

## PRESS RELEASE

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### **Partners in big data: aifora and KIVALUE announce strategic partnership**

*The Düsseldorf-based software company aifora has entered a partnership with the innovation consultancy KIVALUE. The companies will combine their expertise in the areas of artificial intelligence (AI) and big data and support the retail industry in developing data-driven business models.*

Düsseldorf, 29.08.2019 – aifora and KIVALUE will work together strategically in the future. To this end, aifora will provide the innovation consultancy's clients with its cloud-based data-sharing and AI platform for retail automation. The aifora SaaS solutions use data from retailers and brands to optimize and automate inventory management and pricing using machine learning algorithms. KIVALUE will market the platform internationally and introduce it to its customers.

According to the common philosophy "Think big, start small", the companies pursue a holistic but pragmatic consulting approach, which focuses on the creation of immediate customer benefits. aifora's solutions are thus combined with KIVALUE's many years of industry expertise and integrated step by step into their clients' business processes.

Through their collaboration, the two companies want to support even more retailers and brands in building data-driven business models. This should enable them to work more efficiently, significantly increase sales, revenue and earnings, and reduce inventory levels. "We are excited to partner with aifora, one of the most promising new players in the retail automation market. Their vision for price and inventory optimization based on the principle of Shareconomy is a game changer, but the best part is the cultural fit with the aifora team who are as passionate for data, as we are," states Anton Pershin, CEO of KIVALUE.

Thomas Jesewski, CEO of aifora, is positive about the strategic cooperation: "KIVALUE is a trustworthy partner with a high level of expertise in retail and AI. They will contribute to making our solutions better known in an international environment and to spreading our common philosophy".

#### **About aifora**

aifora enables retailers and brands to optimize their prices and inventories across all channels and to automate the underlying processes. Through the use of artificial intelligence, data is processed on the aifora platform in such a way that it achieves maximum benefit. This results in a significantly higher level of profitability. The aifora SaaS solutions are quick and easy to integrate, can be individually configured and thus deliver a very fast return on investment. Clients include companies such as NKD, Reno and Peek & Cloppenburg Nord.

Find out more about aifora: [www.aifora.com](http://www.aifora.com)

#### **About KIVALUE**

KIVALUE is an innovation advisory. With a team of specialists passionate about data intelligence and business process engineering, they leverage cross-industry expertise in digital transformation. Vast experience across the retail, wholesale and transportation sectors makes KIVALUE the preferred strategic partner to solve critical business challenges. With its self-developed engagement model for customer success management and

continuous investment in research, the team ensures to always stay ahead of the curve. Their mission is to bring new thinking to organisations, helping innovate and embrace cutting-edge technologies.

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