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Innovative Technology Platforms for Omni-channel Retail Now Available from Snowfall Technologies

Industry veteran forms new Dallas-based company to expand opportunities for retail operations, marketing, and merchandising using Artificial Intelligence (AI)

DALLAS, TX, September 26, 2017 – A unique combination of operational expertise and marketing technology prowess has inspired Dallas-based entrepreneur Jeff Zisk to launch his new company, **Snowfall Technologies LLC** (“**Snowfall**”), today bringing two new sophisticated SaaS solutions to omni-channel retailers. Snowfall has created **Jazz Central**, a distributed order management (DOM) solution built on a modern technology stack to provide retailers with a complete set of omni-channel features and functionality in a single platform. Additionally, **Mia**, the company’s AI middleware technology solution, is designed to enhance the customer’s shopping experience, marketing, merchandising and operations by “thinking and behaving like a human.” Mia uses both structured and unstructured data to personalize the shopping experience and provides tools to intelligently target shoppers and create significant operating efficiencies.

“I’ve started several companies in the retail tech space in the past twenty years and have seen some incredible advancements, but nothing has peaked my interest more than the possibilities retailers now have to leverage data and artificial intelligence. We are helping some of the best known retail brands by using sophisticated analytics to create human-like interactions online,” explains Jeff Zisk, founder and chief executive officer of Snowfall. “We think we are on the forefront of what e-commerce shopping should be.”

According to [Internet Retailer](#), e-commerce sales continue to climb with August 2017 showing a 14.2 percent growth over the prior year. The [National Retail Federation](#) (NRF) also states that consumers are reporting an optimistic outlook for the 2017 holiday season, yet the retailers’ fight for conversion and margin continues. Today’s consumers use multiple touchpoints, both physical and digital, as they take a path to making a purchase, which results in complex challenges in marketing to them in a personal way. Snowfall’s solutions address these issues in a scalable and easy to implement manner.

“When retailers ask me what’s different about Snowfall, there are several things I share. First, our DOM is a SaaS platform that is 100 percent API-based, and it brings together features that others simply don’t offer to enable a retailer to ship from warehouse or store and easily manage ship-to-store and buy-online/pickup-in-store transactions. Secondly, we are using artificial intelligence and advanced machine learning to change how customers shop a website in ways that are far more advanced beyond what is available on the market today. Finally, we have a team of data scientists and engineers developing right here in Dallas. Nothing is outsourced, so we can be very agile with development of new or customized functionality, and we are hands-on with every client implementation. We feel we are offering game-changing solutions to the retail brands we serve.”

Snowfall Technologies is privately-held and completed its first round of funding in January 2017 to sufficiently provide operating capital for the foreseeable future. Zisk also says that plans are in place to scale the company's hiring, including sales and technical implementation roles, as their client base expands. The company is also adding a variety of reseller channel partners including digital marketing agencies, system integrators and logistics and order fulfillment companies. Additional information can be found on the company's website, www.snowfalltechnologies.com.

About Snowfall Technologies

Snowfall Technologies LLC ("Snowfall") is an innovator of omni-channel retail technologies. Snowfall's enterprise-level solutions enable an enriched overall customer experience with the benefits of higher conversion rates and operational efficiencies. Snowfall's cornerstone products include **Jazz Central**, a comprehensive distributed order management (DOM) solution and **Mia**, a middleware AI solution designed to become the online shopper's best friend. Driven by modern technology stacks, sophisticated data analytics and predictive modeling, Snowfall's products think like a human, resulting in smart efficiencies, highly targeted marketing insights and the ultimate personalized shopping experience.

Retail brands, digital marketing agencies, 3PLs and order fulfillment companies all trust the Snowfall team of industry experts to help them realize value by building their brand, market share and revenue. The company is privately-held and based in Dallas, TX.

Visit www.snowfalltechnologies.com to find out more about how the company is changing the way omni-channel retail operates.

Media Contact

Kim Brandt

kbrandt@snowfalltech.com

(317) 201-5991

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