

## MINSAIT REVOLUTIONIZES THE ONLINE SALE OF FRESH PRODUCE WITH THE FIRST SYSTEM FOR REAL-TIME CONNECTION AND ORDERING FROM STORE

- **The company's system immerses the shopper in a shopping experience similar to being in the physical store. Shoppers can see produce themselves, select their purchases and follow the processing of their order in real time**
- **The technology is fully integrated into the store's e-commerce offering and allows large retailers to promote online sales and deepen the emotional bond between customer and brand**
- **Minsait's system facilitates online food sales, overcoming the main brake on large-scale online sales: the sale of fresh produce**

**Madrid, January 28, 2019.-** Minsait, an Indra company, has launched the first system for the real-time online sale of fresh produce, allowing the customer to see available produce live on the day with expert advice on-screen for 100% personalized attention at all times. A revolutionary solution that generates consumer confidence by giving the consumer total control over their purchases of fresh produce, ensuring what is delivered is exactly with what was ordered, prepared as specified: No surprises.

The solution uses two systems: a queuing system that allows the customer to get in line just as they would in the physical store; and an online ordering system that remotely connects the consumer with the clerk who will help them and prepare their order. Through artificial vision technology and advanced tracking cameras, able to follow the clerk's movement and automatically focus on the produce suggested by the clerk, the customer can "live" the experience as if they were in the store.

Built on Minsait's Onesait Platform (its open Internet of Things (IoT) platform of the with Big Data capabilities, formerly known as Minsait IoT Sofia2), the new system is fully integrated into the retailer's e-commerce offering, allowing the customer to order from any of the fresh produce services offered online by the retailer.

### **Breaking down barriers to the purchase of fresh produce**

In Spain, shopping habits are reflected in in-store purchases, where fresh produce accounts for 33% of the shopping cart. However, fresh produce has the lowest online sales, at scarcely over 0.8% of total purchases. This is fundamentally due "to the lack of a digital offer as varied as an in-store offer, and consumers' lack of confidence in online shopping, where they can't control the selection and preparation of produce," explains Isabel Calafat, Minsait expert in Retail Sales.

To address this problem, Minsait is bringing to market a system that through artificial vision technologies and IoT, "allows the online sale of fresh produce to be humanized, connecting the customer with the store, where they can see the product, select it, and decide how it is prepared," says the expert, while underlining how the system will help large retailers to promote online sales and deepen the emotional bond between customer and brand.

### **About Minsait**

Minsait, an Indra company ([www.minsait.com](http://www.minsait.com)), is a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its offering on high-impact value propositions, based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus.

Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

**About Indra**

Indra ([www.indracompany.com](http://www.indracompany.com)) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defense markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2017 financial year, Indra achieved revenue of €3.011 billion, with 40,000 employees, a local presence in 46 countries and business operations in over 140 countries.