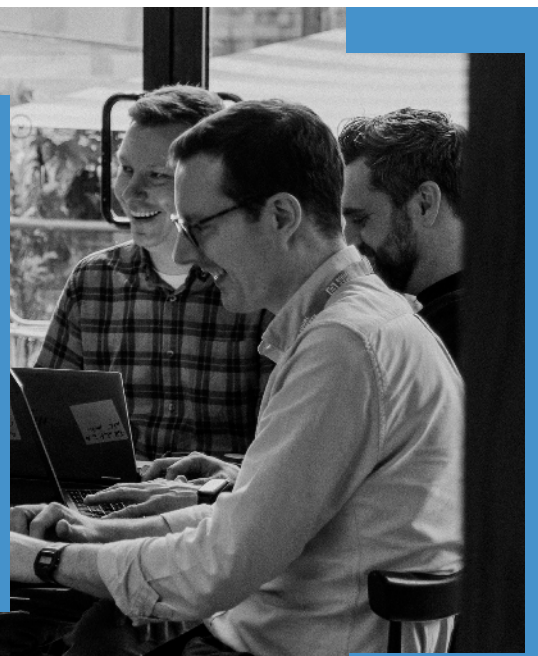


Data, cloud, and service design: the foundations of successful omnichannel experiences

We simplify complex retail ecosystems by integrating data, cloud, and service design - driving agility, efficiency, and personalization across every touchpoint.



Services



Data on demand

Without real-time data, businesses risk inventory mismatches, inconsistent interactions, and reactive decisions.

We build intelligent architectures that unify data for seamless omnichannel experiences and real-time insights.

Our platforms enable enhanced personalisation, automation, and optimised retail operations at scale.



Cloud-native scalability

Legacy systems weren't built to scale with evolving demands.

We design cloud-first, event-driven architectures that provide real-time access to customer data, inventory, and transactions.

Unlike outdated, retrofitted solutions, our API-first, microservices-based infrastructures enable agility, scalability, and high performance.



Service design

Technology alone isn't enough: omni-channel experiences are reliant on strategic service design.

We integrate end-to-end customer journey optimisation with data, cloud technology to eliminate friction and ensure consistent, engaging interactions across every touchpoint.

Our approach connects the human and technology aspects of omnichannel strategy to create a coherent experience that customers love.



Who we are

We are a global network of innovators.

Engaging 4084 consultants across 5 continents, we partner with our clients to create cutting-edge digital products and services. With a focus on knowledge sharing, we deliver long-lasting business value by upskilling teams as we go.

We help you decide with data and AI, design for users, deliver at pace and scale sustainably.

Results from our clients



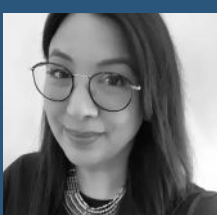
We partnered with JL&P to enhance its sofa and upholstery buying journey across online and in-store channels, driving £1.3M in upholstery revenue, a 27% increase in product page visits, and a 1000% surge in fabric option views.

[Read the case study here](#)



We helped Travelopia leverage customer data across its brands to deliver personalised engagement, building a digital data platform that enabled timely interactions - leading to an 85% reduction in team costs, 30% revenue growth in three months, and an 80% drop in infrastructure costs.

[Read the case study here](#)



Do you have a complex business problem you're looking to solve?

Contact our team of experts to learn how we can support your omnichannel journey.

Martina Vogt, Head of Strategic Growth, DACH | martina.vogt@equalexperts.com