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**Smart Merchandiser recognized as 2016 IBM Beacon Award Finalist**

*The industry’s first visual eCommerce merchandising SaaS solution came in as a finalist for IBM’s most prestigious award*

**Orlando, FL., February 17, 2016** – Smart Merchandiser, a visual eCommerce merchandising solution, was selected as a Finalist for the IBM Beacon Award in the “Outstanding Service on Bluemix” category at the 2016 IBM PartnerWorld Leadership Conference. The IBM Beacon Awards recognize IBM Business Partners who have delivered exceptional solutions using IBM products and services. With the help of IBM, who accepted Smart Merchandiser as an Independent Software Vendor into their Global Entrepreneur Program in September 2014, Smart Merchandiser SaaS was successfully launched on IBM Bluemix in July 2015 for IBM WebSphere Commerce.

With the delivery of Smart Merchandiser SaaS on the Bluemix cloud, more online retailers can afford to utilize the tool’s powerful online merchandising features to increase their sales revenue and greatly improve their merchandising team’s productivity. The SaaS tool combines visual assets such as digital catalog layouts and product thumbnails with in-depth web and social analytics and inventory insight to revolutionize the eCommerce merchandising process.

*“We’ve seen a 60 percent increase in productivity, which has freed up the team to do in-depth personalization and testing on the site, something our manual processes didn’t allow for previously.”*

*-Victoria Reuter, eCommerce Director at JanSport*

Leveraging the Bluemix platform also allows Smart Merchandiser to expand its capabilities more rapidly by consuming readily available APIs in the Bluemix marketplace, in turn offering a much more intelligent solution to online merchandisers. Besides bringing together analytics data from multiple vendors such as Google Analytics, IBM Analytics and Omniture, ratings and reviews from BazaarVoice and Power Reviews, social intelligence from Twitter, Facebook, Smart Merchandiser is looking ahead to consume Watson Analytics to boost its cognitive ability. “We are excited about the possibilities with Watson Analytics and thankful we made the investment with IBM,” Teresa Zobrist, CEO of Smart Merchandiser.

**About Smart Merchandiser**

Smart Merchandiser is the brainchild of Zobrist Consulting Group, a team that drew from nearly 15 years of experience developing fully integrated eCommerce stores to create a solution that combines real-time analytics with visual assets. Built and deployed in Bluemix, Smart Merchandiser SaaS is available as an integrated service for IBM WebSphere Commerce.

Smart Merchandiser has served various leading apparel, accessory and retail brands in the U.S., including Calvin Klein, The North Face, JanSport, Lee, Wrangler, Vans, Timberland and is excited to offer the tool for retailers in Europe. For more information, visit [www.smartmerchandiser.com](http://www.smartmerchandiser.com) and follow on Twitter @Smart\_Merch.

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