

## ASX Announcement

27 June 2018

# Invigor's partnership with Microsoft solidifies with joint case study

Leading data and analytics solutions company, **Invigor Group Limited** (ASX: IVO) (“**Invigor**” or “**the Company**”) is pleased to announce that Microsoft has published a joint case study featuring the Company's SpotLite and Shopper Insights products.

As previously advised, the Company and Microsoft signed a Memorandum of Understanding last year (see ASX Announcement dated 22 December 2017) and the release of this case study further demonstrates the collaborative nature of the relationship.

Published on the Microsoft News Centre, the study examined how Invigor's products, hosted on Microsoft Azure cloud, help retailers become more data-driven by understanding the market and their customers in order to make better business decisions that will improve sales volume, value and margin.

Featured in the study is how Invigor's competitive pricing and promotional intelligence product, SpotLite, has assisted in the success of retailer Aussie Hi Fi, one of Australia's first audio-visual specialists based in Brisbane, through real-time competitor price monitoring and price optimisation.

It also featured commentary on the benefits of the Company's decision to move SpotLite and Shopper Insights, which provides customer segmentation and segment-based recommendations, onto the Microsoft Azure with the aim of making the most of the latest machine learning technologies and artificial intelligence capabilities.

The case study can be viewed here: [news.microsoft.com/en-au/features/invigor-supports-aussie-hi-fi-in-race-to-the-top/](https://news.microsoft.com/en-au/features/invigor-supports-aussie-hi-fi-in-race-to-the-top/).

**Invigor CEO, Gary Cohen said:** “This case study is another fantastic validation of the Invigor product suite, and furthermore it reaffirms the tightening business relationship we are building with Microsoft.

“As previously noted, our partnership with Microsoft helped facilitate the introduction between Invigor and Neal Analytics, and we look forward to updating shareholders on further outcomes stemming from this partnership in due course.”

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### **About Invigor Group**

Invigor Group (ASX: IVO) is a B2B data intelligence and solutions company that turns data analytics into dollars for the retail and service industries. Invigor's innovation in owned retail platforms and unique cross-channel data ecosystem allows businesses to have a holistic view of their customers and competitive landscape to not only understand, but effectively engage with today's physical and digital consumers. Combined with proprietary data and predictive engines, Invigor Group provides strategic insights and recommendations that empower businesses to successfully influence future customer strategy and increase long-term profitability.

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