



Favendo was voted one of the 50 most influential start ups in digital commerce

A prominently staffed jury of experts has voted for Favendo as one of the 50 most influential start ups in digital commerce.

Bamberg – 08.08.2017. Among others, members of the jury have been Stefan Genth (CEO of HDE – Handelsverband Deutschland), John Gerosa (Director Retail and Performance at Google) and Marc Lamik (Head of Innovation & Partnerships at Zalando).

The statement says: “Favendo is the leading vendor for location-based services in retail. The start up from Bamberg offers retailers substantial insights and steering mechanisms for floor and cost optimization as well as revenue increase.” The technology is described as “superior and technically mature” by the expert jury. „Additionally the technology platform is sensor agnostic. Favendo works with beacons, Radio-frequency Identification (RFID), Near Field Communication (NFC), Ultra-wideband (UWB) and Visual Light (VLC) – depending on what is most sensible for the customer.”

The complete list of the 50 most influential start ups was published in „Digital Commerce 2017“. The special edition of the start up magazine „Berlin Valley“ by NKF Media GmbH offers impulses and solutions for deciders, owners and CEOs of the leading trading companies as well as their suppliers. The magazine is available since August 3rd.

About Favendo

The company with development sites in Bamberg and Jena possesses long-term experience in developing and implementation of digital strategies in the area of innovative location-based services. Customers are for example Ströer, Hammerson, Audi and ECE. The applied hardware is made in Germany by Favendo subsidiary bluloc. Experience in mobile software development, e-commerce, analytics, mobile advertising and process optimization make Favendo to one of the European market leaders in location-based services.

Weitere Informationen erhalten Sie bei:

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