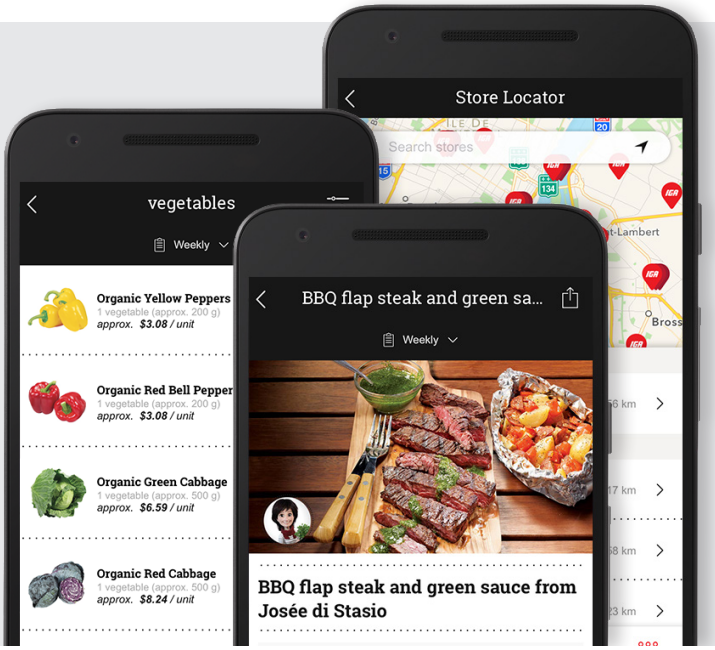
Mobile Grocery Shopping Application

IGA engages more customers with even more conveniences and personalized offers

IGA, a leading franchise banner in the Sobeys Inc. national grocery chain, is an innovator in online grocery since its first website went live 20 years ago. In 2015, it launched a modernized, state-of-the-art grocery ecommerce offering and mobile Pick & Pack solution built on Orckestra's Commerce Orchestration™ platform. The next phase in its omni-channel innovation strategy was to reach even more customers through an engaging mobile shopping app. Here's how Orckestra and our partner Mirego were able to easily extend IGA's grocery ecommerce platform to rapidly bring new shopping experiences into the hands of its customers.

"Orckestra has allowed us to go beyond the simple, trendy apps currently on the market. With the IGA app we wanted to innovate with a product our clients could use daily that would improve their way of thinking, planning and grocery shopping regardless of their movements and locations. Our app is perfect for online shoppers as it allows them to order from a selection of 30,000 products and choose home delivery or in-store pickup; all from their mobile devices. With its expertise, Orckestra has managed to support and guide us in the development of our digital strategy."

Yves O'Gleman
Director Digital Projects, Sobeys



SITUATION

IGA's new feature-rich, fully responsive ecommerce site offers customers the convenience of online shopping from their computer, phone and tablet. However, understanding that ecommerce extends beyond a website, IGA needed to break into the world of Apple and Android apps, to avoid losing ground with their 'connected' customers. It was time to innovate and extend its ecommerce offering to:

- Leverage its Commerce Orchestration™ platform to offer new ways to shop.
- Boost customer engagement through unique, personalized shopping.
- Launch new mobile experiences rapidly to beat the growing competition.
- Differentiate the brand across the Web, in stores and new digital touchpoints.

SOLUTION

OPEN API IS A DEVELOPER'S DELIGHT

In order to leverage unified visibility of product information, customer profile, shopping lists and order history, an agile platform is key. Fortunately, the Orckestra Commerce Orchestration™ platform was built with extensibility in mind. Orckestra worked with IGA's app development agency, Mirego, to easily extend the online shopping experience customers enjoy and bring it to mobile. Through our open API, they were able to use the same commerce data from IGA's ecommerce site and create seamless – yet unique – mobile shopping experiences.

PERSONALIZED OFFERS BASED ON TASTE

The closer a brand gets to a customer, the more personal the experience needs to be. When customers log in to their IGA mobile app (including social logins), they are delighted to see their favorite items on their home page, including new promotions. There's nothing more personal, more engaging and more likely to boost conversions than giving customers what they want.

RECIPES AND RECOMMENDATIONS

Through integration with Microsoft's Recommendation Engine, IGA customers see product recommendations anticipating what they may have forgotten (based on recent behavior), as well as suggestions centered on their shopping lists and on what others have frequently purchased together. They can also consult recipes and chef suggestions.

SMART LISTS JUST GOT SMARTER

When IGA's customers are running low on their favorite box of cereal, instead of having to remember to add it to their shopping list, they simply scan the barcode using their IGA mobile app and add it to their cart or lists. Or, when an item in-store catches their eye, they can scan the barcode for instant access to product information, price, and promotions, and a list of popular related products. Furthermore, in-store shopping is as fast as possible when items in a shopping list appear in order based on store planogram. It doesn't get much more convenient and customer-friendly than that.

RESULTS

- **Success**: Downloads of the new app surpassed expectations – by 300%!
- **Engagement**: Customers are spending higher than average time on the app and browsing a multitude of pages.
- **Innovation**: One platform to deliver unique mobile and online shopping experiences to a wider audience.

Orckestra is a leading provider of modern commerce solutions, offering a single commerce platform to create and manage the most engaging shopping experiences across the web, mobile and in-store. Built on the Microsoft Azure open cloud, our Commerce Orchestration™ platform establishes a unique central commerce layer that unifies all retail systems and customer touchpoints, and helps enterprise organizations grow their business successfully in the global marketplace. We fuel digital innovation for leading retailers, grocers and branded manufacturers, enabling them to deliver differentiated commerce experiences faster with lower IT burden and operating costs, and maximum revenue growth.

Proudly Canadian, with headquarters in Stellarton, Nova Scotia, Sobeys has been serving the food shopping needs of Canadians for 108 years. A wholly-owned subsidiary of Empire Company Limited (TSX:EMP.A), Sobeys owns or franchises approximately 1,500 stores in all 10 provinces under retail banners that include Sobeys, Safeway, IGA, Foodland, FreshCo, Thrifty Foods, and Lawton's Drug Stores as well as more than 350 retail fuel locations. Sobeys, its franchisees and affiliates employ more than 125,000 people. The company's purpose is to *help Canadians Eat Better, Feel Better and Do Better.* More information on Sobeys Inc. can be found at www.sobeyscorporate.com.

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