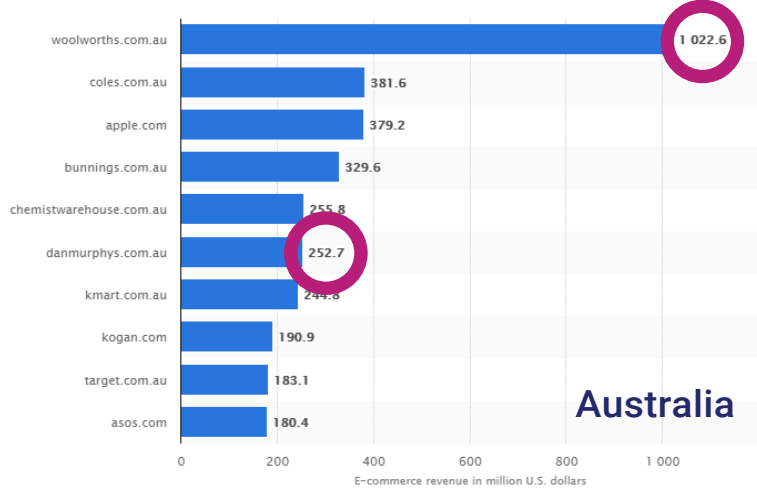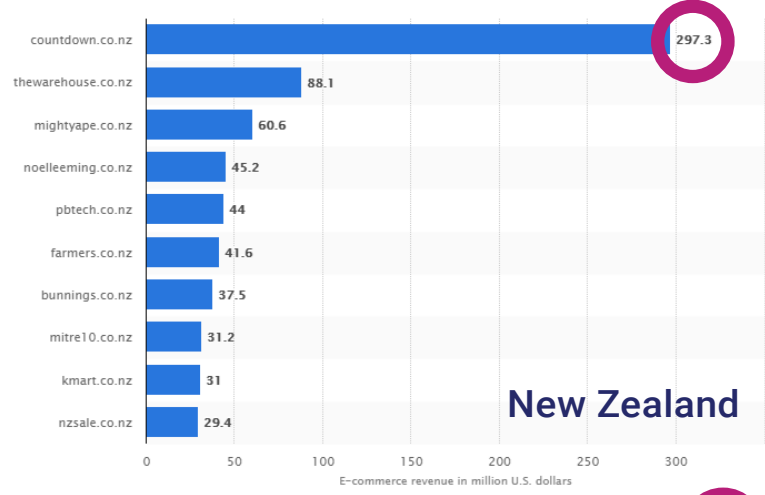# Who's **winning** the race for e-commerce sales in Australia and New Zealand?

Olympic Software's "Soft AI" is making all the difference

OLYMPIC TECHNOLOGY POWERS **THE WINNERS**

New Zealand

	E-commerce revenue in million U.S. dollars
countdown.co.nz	297.3
thewarehouse.co.nz	88.1
mightyape.co.nz	60.6
noelleeming.co.nz	45.2
pbtech.co.nz	44
farmers.co.nz	41.6
bunnings.co.nz	37.5
mitre10.co.nz	31.2
kmart.co.nz	31
nzsale.co.nz	29.4

Australia

	E-commerce revenue in million U.S. dollars
woolworths.com.au	1 022.6
coles.com.au	381.6
apple.com	379.2
bunnings.com.au	329.6
chemistwarehouse.com.au	255.8
danmurphys.com.au	252.7
kmart.com.au	244.8
kogan.com	190.9
target.com.au	183.1
asos.com	180.4

Olympic Software customers

OLYMPIC SOFTWARE

Olympic Software has developed the ecommerce systems now used by the number one online supermarkets in both New Zealand and Australia, as well as the number one online liquor retailer in Australia. These systems are so dominant in their markets that there is no close second place.

The comparative market sales performance of these systems, for New Zealand and Australia, is higher than any other ecommerce solutions in any other national markets in the developed world ("Most popular Online Stores by ecommerce net sales" statista.com 2018). The key to these clients being as successful as they are is in the use of "Soft AI" components developed by Olympic Software.

Soft AI – Drive Sales Don't Just Present Options

Ecommerce solutions have historically presented webpages with limited ability to vary the structure based upon a specific customer at a specific point in time. Invariably these solutions give the buyer an advantage by presenting brochure type lists of purchase options. Olympics Soft AI gives the seller an advantage through real time personalisation of what is presented.

The Soft AI components work to bring a personalised experience that presents views and suggestions that are welcomed by the customer, because the sites pages are dynamically constructed as they move through the system, based upon a vast pool of data from multiple databases.

SOFT AI Components

There are two Soft AI components that Olympic Software is now making available for sale for use in other ecommerce solutions. These components are:

- Experience Groups with Dynamic UI
- Olympic Search

1. Experience Groups with Dynamic UI

This component dynamically profiles people based on defined sets of criteria which is a foundation for personalisation. Used in conjunction with the run-time editable layouts function, it allows business users to make changes to the website on the fly, and to target those changes at different user profiles. While most ecommerce solutions have something similar the Olympic Soft AI Technology provides much more scope for change than traditional systems, and coupled with the dynamic profiling, allows the journey to be significantly different for different users.

2. Olympic Search

Provides the tools to control relevance by ingesting analytics data from external systems in addition to a smaller set of locally captured analytics. Provides run-time customization of search targeting based on different user profiles.

Where Olympic Search has a significant advantage is through our experience in and its ability to be optimised for the grocery, liquor and other FMCG markets.

For further discussion about "Soft AI" components contact

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OLYMPIC SOFTWARE

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