



Israel Technology Solutions for the Retail Industry

Profile Summary 2010



The Israel Export & International Cooperation Institute



YOUR GATEWAY TO BUSINESS IN ISRAEL



The Israel Trade Commission in Australia, together with IBM Australia, the Israel Export Institute, and the Australia Israel Chamber of Commerce, has compiled a high-level catalogue of *Israeli Technology Solutions for the Retail Industry*. This specifically designed catalogue is aimed at CTO's and senior retail executives in order to demonstrate some of the innovative technological solutions offered by Israeli companies to the retail industry.

Israel has long been at the forefront of providing innovative technological solutions to the world such as IT platforms designed around Point Of Sale (POS), supply chain management, loss prevention, data security, and enterprise management solutions. Many success stories have emerged from Israel, such as Retalix and Verifone, which have all greatly enhanced how the Retail Sector conducts business in the 21st century. Well known Israeli innovations include a long list of market firsts such as disk-on-key technology, IP telephony, ZIP compression, the ingestible pill-size camera, ICQ instant messenger, and many more.

IBM is a leading technology and services organization of nearly 400,000 highly skilled professionals working in 77 countries.

In Australia, IBM have around 14,000 people creating and applying information technology to help solve some of the world's biggest problems. To this end, IBM supply Australian businesses - large and small - with hardware, software and services; business consulting services; business transformation outsourcing; and IT financing. IBM also works closely with government, academia and not-for-profit organizations to support the communities in which they live and work.

IBM has been active in the Israeli IT market for decades and know first-hand the opportunity this market offers. Over the past few years, IBM has partnered with hundreds of Israeli companies, establishing the Global Technology Unit (GTU) in 2001 to deepen these relationships - seeking out innovative Israeli companies to go to market with IBM. Since the GTU was established, it has become a crossroad between IBM and the Israeli IT industry. Currently IBM are working with more than 400 technology vendors in Israel and have active marketing or sales relationships with 140 firms.

The attached catalogue contains company profiles (in alphabetical order) and an index according to the technology.

Since most of the Israeli technology companies are major players in the global markets, some of the technology solutions listed in the retail catalogue are already present in the Australian market.

Israeli Technology Companies

- [EyeClick](#)
- [Ezface](#)
- [Radware](#)
- [Retalix](#)
- [VeriFone](#)
- [Verint Systems](#)
- [NICE](#)
- [Safend](#)

Company's Name - **eyeclick**
Company's Website - www.eyeclick.com



Sector Category - Software, other (retail solutions)
Sector Sub Category – Software and Marketing

Company's Profile

Technology is continuously affecting the way we interact with our world. Whether you are looking to communicate with your clients at shopping centers, events, business venues or even develop a multi-faceted marketing campaign, EyeClick solutions are guaranteed to create real, tangible value at any location, and help your business stand out in the most unique and innovative way.

We believe in providing that unique experience, leaving a deep impression on users.

Tailored from start to finish, EyeClick virtually offers a limitless range of designing possibilities. As an integral part of our platform, EyeClick template editor provides our clients with the freedom and the technical tools to use their creative talent and ideas, bringing their vision to life.

Taking "hands-on" marketing to a new, full-bodied level, when it comes to user experience, EyeClick has proved that there is much, much more than meets the eye...

Products and Technology

Spice Up your Retail Environment!

EyeClick provides the perfect tool to make a lasting impact on your potential clients, and make your brand stand out.

EyeClick products are designed to add value to shopping experience, and turn ordinary sales into a customer engaging interactive experience. From concept store-fronts, glass walls, window or floor displays, to informative self-standing units - communicate messages, strengthen your brand recognition and advertise in a thrilling new way customers won't forget.

Use EyeClick to make your retail space stand out and increase sales!

What Can We Offer

An interactive floor and surface solution, EyeStep combines intuitive human body motion with floors and surface areas.

EyeStep easily turns open floor spaces or unnoticed areas into an ongoing experience of movement, action, fun and excitement, stopping people in their tracks as they play, walk by or interact with your marketing content. EyeStep is considered a highly effective marketing and brand enhancing tool that captivates and engages target audiences in retail environments, trade shows, museums, lobbies, open spaces, playgrounds and visitor centers. EyeClick's first-class professional and creative services can tailor EyeStep to create that special effect or theme you had in mind.

EyeTouch is an exciting application that extends an innovative and fun invitation by stimulating users' curiosity and encouraging them to interact with the display. EyeClick's first-class professional team can tailor EyeTouch to create that special effect or unique idea you have in mind.

EyeBoard is an interactive tabletop surface or interactive board.

It is an innovative system that turns ordinary boards into an exciting self-activated experience. Implementing the EyeClick interactive technology, each EyeBoard fixture is specially tailored to suit the needs of any client. It enhances retail environments, creates a unique advertising campaign, promotes sales or exhibits data in a whole new way.

Company's Name - **EZface Inc.**
Company's Website - www.ezface.com



Sector Category - Software, other (retail solutions)
Sector Sub Category - Designated Software; Enterprise Software; Internet

Company's Profile

EZface was founded in 2000 by Ruth Gal and Rami Orpaz as a solution to the frustration that Ms. Gal faced when trying to buy makeup online. Faced with practically meaningless color samples, and with no way to try them on her face and skin tone, Ms. Gal realized that both consumers and beauty brands would benefit from virtual makeover technology. EZface has since become the leading provider of sophisticated Virtual Makeover technology to major international cosmetics brands and retailers. The EZface Virtual Mirror concept was created to provide a comprehensive multi-platform marketing system for cosmetics companies and an enhanced buying experience for customers around the world.

Products and Technology

To create the Virtual Mirror application, the EZface team undertook a massive technological challenge. The team needed to develop software capable of recognizing distinct facial features such as eyes, lips, and even lashes, as well as skin tones, to create an extremely realistic application of cosmetics, in all makeup categories, on a photograph of a human face. EZface met the challenge with technology that can virtually apply any cosmetic shade on any individual photo and do so in a highly accurate simulation. EZface also developed unique product sampling tools to ensure that the color, sheen and transparency of each makeup product are represented as accurately as possible.

The Virtual Mirror application has been applied to in-store kiosk, Web and mobile phone applications, delivering on a promise of highly accurate photorealistic simulation and a range of sophisticated marketing opportunities. The Virtual Mirror application has been successfully implemented on more than 30 internet sites and in numerous in-store "try before you buy" kiosks worldwide. Millions of users across Europe, the Americas and Asia have tried and enjoyed the Virtual Makeover. EZface continues to develop future technologies to further improve the makeup and cosmetics shopping experience, wherever the shopper may be.

What Can We Offer

EZface Virtual Mirror gives shoppers a fun, quick and easy way to sample cosmetics. Simply using their own headshot, customers can try before they buy with a virtual beauty makeover that leaves no mess or hygienic concerns. The EZface system recommends cosmetic products and shades personalized to fit each customer's color profile. EZface packages its proprietary technology in a simple-to-use Internet development kit or kiosk that helps retailers drive traffic, enhance the customer experience and boost sales.

L'ORÉAL PARIS BECAUSE YOU'RE WORTH IT

Your personal makeup

Before

After

Your products:

- L'ORÉAL PARIS Le Kohl Pencil Eye Liner
- L'ORÉAL PARIS Black Slate Mascara
- L'ORÉAL PARIS Double Extend Black Brown Mascara
- L'ORÉAL PARIS Feel Nebulate Blush Blush
- L'ORÉAL PARIS Charmed Peach Blush
- L'ORÉAL PARIS True Match Super Blandable Makeup Foundation
- L'ORÉAL PARIS Endless Lookour Lipstick
- L'ORÉAL PARIS Always Rose Lipstick
- L'ORÉAL PARIS Vieser Infinite Singles Eyeshadow
- L'ORÉAL PARIS Azure Eyeshadow

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EZface Inc. www.ezface.com E-mail:business@ezface.com Tel +1-877-9EZFACE

Company's Name: Radware Australia Pty Ltd

Company's Website : www.radware.com



Sector Category: Enterprise Infrastructure & IT Security

Sector Sub Category : Service Delivery/Management Platform & Network Monitoring

Company's Profile

Radware (NASDAQ:RDWR), the global leader in integrated application delivery solutions and a member of the [RAD Group](#), assures the full availability, maximum performance, and complete security of business-critical applications for nearly 10,000 enterprises and carriers worldwide. With APSolute™, Radware's comprehensive and award-winning suite of application delivery and network security products, companies in every industry can drive business productivity, improve profitability, and reduce IT operating and infrastructure costs by making their networks "business smart."

Products and Technology

Radware's APSolute product family aligns IT infrastructure with business processes by enabling business-smart networking. "Business-smart networking" is the understanding of real-time business events that take place, and then immediately acting on those events. By making networks "business smart," Radware's solutions maximize ROI from IT investments by ensuring fast, reliable, secure delivery of both web-enabled applications and services that drive business productivity.

Radware's [architectural approach](#) to business-smart networking addresses the full range of availability, performance and security challenges associated with several key data center trends including

- [Consolidation](#)
- [Business Continuity](#)
- [Compliance](#)
- [SOA](#)
- [Virtualization](#)
- [Mobility](#)

With Radware APSolute, enterprises can deliver missions critical applications everywhere – over the Internet and across the WAN – optimizing end-to-end network operations for high scalability, consolidation and operational cost savings. The APSolute family includes the following products:

- [AppDirector](#)
- [AppWall](#)
- [AppXML](#)
- [AppXcel](#)
- [VirtualDirector](#)
- [SIP Director](#)
- [LinkProof](#)
- [Content Inspection Director](#)
- [DefensePro](#)
- [Inflight](#)
- [Insite](#)
- [Insite ManagePro](#)
- [Application Performance Monitoring](#)

What Can We Offer

In today's connected world, we rely on networked and web-enabled applications to drive business productivity and profits. When mission critical applications falter, so does your business. Radware solutions let enterprises get more done for less with faster application response times, higher availability and airtight security.

As your distributed workforce, partners and customers rely on the availability, performance and security of ERP, CRM, databases, email, VoIP, and terminal services, optimizing the application web and database servers that make up the data center application infrastructure has become an important business imperative. That's why our data center, WAN optimization, application networking and security solutions are designed from the ground up to provide the application infrastructure required to support these enterprise goals.

Company's Name - **Retalix**

Company's Website - www.retalix.com



Sector Category – Software Solutions

Sector Sub Category – Retail Software Solutions

Company's Profile

Retalix is a global provider of integrated software solutions for the food, fuel, and consumer goods retail and distribution industries.

Retalix solutions are installed in supermarkets, groceries, convenience stores, fuel stations, and quick service restaurants, as well as foodservice, grocery, convenience products, and fast moving consumer goods distribution organizations.

With a primary focus on the special needs of supermarkets, convenience stores, and foodservice, Retalix has unparalleled domain expertise in the food industry.

Retalix's deep footprint is in evidence at over 40,000 retail and distribution sites and 300,000 checkout lanes around the world.

With over half of the top 50 food retailers and food distributors in the U.S. using Retalix software, Retalix is recognized as the segment leader.

Products and Technology

Retalix offers a full portfolio of software applications that automate retail, distribution, and supply chain operations.

Retail solutions are designed to be modular, scalable to large transaction volumes, capable of handling rapid scanning with extreme reliability, and integrating multiple store formats and hardware systems.

Distribution solutions integrate business management, warehouse management, customer relationship management, and supplier relationship management across an organization.

What Can We Offer

Retalix solutions simplify processes, optimize assets and drive growth throughout the supply chain - from warehouse to checkout.

The Retalix software portfolio consists of synchronized and personalized solutions at the store, headquarters, warehouse, and supply chain that maximize retailers; and distributors; operational excellence and relationships with customers, associates, and trading partners.

Best-in-class solutions include capabilities in the areas of point of services, retail operations management, customer relationship management, ERP and business intelligence, supplier relationship management, distribution operations management, and master data management.

These solutions are also synchronized across business formats, such as grocery, fuel, and foodservice, for greater consumer appeal.

Company's Name - **VeriFone**

Company's Website - www.verifone.com



Sector Category - Electronics Industry, Software

Sector Sub Category - Equipment, Enterprise Software

Company's Profile

VeriFone is one of the largest providers of secure electronic payment and retail solutions worldwide, serving the industry since 1981. Our Customers include many of the world's largest banks, payment processors, petrol companies and retail chains.

Products and Technology

Our system solutions consist of point of sale electronic payment devices that run our proprietary operating systems, security and encryption software and certified payment software as well as third party, value-added applications. Our system solutions are able to process a wide range of payment types including signature and PIN-based debit cards, credit cards, contactless cards, EMV smart cards, pre-paid gift and other stored-value cards.

To retailers, we offer secure credit and debit solutions that are seamlessly integrated with their POS systems. Our portfolio also includes the MX series secured multimedia-enabled, touch screen operated devices, which provide a powerful marketing platform for dynamic advertising at the POS.

We also offer the Gazit Point-of-Sale and retail chain management software, which captures, manages and analyzes sales information to increase sales at the POS.

What Can We Offer

- A comprehensive solution to that enables secure payments, including new payment technologies, such as contactless, wireless and NFC
- Secure multimedia devices at the point-of-sale that can deliver dynamic contents and can be used for marketing campaigns, advertisements, up-sale, loyalty programs and more
- Powerful POS and retail chain management software

Company's Name - **Verint Systems Ltd**

Company's Website - www.verintsystems.com



Sector Category - HLS

Sector Sub Category - Command & Control / C4I, Tracking and Motion Detection, System Integrators

Company's Profile

Verint is a top 30 US enterprise software company that helps organizations make sense of the vast information they collect as part of their daily operations. The company's actionable intelligence solutions are designed to integrate and analyze huge volumes of data — images captured by thousands of cameras, trends buried in millions of calls, threats hidden in billions of interactions. By identifying critical intelligence that might not otherwise be found, they help industry and government take more effective action to achieve performance and security goals .

Verint solutions are engineered for cost-effective deployment in global operations and complex environments. Built on open, standards-based architectures, these solutions add value to the systems in which government and industry have already invested and help them realize the benefits of expanding information networks and emerging information technologies. Verint is a Developer of telephone conversation surveillance (tapping) equipment.

Products and Technology and What Can We Offer

Here is a list of our products:

Telecommunication switching systems, message

Telephone conversation recording machines

Telephone call logging equipment

Voice and/or video mail systems

Telephone conversation surveillance (tapping) equipment

Company's Name - **Nice Systems Ltd**

Company's Website - www.nice.com

The logo for NICE Systems, featuring the word "NICE" in a bold, white, sans-serif font. The letters "I" and "E" have a yellow horizontal bar through their centers. The logo is set against a black rectangular background.

Sector Category - HLS

Sector Sub Category - Command & Control / C4I, Tracking and Motion Detection, System Integrators

Company's Profile

NICE Systems is the leading provider of Insight from Interactions solutions and value-added services, powered by advanced analytics of unstructured multimedia content - from telephony, web, radio and video communications. NICE's solutions address the needs of the enterprise and security markets, enabling organizations to operate in an insightful and proactive manner, and take immediate action to improve business and operational performance and ensure safety and security. NICE improves business performance and enhances security by utilizing market-leading audio, video and data digital recording applications based on advanced technology platforms. NICE has over 24,000 customers in 100 countries, including over 85 of the Fortune 100 companies.

Products and Technology and What Can We Offer

Here is a list of our products:

Voice recording (logging) systems, digital

Video recorders, digital, multichannel

Voice communication recorders, multichannel

Security and surveillance systems, closed circuit television (CCTV)

Company's Name - **Safend Ltd**

Company's Website www.safend.com



Sector Category SOFTWARE/IT

Sector Sub Category IT Security

Company's Profile

What We Do

Safend is a leading provider of endpoint data protection solutions that protect against corporate data loss by offering comprehensive products for data encryption, Content Inspection and port and device control

Who We Are

Safend was founded in 2003 and is headquartered in Tel Aviv, Israel with US office in Philadelphia, European office in Luxemburg, and representative office in Sydney Australia. Safend's 60 member team is made up of highly skilled security experts with extensive backgrounds in security research and development in both the corporate and military sectors. The company has received funding from Walden Israel Venture Capital (an affiliate of Walden Group of International Venture Capital Funds), Intel Capital, and Elron Electronics Industries.

Products and Technology

Safend Data Protection Suite

Safend's Data Protection Suite protects enterprises against endpoint data loss, misuse and theft through its single server, single console, single agent architecture. Its modular components can transparently encrypt internal hard drives (Encryptor), granularly control ports and devices and encrypt external media (Protector), Inspect, classify and block leakage of sensitive content through email, IM, Web, external storage, printers (Inspector), Map, classify and locate data stored on organizational endpoints and network shares (Discoverer), Generate detailed graphical reports for compliance assessment (Reporter) and quickly and non intrusively audit an endpoint for past and present connected devices and Wi-Fi networks.(Auditor).

What Can We Offer

Safend is the endpoint data security and information loss prevention choice for many Australian and New Zealand government departments including Prime Minister and Cabinet (both countries), Aust Federal Police, Attorney General, Crime Commission, Planning and Infrastructure, Ombudsman, Immigration, Director of Public Prosecution, Ministerial Services, Corrective Services, National Archives, Dept Foreign Affairs and Trade etc. It is now our intention to offer this same data protection solution to leading retail companies in Australia and New Zealand. This should be of interest to any retail group that wishes to keep its commercial and corporate information safe and secure inside and outside the enterprise.