
Scurri leads Ireland into new era for retail

The Discovery 50 report showcases the world's top tech start-ups and shines a light on innovative solutions that can support the retail sector.

Scurri has been named among the top 50 retail tech start-ups operating globally, according to a new report published today by RWRC – home of Retail Week and World Retail Congress.

The Wexford-based software provider that connects and optimises the eCommerce ordering, shipping, and delivery process was the only Irish company to have been listed in the industry ranking.

The company, which has also opened offices in London, adds value at multiple stages along the eCommerce journey: from selecting the most effective delivery option for each package, creating accurate labels, tracking the packages, and running analytics to deliver insight to support process improvement.

As a result of the Covid-19 pandemic, retailers worldwide are scrutinising their business models more closely than ever, as they seek to deliver sales and maintain relevance among consumers.

Collaboration

CEOs are key decision-makers within firms are now seeing the value in collaborating with start-ups and third parties in order to achieve their goals and to better position businesses within the new post-Covid-19 world of commerce.

Profiling the top 50 global retail tech start-ups, the Discovery 50 report analyses the influential role start-ups including Scurri play in this new world. Each company was judged and shortlisted by a panel of retail and business experts.

The Discovery 50 started trading in the last seven years and have worked with a breadth of retailers and brands to help transform their businesses, either through a pilot or full-scale solution.

“We are delighted to have been selected and ranked alongside such great companies which are all delivering immense value to the retail sector, said Rory O’Connor, CEO of Scurri.

“Retail tech is playing and will continue to play a pivotal role in helping companies survive the current and future challenges which lie ahead. Covid-19 has and will continue to reshape

commerce in a profound way.

“Technologies like those produced by the Discovery 50 are helping retailers to continue to deliver value and a better customer experience despite the many obstacles we all face,” he added.

Many of the start-ups have helped brands to leverage their online presence, support the development of tribes and communities and take costs out of a business – all areas that are front of mind as the sector enters uncharted coronavirus-influenced waters.

Several others specialise in in-store solutions, some of which will be redundant for retailers right now, but which have the potential to help non-essential shops bounce back when the crisis passes.

The report also offers advice on how leaders can open themselves up to new and different ways of thinking and the benefits this can have on the bottom line.

By Stephen Larkin

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