fractal

INTELLIGENCE FOR IMAGINATION

A NEW LANDSCAPE

With an industry that's going omni-channel, and focusing more on customer experience, retail businesses today are struggling to evolve. They end up trying so many new approaches and technologies that they can't even keep track of what works and what doesn't.

**Does that sound like your business?**

THE CHALLENGE

Are you feeling lost trying to figure out which new technology to adopt?

Have you already invested in potential improvements, but don't know if they're working?

Or worst of all, are your teams infighting about which direction to pursue instead of innovating together?
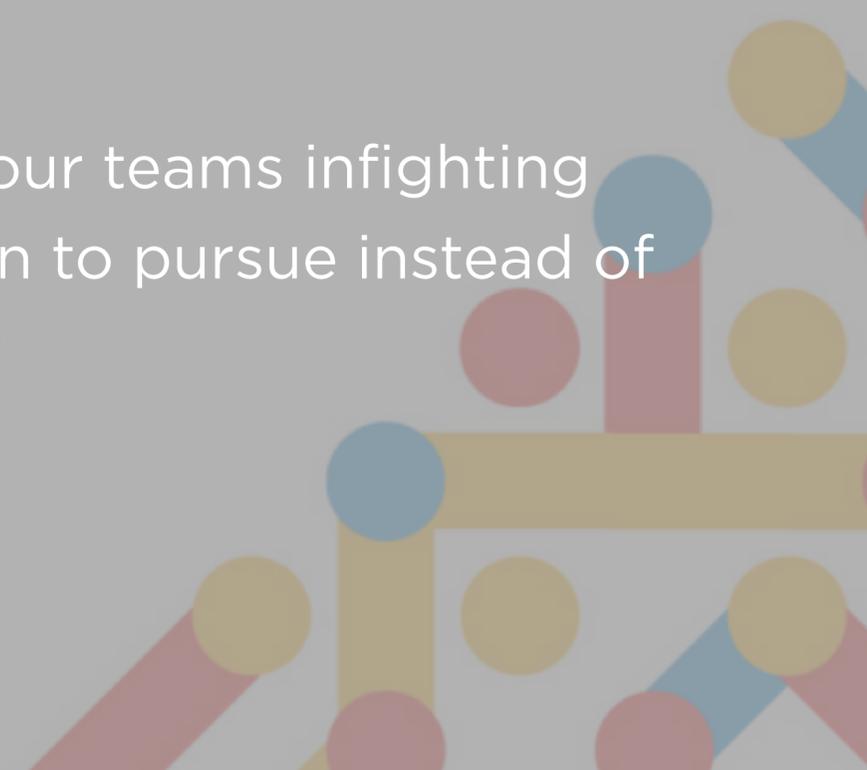
FINALLY, A SOLUTION

Don't panic. Trial Run, by Fractal, can help.

It's a cloud-based test management system that lets you conduct business experiments on sites, markets, and individuals before you implement new retail approaches and technologies.

Trial Run allows you to prove, with scientific accuracy, whether an in-store innovation will actually work. It allows you to pit alternatives against each other to determine which approach is more effective. It allows you to kill weak ideas before the market does. And, it helps you make decisions based on the optimum solution…instead of inter-company politics.
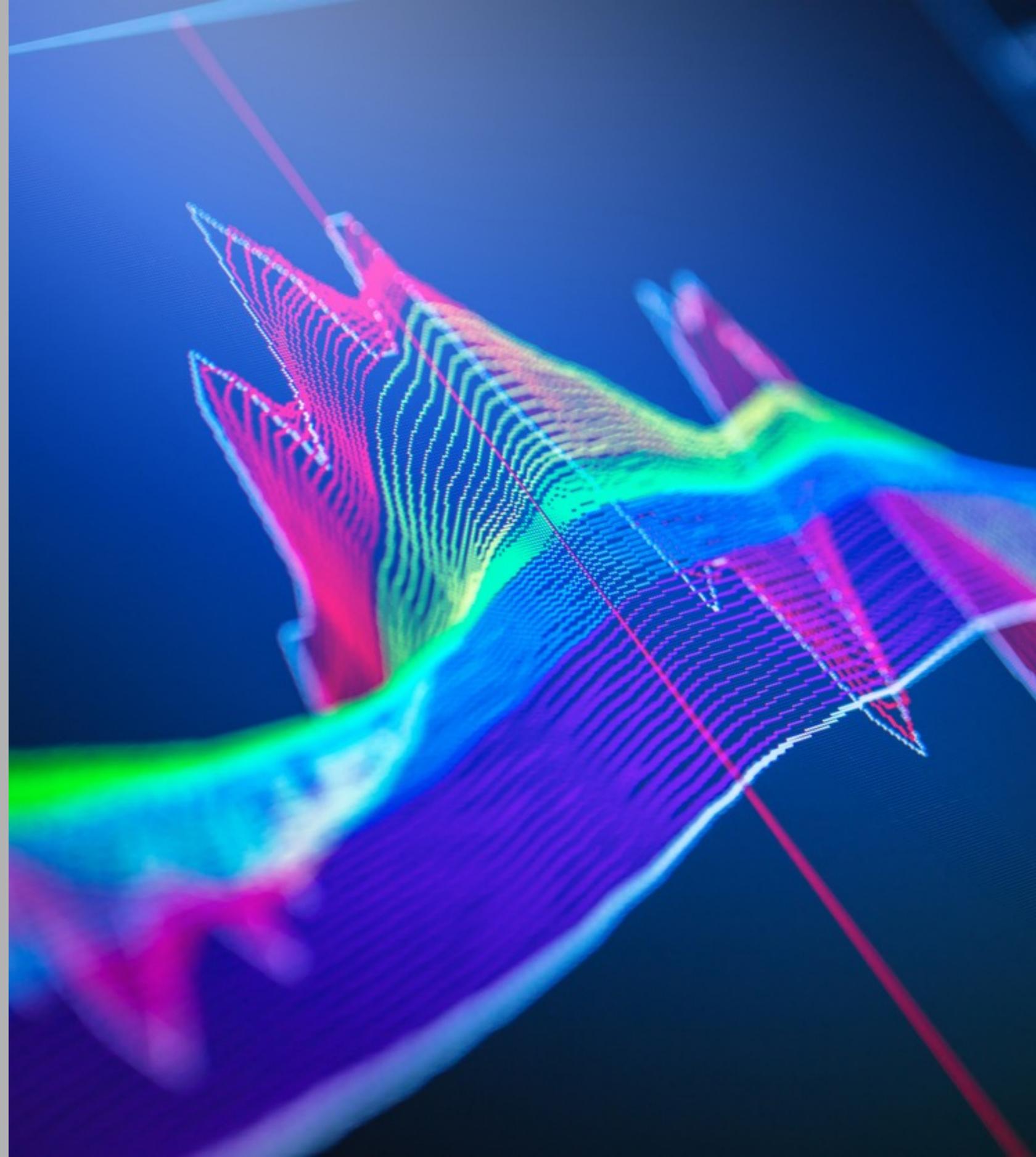
FEATURES

With Trial Run, you get:

An automated end-to-end workflow based on industry best practices.

Underlying data science that's best in class.

An intuitive UI, for ease-of-use for both beginners and experts.

Superior cost to value, thanks to a lower cost of ownership and easy implementation.

Expert managed services for troubleshooting, training, and best practices.
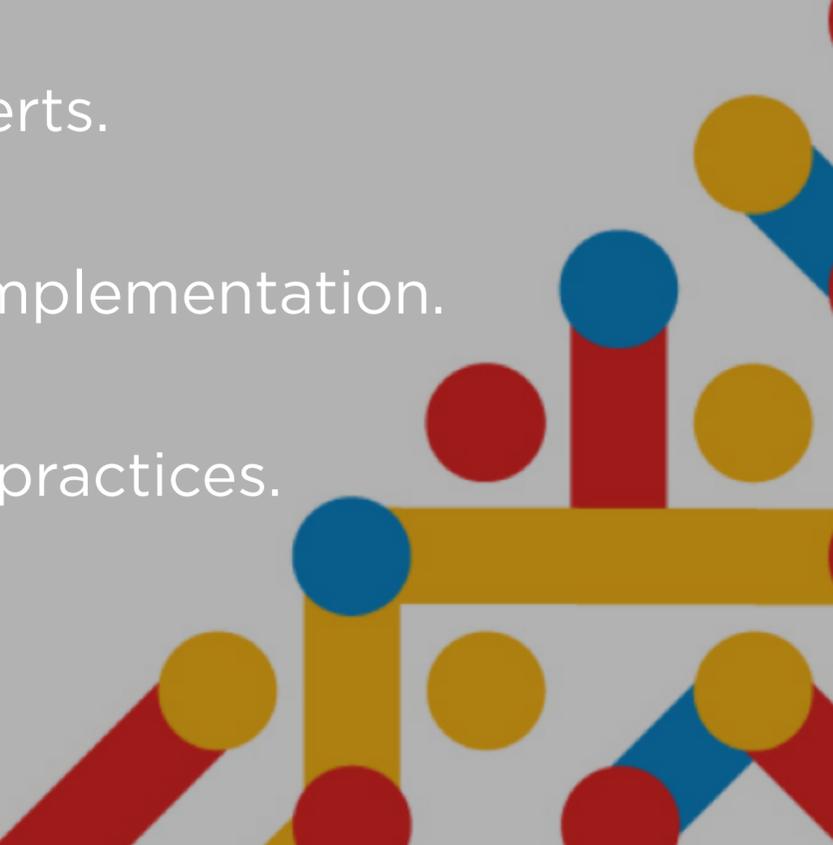
THE ANSWER

If you're not using test management software to help pioneer innovations for your retail business, then you're already losing ground to the competition. Trial Run can help you regain that ground, move past your competition, and build a better, more engaging experience for customers.

Contact Fractal to find out more today.

201 208 1869 | matt.gennone@fractalai.us