ISRAEL
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THE ISRAEL EXPORT &
INTERNATIONAL COOPERATION INSTITUTE

Ministry of Economy and Industry
Foreign Trade Administration

Israel at SHOPTALK 2019

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The Israel Export & International Cooperation Institute (IEICI)

The Israel Export and International Cooperation Institute is your premier gateway for doing business with Israeli companies. Established and funded by the government and the private sector, IEICI's expertise in technology and product scouting, joint ventures and strategic alliances with Israeli companies spans more than half a century.

Whatever your field is, IEICI offers access to relevant businesses and government resources. IEICI will provide the information you need to connect, negotiate and do business all over the world.

Digital Media Sector

IEICI is committed to advancing the Israeli digital media industry by bringing together Israeli companies and leading companies from around the world. They are active in retail and e-commerce, broadcasting, sports tech, travel and hospitality tech, ad tech and consumer electronics.

The RetailTech ecosystem is growing and rapidly becoming one of the hottest hubs for commerce technologies, with over 250 startups operating across the board from logistics to in-store. These companies are leveraging Israeli´s expertise in deep-tech like the use of computer vision for self-checkout or the application of artificial intelligence for visual search.

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Ministry of Economy and Industry
Foreign Trade Administration

Foreign Trade Administration

Israel's Foreign Trade Administration at the Ministry of Economy is responsible for managing and directing the international trade policy of the State of Israel.
The Foreign Trade Administration operates over 45 economic missions in countries all over the world.
Each of the missions has a team that is dedicated to fostering trade and investment between local companies and Israeli companies.

Israeli Economic & Trade Mission to the West Coast, USA

The Economic & Trade Mission in the West Coast is the representative of the Israeli Ministry of Economy and Industry. Their primary mission is the promotion of business relations between Israel and West Coast , facilitating trade, economic cooperation, investments and R&D collaboration.

The team is located in San Francisco, assists Israeli and American companies and organizations, in opening doors, matchmaking and providing market information to facilitate successful long term relationships.

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Content

BRINGG

The Delivery Logistics Platform for Enterprises

Category

Supply Chain Tech

Solution at a Glance

Bringg is the leading delivery logistics solution for enterprises, providing companies from the retail, grocery, restaurant, consumer goods, logistics, healthcare and services industries with the most efficient way to manage their complex delivery operations. Some of the world's best-known brands in more than 50 countries are already gaining clear strategic value from our powerful platform, which offers the real-time capabilities they need in order to achieve logistical excellence across their delivery ecosystem, streamline their operations for peak efficiency, and provide their customers with perfect delivery experiences.

Our Offering

The Bringg SaaS platform enables enterprises to establish successful cost-effective operations that balance the needs of all the participants in their delivery ecosystem - from management at headquarters, through the teams in the field, and all the way to the end-customers who are at the heart of the entire process.

Unique Selling Points and Differentiators

Bringg combines a wide variety of capabilities and tools in a modular, enterprise-ready platform that includes logistics-related modules targeted at gaining optimal operational efficiencies (including automated operations and optimized routing), and customer-centric modules targeted at creating fully-controlled frictionless customer experiences at every touchpoint. This unique combination enables companies to simultaneously streamline their in-house logistics and customer-facing operations across the entire delivery ecosystem, and has made Bringg's delivery logistics management platform a strategic solution for enterprises looking to create a sustainable competitive edge in today's challenging marketplace.

Company References and Strategic Partners

Bringg's customers include markets leaders such as Walmart, Coca-Cola and AutoZone (through Arcos Dorados, their largest international franchisee) among others in more than 50 countries around the world.

Hexa is an AI based visualization platform that is disrupting the way 3D content is created

Category

AR/VR

AI & Voice Recognition

Solution at a Glance

Hexa is an AI based visualization platform that is disrupting the way 3D content is created.

We are currently working with leading retailers such as H&M, Target, Macy's, Li & Fung, IKEA and many others to completely change the way they visualize their products.

Our Offering

Hexa's technology, across all 3 main focus categories (Fashion, Furniture and consumer electronics), makes it easy to create, scale and distribute 3D content by automatically converting our customers existing 2D images into VR, AR & 3Dweb compatible assets.

Unique Selling Points and Differentiators

Hexa is the only platform in the market that can scale affordable XR content and is working with fortune 500 to completely change the way they visualize their products.

Company References and Strategic Partners

Our product is already being used by – Macy's, H&M, Target, Houzz, IKEA, Li & Fung, Perry Ellis, Bed Bath and Beyond, Harvey Norman and others.

konnecto

KonnecTo's customer-driven research platform makes solving business & marketing challenges easy using customers' interactions data

Category

Data & Analytics

Solution at a Glance

KonnecTo is a customer-driven research platform that provides brands with a deeper understanding of their customers behavior by building the next generation of virtual focus groups. We learn intimate details about your customers by learning about their lives through pictures, text and emotion across multiple digital platforms – all with your customers' full consent. Using this new high-quality personal customer data at a scale larger than any focus group possible, we translate that information into actionable insights that understand consumer trends and enable brands to make data-driven marketing and business decisions.

Our Offering

• Transparently sourcing personal data from multiple data sources with their consent
• Virtual focus group of hundreds and thousands of customers can be built within days
• Bi-Weekly reports are updated with consumer as they change

Unique Selling Points and Differentiators

KonnecTo's unique approach to data collection means that a brand can have a virtual focus group using the personal profiles of thousands of their customers over multiple data sources. In real-time, KonnecTo collects the data and enables a brand to gain actionable insights into their customers and assist them in making critical marketing and business decisions.

• Transparently sourcing personal data from real customers from multiple data sources with their consent
• Virtual focus group of hundreds and thousands of customers can be built within days
• Data and insights are actionable in real time

Company References and Strategic Partners

KonnecTo has worked with large consumer brands like Coca-Cola, Carlsberg and Phillips and sports teams such as Arsenal FB. We also work with customer research and marketing agencies such as C-Space/Omnicom, Publicis and McCann.

LADINGO

Ladingo enables online-retailers to sell and ship large items to international shoppers at the same ease as selling and shipping an iPhone case.

Category

Retail Automation

Supply Chain Tech

Solution at a Glance

Ladingo enables online-retailers to sell large items to international shoppers via ocean freight utilizing its container-sharing and optimization algorithms. Ladingo is the first technological solution offering the simple, straightforward and automated purchase of large items to be shipped internationally. Ladingo guarantees shipping costs up-front, overseeing the entire shipment process until the item is delivered to the customer's doorstep. Ladingo automates the sharing of shipping containers for B2C e-commerce for cost-effective shipping optimized to be delivered along the best route at the best price per customer. With Ladingo buying a sofa from overseas is as easy as buying an iPhone case.

Our Offering

Ladingo enables online-retailers to sell large items to international shoppers via ocean freight utilizing its container-sharing and optimization algorithms. Ladingo is the first technological solution offering the simple, straightforward and automated purchase of large items, guaranteeing shipping costs up-front and overseeing the entire shipment process until the customer's doorstep.

Unique Selling Points and Differentiators

- The only end-to-end solution for online-retailers enabling them to sell large items overseas
- Simple API integration, no onboarding fee for retailers
- Lowest shipping prices - due to Ladingo's container-sharing technology
- Auto-generated optimized rout and price per customer
- All documentation digitalized and shipping calculation presented upfront including taxes
- Open platform to any freight forwarder who meets Ladingo's standards
- Retailers can sell global yet ship local

Luminati

World's Largest Proxy Network. Scrape any web data. Never blocked, never cloaked.

Category

Retail Automation

Data & Analytics

Solution at a Glance

In this data era, almost every business either needs to or already does collect information from the Internet. However, websites block or display misleading information (cloak) if they think a particular user is using a proxy service, or a bot. Websites identify these users when the IPs are all part of the same subnet block range, when the IPs are found on a known proxy list, or when too many requests are sent from the same IP.

For example:

● Retailers price their products algorithmically relative to competitor's pricing.They use the Luminati proxy to scrape this data without being blocked or deceived.

● Ad networks use Luminati to anonymously view their advertisers' landing pages to ensure they don't contain malware, or improper advertising.

If ad networks used a regular server based proxy network, the malicious advertiser would know he's being checked, and could cloak them with a different message.

Our Offering

Luminati, the world's largest business proxy network is your one stop shop for all your proxy needs.

Consisting of all different types of proxies (Residential, data center, and mobile) Luminati is the most substantial and credible proxy solution to fit all your needs and ensure results are 100% reliable.

Unique Selling Points and Differentiators

Luminati is the only proxy network that requires consent from its Residential peers, has tight compliance procedures for its customers and serves Fortune 500 enterprises. Residential IPs are IP addresses connected directly to an ISP (Internet service provider). Since residential IPs are owned by real users on a real device connected to the internet, they are less likely to get blacklisted by the target website, and ensure high success rate.

Luminati's residential network has more than 35 million unique IPs allowing you to obtain legitimate IPs in every country and city in the world.

Actionable, real-time, product-level insights to increase online market share

Category

AI & Voice Recognition

Retail Automation

Data & Analytics

Solution at a Glance

Market Beyond provides Fortune 500 companies with actionable, real-time, product level insights to increase market share. Market Beyond's platform leverages machine learning, big data and uses e-commerce intrinsic technologies to provide the deepest most accurate insights from billions of shopping journeys across the e-commerce landscape. Our unique technology uses advanced Machine Learning and AI to correct inefficiencies in pricing models, website traffic and conversion factors, thereby ensuring growth by shoppers, revenue and market share.

Our Offering

1. Daily Competition's top selling SKUs
2. Loss potential per product category/SKU level
3. Optimize funnel breakage points – understand why shoppers dropout with actionable insights per product
4. Measure the online behaviour of shoppers and know what they buy elsewhere
5. Get true online market share sliced by demographics, geographic, interests

Unique Selling Points and Differentiators

Market Beyond has access to millions of e-shoppers worldwide, tracking billions of their shopping journeys, and analysing e-shopper behaviour across the internet to provide True Market Share, Paths to Purchase and other in-depth Shopper Intelligence. We use state-of-art machine learning and AI, built specifically to deal with e-commerce complexity. Over the past 2.5 years we have analyzed billions of shopping journeys and touchpoints to generate the world's most advanced e-commerce data repository. Our data is independent of retailers' data as and generated directly from the millions of shopper's panel. Our insights cover all online channels in leading e-commerce geographies

Unique Selling Points and Differentiators

Coca-Cola
Daimler
Turner

Our goal is to improve the world of retail with the innovative XR cloud (AR,VR,MR) digital overlay infrastructure, both outdoors and indoors.

Category

AR/VR

Online Social Commerce

Facial Recognition

Data & Analytics

Solution at a Glance

Mixed Place developed a XR cloud (AR,VR,MR) Infrastructure for retail & ad-tech – pct. patented, location-based, streaming shared experiences for retail & promotions. Our technology enables Mixed reality to be placed on accurate locations on earth that becomes part of reality forever for everyone. Our goal is to improve the world of retail with the leading mixed reality digital overlay infrastructure, both outdoors and indoors.

Our Offering

Enable retailers to create loyalty, promotions, foot-traffic, sales and engagements with Extended Reality in their stores. Multi-platforms support – Mobile & glasses.

Unique Selling Points and Differentiators

We have a working platform and already work with large enterprises like Billa, Apple, Delhaie and more.
Our infrastructure enables XR content to be placed on accurate place in the store that becomes part of reality and can be activated and seen by almost anyone.

Company References and Strategic Partners

Our investors and partners are PPI worldwide that enable Mixed place to offer native support and service in more than 15 offices around the world.
www.ppiworldwide.com

MYSTORE-E

A retailer's AI-based right-hand that keeps the stores on track according to real-time data

Category

AI & Voice Recognition

Retail Automation

Data & Analytics

Digital Signage

Solution at a Glance

Mystore-E, which is bringing intelligence to physical stores, launched an AI-based right-hand assistant named Tore-E, who delivers wisdom to individual stores to keep it up-to-date according to real-time data, allowing retailers to communicate with stores in real-time, maximize the value of every product in-store, improving operational productivity, elevating the customer experience and increasing sales.

Our Offering

With Tore-E, retailers can ensure the store set-up matches the customer's wants and needs and the sales associates remain connected to relevant data and in real-time.

Tore-E guarantees brands keep a real-time communication tool that delivers accurate insights, predictions, and sales-supporting data regarding in-store product performance to elevate the store set-up and improve the productivity of sales associates.

Unique Selling Points and Differentiators

Mystore-E is not solely a real-time communication tool for retailers and goes far beyond simply providing access to data for sales associates, we create it and deliver it from HQ, through the district manager to the stores, in a unique user-friendly and easy to use app which brought us 100% usage by the customers and can bring value within the first week of the pilot.

Company References and Strategic Partners

Signet Jewelers (NYSE: SIG), Avery Dennison (NYSE: AVI), XRC Labs, Keds, American Eagle, Loccitane and more.

NAMOGOO

Namogoo enables online businesses to deliver an optimized customer experience, increase conversion rates and mitigate the risks that 3rd and 4th party services have on site security, privacy, and digital KPIs.

Category

Online Journey Hijacking prevention

Solution at a Glance

Namogoo's machine learning technology enables online businesses to deliver an optimized customer experience. Our Customer Hijacking Prevention solution protects online retailers from Online Journey Hijacking, an invisible but rapidly growing problem where unauthorized product ads, banners, and pop-ups injected into consumer browsers disrupt site visitors and divert them to competitor promotions, skimming hard-earned traffic and cutting into eCommerce revenue for businesses. Namogoo Digital Insights solution provides full visibility and actionable intelligence into the 3rd and 4th party service ecosystem and its impact on security, privacy, and digital KPIs.

Our Offering

Namogoo Customer Hijacking Prevention increases online conversion rates by 2-5% by blocking unauthorized injected ads from disrupting eCommerce site visitors and diverting them to competitors.

Namogoo Digital Insights lets online businesses analyze the impact and mitigate the risk that 3rd and 4th party services have on site security, privacy, and digital KPIs.

Unique Selling Points and Differentiators

Namogoo is the first company to discover and solve the growing but invisible problem of Online Journey Hijacking. By preserving the intended customer experience eCommerce sites invest so much into creating, online brands increase overall conversion rates by 2-5% and bottom line KPIs throughout their sales funnel while protecting brand equity.

Namogoo Digital Insights provides full visibility into the 3rd and 4th party service ecosystem interacting with your website. Any enterprise that leverages an online sales funnel or is concerned about the risk of data leakage will benefit from Digital Insights to analyze the impact and mitigate the risk 3rd party services have on site security, privacy and digital KPI.

Company References and Strategic Partners

Namogoo's Partners include: Microsoft, SAP, Digital River, Signifyd, Iterate.AI
Namogoo customers include: Asics, Tumi, Dollar Shave Club, Argos, UGG, Upwork, Build.com and many more.

riskified

Riskified turns "shoppers" into "customers."

Category

Fraud Prevention

Solution at a Glance

Riskified turns "shoppers" into "customers" by improving conversion at all stages of the path to purchase. The world's largest brands - from airlines to luxury fashion houses to gift card marketplaces - trust us to increase revenue, manage risk and enhance their customer experience. Merchants lose billions of dollars to legacy fraud solutions, payment failures, high-friction verification methods and more. Riskified uses powerful machine-learning algorithms to recognize legitimate customers and help them complete their purchase. And then we guarantee that income. Merchants can safely approve more orders, expand internationally and fulfill omnichannel flows while providing a frictionless customer experience.

Our Offering

Riskified is an AI platform with an unparalleled ability to recognize legitimate shoppers from bad actors. We use that knowledge to approve more good orders and keep shoppers moving through the purchase funnel. Our fully automated offering helps merchants increase revenue, reduce costs and improve the customer experience.

Unique Selling Points and Differentiators

Riskified's differentiator is very simple: we approve more good orders - at all stages of the path to purchase - to capture more revenue than anyone else.
Our end-to-end solution follows your shoppers from login through purchase and to representment. That comprehensive approach lets us confidently approve more orders and build better, smarter models for improved performance.
Riskified is a true enterprise solution designed for the most demanding merchants. Our ability to handle high volume and scale effortlessly set us apart from competitors and helps merchants sell internationally, provide omni-channel fulfillment and expand their product offerings.

Company References and Strategic Partners

Banca Sella, BVAccel, Checkout.com , Shopify

Shopic

A Mobile Self-Checkout solution that uses Computer Vision and Machine Learning technologies to help prevents shrinkage.

Category

AR/VR

Retail Automation

Solution at a Glance

Tired of customers leaving stores empty handed due to long checkout lines?
Shopic is a revolutionary solution that enables customers to quickly and efficiently check out their purchases from anywhere in the store – without having to wait in line! And… Using advanced Computer Vision and Machine Learning technologies, Shopic even detects behavioral anomalies to help prevent shrinkage.
Shopic is the world leader in Mobile Self-Checkout and Next Gen. frictionless shopping solutions for retailers that helps increase sales and decrease costs while enabling a new and innovative way to compete in the next wave of in-store mobility options for consumers.
The solution is successfully deployed around the world with tier-1 retailers.

Our Offering

- The best-in-class mobile self-checkout solution with theft prevention.
- A branded and customizable SDK/White Label app.
- Image recognition capabilities to improve the process and offer an affordable frictionless shopping experience.
- Increase basket size by more than 10%.

Unique Selling Points and Differentiators

Shopic's solution, already deployed in various retailers around the world, is used by hundreds of thousands of people, making the company the most experienced company in the field of Frictionless Shopping solutions. Our main differentiations are:
- Behavioral Anomaly Detection system – a Computer Vision and Machine Learning system that can reduce shrinkage, using software only, making our Mobile Self-Checkout solution the most secure solution in the world.
- Image Recognition – Shopic has a unique image tagging for image recognition, allowing us a scalable solution to offer an affordable autonomous store solution.

The Mobile Centric Omnichannel Solution

Category

AI & Voice Recognition

Online Social Commerce

Retail Automation

Data & Analytics

eCommerce / mCommerce

Solution at a Glance

SuperUp® invented a revolutionary mobile shopping and advertising platform connecting consumers, retailers, advertisers & brands. We call it - eComMarketing™!

Our proprietary concept designed especially for mobile to enable grocers, health & beauty, fashion and mass retailers to provide consumers with the ultimate shopping experience. It demonstrates exceptional product discovery capabilities via insanely fast voice search, and entertaining experience through Shoppable-videos and content.

SuperUp eComMarketing platform was engineered to derive new data and consumers' insights. It hybrids personalized shopping experience with unparalleled real-time targeting capabilities to leverage retailers' mobile traffic via search and personalized product suggestions.

Our Offering

SuperUp's Platform as a Service (PaaS) allows retailers and brands to have a white label native shopping app that's mobile first. Our business model consists of a set-up fee, per transaction fee, and rev share from digital marketing assets.

Unique Selling Points and Differentiators

- Patented UI Design which leaves no blind spots as far as data collection
- It opens a direct channel for the brands to communicate with the consumer via virtual shelf space and shoppable videos and for the retailers to monetize this activity
- Easy maintenance
- Native App with both IOS & Android
- From what we know, it is the most engaging and fastest shopping platform in the world today
- Smart Widgets to be integrated into existing websites and apps

Company References and Strategic Partners

The platform has been adopted as the preferred solution by integrators such as NCR & Toshiba, together with global advertising agencies such as WPP group and GroupM.

- Trusted by WPP, Group M, Toshiba, NCR.
- Company References: Kruidvat, A.S Watson.

Syte is a visual AI company for retail, powering features such as visual search, automated textual tags and product recommendations to drive conversion and inspire shoppers.

Category

AI & Voice Recognition

Online Social Commerce

Retail Automation

Data & Analytics

Solution at a Glance

Syte is visual AI for retail, powering solutions such as visual search, automated textual tags and product recommendations. Developed from their own proprietary technology, Syte's algorithm can automatically analyze individual attributes within any image. By automating all of their solutions, Syte is able to provide the most accurate, efficient and scalable results. Their visual search solutions enable retailers to connect with their shoppers and enhance their online presence while driving conversion and increasing product discovery. Syte's solutions are currently being used by some of the world's largest retailers including Farfetch, Marks & Spencer, Myntra, H&M, boohoo, and more.

Our Offering

Syte provides retailers with visual AI technology to power solutions that redefine the product discovery and navigation journey for their shoppers. By allowing users to search and browse based on visual inspiration, Syte's solutions guide shoppers through an enhanced online experience proven to drive conversion and increasing product discovery.

Unique Selling Points and Differentiators

- Fully automated visual search technology
- Fast and and simple integration within 24 hours
- Multiple item detection
- Automatic gender detection
- Instant, automatic and accurate results updated in real-time
- Simple and natural user experience
- Additional features: Shop Similar, Shop the Look, Deep Tagging, InstaSearch and In-store solutions
- High quality traffic from Samsung's Bixby Vision powered by Syte

Company References and Strategic Partners

Investors: Line, Naver, NHN Ventures, Magma, Reimage Ventures, North Base Media and KDC Ventures.
Partnerships: Microsoft Co-Sell partners, SAP Hybris strategic partner, partners with Samsung powering Samsung Quick Suggest, Quick Access and RCS.

Power of human understanding to your digital storefront

Category

AI & Voice Recognition

Online Social Commerce

Data & Analytics

Solution at a Glance

Twiggle brings the power of human understanding to the e-commerce experience by connecting shoppers to the products they are looking to buy faster and more accurately. Our AI-powered solutions enable retailers to enhance the search and discovery experience, maximize their product data, and make smarter merchandising decisions that drive conversions. Using the most advanced technologies in machine learning, artificial intelligence, and natural language processing, our solution is designed to enhance, not replace, your existing search engine or e-commerce platform. Built on both a human-like understanding of linguistic structure and a deep retail awareness, Twiggle enables retailers to bring the best of the in-store shopping experience online.

Our Offering

Twiggle transforms the e-commerce experience through a deep understanding of both user queries and product data. Our intelligent search enhancement, catalog enrichment, and analytics solutions empower online retailers to provide a frictionless e-commerce experience that drives conversions and inspires brand loyalty.

Unique Selling Points and Differentiators

Retail-Centric AI: Increase search relevance and recall with deeper understanding. Our natural language model enables your search engine to understand your customers like people do.

Data-Driven: Maximize the potential of your product data. We enrich your catalog with structured data to surface the products your customers are looking for and likely to buy.

Seamless Integration: Integrates with your existing stack so you can keep your infrastructure and business logic intact. With a simple API integration, you can benefit from all our solutions.

Dynamic and Scalable: Our knowledge model is constantly learning. It evolves with your catalog and captures the latest trends in retail. Achieve enterprise-grade value without the complexity, time, and resources.

Company References and Strategic Partners

Walmart, Hayneedle, Spring, Shopstyle, Myntra, George, SAP Hybris Commerce Cloud, Salesforce Commerce Cloud, Solr, Elasticsearch.

Weezmo empowers Physical Stores with "Amazon" like abilities that increase sales and retention.

Category

Data & Analytics

Solution at a Glance

Weezmo is an intelligent marketing platform that connects consumer offline and online buying behavior into actionable insights. The platform identifies and monitors online behavior data from offline consumers, analyzes it and depict it into marketable actions on an intuitive dashboard. In this manner, companies have the tools to meet the consumer with the right offer at the right time and in the right place.

Our customers use Weezmo to increase marketing effectiveness, strategic decision and discover trends and insights that increase sales and consumer retention quickly and efficiently.

Our Offering

Empowered by big data, Weezmo brings intelligent technology into the retail industry, by connecting the offline and online sphere, with personalized, actionable insights oriented at increasing re-engagement and revenues.

Unique Selling Points and Differentiators

Weezmo is a physical market intelligence platform, with unique technology that connects in-store and online consumer behavior.
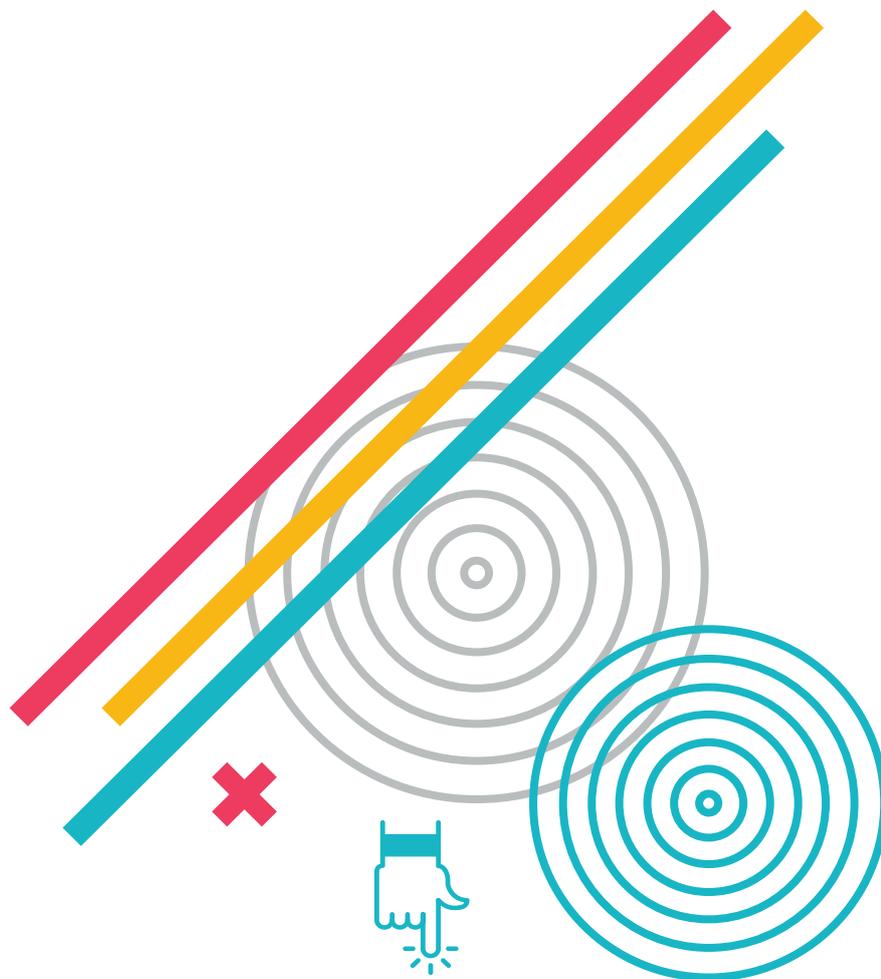
• Works on any POS without integration or any changes to the existing software.
• AI and Big Data technologies.
• Identify in-store customers online, 100% of the time (identified and anonymous).
• Transforms multiple data sources into actionable insights.
• Offline measurement for online digital budget.
• Enhanced customer engagement.
• Provides insights about holistic consumer behavior (online & offline).

Company References and Strategic Partners

Weezmo has been handpicked out of hundreds of companies to the prestigious commercialization program sponsored by Coca-Cola, Turner and Daimler and the 8200 ESIP program.

Working with fortune 500 companies and leading brands worldwide (H&M, Zara, IKEA, Pizza Hut and more)

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