

# eCOMMERCE ON THE RISE

20%

revenue grow  
in Q1 2020

“The COVID-19 pandemic will significantly drive the adoption of eCommerce by both consumers and businesses around the globe.”

Salesforce Q1 2020 Shopping Index.

Analysis of the activity of more than one billion shoppers across 34+ countries

# 5

## TECHNOLOGIES

THAT WILL IMPACT  
eCOMMERCE  
& SUPPLY CHAIN

AR<sup>+</sup>

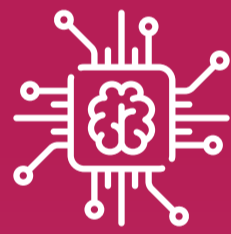
### AUGMENTED REALITY

AR will enrich the online shopping experience and help increase conversion rates and customer satisfaction



### ANALYTICS

Big Data and Analytics will help organizations realize their strengths and weaknesses faster, accelerate business decisions, and improve operations. It can also help marketing departments provide personalized service to consumers



### ROBOTICS

Warehouse Robotics & RPA will improve productivity, accelerate routine processes, and ensure quality of operational service



### VOICE TECHNOLOGY

Voice Technology will become more mainstream, as it accelerates picking times, and helps create a highly-performing, error-free working environment in the Warehouse



### AUTOMATION

eCommerce Automation will eliminate time-consuming tasks and delays, and improve information flow

optimum<sup>®</sup>

With direct links to the consumer and customer experience, the highly competitive Retail sector spurs technological innovations that increase operational efficiency and profitability.

OPTIMUM provides a solid, reliable platform and smart products that helps Retail and FMCG businesses foster strong business and commercial relations, based on the consistently reliable distribution of goods.

Our most performant solutions hone years of experience in helping Retail enterprises optimize operations and ensure a positive customer experience.

Find out more at  
[optimum.gr](https://www.optimum.gr)