



COVID-19 is affecting personal and business lives around the world

There is a saying “When life gives you lemons, make lemonade.” Which made us think let’s do just that, and share it with our networks.

The restrictions, set in place to contain the Corona pandemic, are now being slowly taken back by the European countries, trying to find a way to get back to normal with as limited restriction as possible while keeping everyone safe. How to adjust your business to these restrictions was the focus in our first part. Now we want to focus on how to optimize your business.

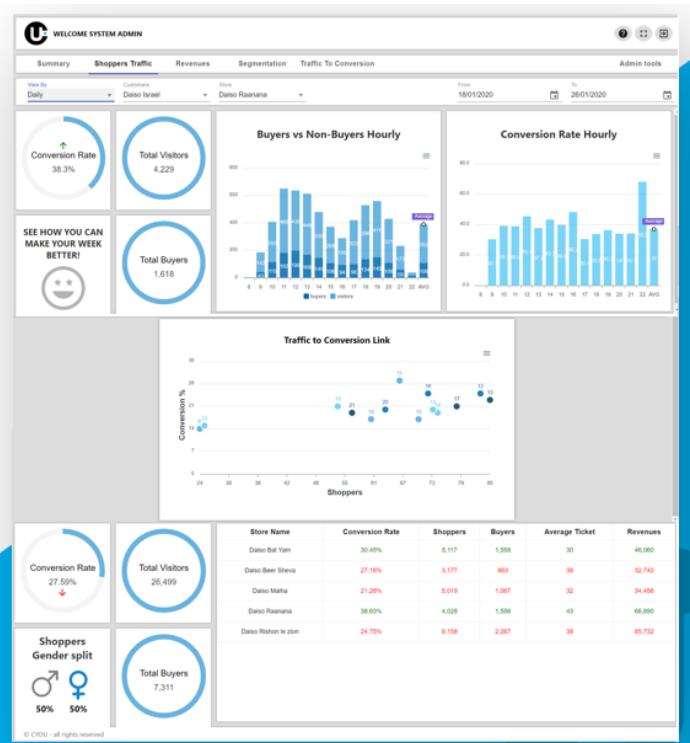
In our first part of the series, we have briefly outlined the options available to you to meet the new market requirements through digitization. Now we want to show you how to use your data and turn it into cash. This data will help you optimize your retail space, identify product trends and get better insights about your customers and their shopping behavior. Analyzing and evaluating your data helps you with positioning your products in your store, identifying top-sellers and non-moving products, identifying peaks/ high frequencies and learning more about your customer base. With those insights, you can then optimize your operational processes and reduce costs.

Together with our partner CYou, we have put together a solution package that can be implemented remotely within a very short time, can be adapted to your needs and is GDPR compliant:

## Data Driven Decision Making

Better plan, forecast  
and regulate traffic loads

Reduce risks and  
prevent monetary fines



Interested? Would you like to know what this solution looks like? Then sign up for our FREE webcast at the end of April. Our experts will present solutions based on digitization technologies that can solve your current problems easily, efficiently and with an eye to the future, as well as take your business processes into a new era.

Join us for a glass of lemonade and [click here to register now](#) and follow our Pink Lemonade webcast series to avoid missing out on other topics.

P.S.: Would you like to discuss this topic right now? - No problem, send us an e-mail with your contact details to [info@prodware.de](mailto:info@prodware.de) and we will get back to you as soon as possible.