate their go-to-market strategy and enhance their product engineering capabilities across various retail segments. Leveraging our deep expertise in retail (Fashion, Big Box, Food), we collaborated on next-generation feature enhancements, including digital payments, loyalty and CRM capabilities, integration with kitchen systems for QSR clients, checkout modernization, back-office applications, mobile POS, and more. Our managed services supported the deployment of the product across 20K+ retail terminals worldwide, successfully managing multiple end clients during the rollout phase.

# Why Innova?

Our Unique Value Proposition:

- **Deep retail domain expertise**
- **Cutting-edge engineering practices**
- **Human-centered design approach**
- **Scalable, future-ready solutions**

Let's Reimagine Retail Together.

Contact Innova Solutions to unlock the future of retail innovation

Innova Solutions – Advancing Retail To What's Next.

Retail Reimagined  
Powered by Intelligence. Fueled by Innovation.



Scan and know more about our Retail Solutions.

## About Innova Solutions

Founded in 1998 and headquartered in Atlanta, Georgia, Innova Solutions employs approximately 50,000 professionals worldwide and reports an annual revenue approaching \$3 Billion. Through our global delivery centers across North America, Asia, and Europe, we deliver strategic technology and business transformation solutions to our clients, enabling them to operate as leaders within their fields.



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