

Leveraging their Smart Shopping Technology on a Cross-Channel Marketing Level to achieve the Ultimate One-to-One Relationship throughout the Buying Cycle, Mercatus Technologies is Enabling Retailers to Achieve Competitive Advantage, Boost Brand Equity and Improve Financial Performance

**Business Services
Retail Technology**

**Mercatus Technologies Inc.
60 Adelaide Street East
Toronto, ON M5C 3E4
416-603-3406**

www.mercatustechnologies.com



**Sylvain Perrier
President & CEO**

BIO:

Sylvain Perrier is the President and CEO of Mercatus Technologies and is responsible for the overall management of Mercatus operations including Technology, Business Operations, Sales, Marketing, Customer Service, Finance and Human Resources. Sylvain works with the Executive Team to establish and drive the vision and strategic direction for the company.

Sylvain holds more than 17 years experience in multiple market segments

of the international retail industry. Throughout his career, Sylvain has had the opportunity to work with world class retailers; such as, Walt Disney, Barnes and Noble, the National Football League (NFL) and Canadian Tire.

Before being named President and CEO in 2012, Sylvain was Mercatus' Chief Operating Officer and was responsible for the overall day-to-day activities that achieve the company's strategic business goals. Prior to joining Mercatus, Sylvain spent eight years with In-Touch Survey Systems Inc. most recently as Vice President of Technology where he oversaw the development of wireless and touch-screen devices designed to generate consumer feedback reports for the retail, services, and hospitality industries.

Sylvain is a respected industry authority and sought-after speaker. He earned degrees in Business Administration and Computer Science from College de l'Outaouais.

About Mercatus Technologies:

Mercatus enables retailers to achieve competitive advantage, boost brand equity, and improve financial performance. Leveraging Mercatus' smart shopping technology on a cross-channel marketing level, achieve the ultimate one-to-one relationship with shoppers throughout their buying cycle—from intent to influence to purchase.

Founded in 2005 by experts in retail, finance, marketing and technology industries, Mercatus (formerly Springboard Retail Networks Inc.) is a pri-

vately held company based in Toronto, Ontario, Canada.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Perrier, you were recently named CEO at Mercatus, do you see a change in focus under your leadership?

Mr. Perrier: I would say that the change in focus that I have now and my change in leadership at Mercatus is more accountability to the market and greater accountability to our investment community and direct responsibility for all strategic matters.

CEOCFO: What is the business of Mercatus?

Mr. Perrier: Mercatus Technologies builds and designs a marketing CRM platform for the retail industry that enables retailers to engage their customers in conversations from a central location out to various channels. Those channels could be mobile, web based, social media and in-store just to name a few.

CEOCFO: Who is using your services?

Mr. Perrier: We have multiple retailers from across the U.S. using our solution such as, Food Lion and Price Chopper.

CEOCFO: What do you know at Mercatus that others do not which enables you do a better job than your competitors?

Mr. Perrier: The knowledge that I have regarding the retail industry

combined with the great people that work at Mercatus, their capabilities, their culture, the knowledge and the ability to bring all those pieces together to drive forward innovational change.

CEOCFO: What are some of the common aspects of marketing and reaching the end customer, which people do not realize?

Mr. Perrier: I think many consumers are attracted to certain pieces of technology whether it is hardware or software based or consumer based products. They engage with them not just at a tangible level but even more so at an emotional level. When you are equipped with that knowledge of how to do that, it makes it easier for corporations and for many of our clients to know and understand how to transpose a brand, a culture, and an essence into what we do, that formally creates this level of engagement that consumers are attracted to and want to use. The best example is you could take two simultaneous laptops that look exactly the same, made out of aluminum, very thin, and put them on a table, except to one of them you would attach an Apple logo and the other one you would not. Rest assured, I believe that the majority of the consumers would want to play with the Apple laptop. That is a great example of a company that has developed a brand and a culture and injected it into all the devices that they built.

CEOCFO: You mentioned supermarkets when you were talking about your clients. Why do people care about the brand of their supermarket, and why is it a big deal?

Mr. Perrier: It is a big deal for multiple reasons. At the end of the day grocery stores or any retail outlet quite frankly becomes just a vast arena of commodities, but strong brands deliver a consistent, trusted experience, which builds relationships and loyalty. A can of soup is a can of soup; it has not changed and most likely will never change. The difference is that the consumers that walk

the isles of these stores are mothers with children, young professionals, and elderly people. They are interacting with fellow individuals, associates who are employed by the supermarket and are in fact members of the community. That knowledge of connectivity between individuals combined with proper brand positioning really creates stronger relationships. You feel good about yourself as a consumer knowing that you are able to nourish your children and you bump into the cashier you know because she is the daughter of the lady that lives two streets down from you. I think that is the cache, and why we see many retailers today that try to create a more community based homey feel to their retail stores.

CEOCFO: Are there industries where you would like to have more of a

“Ultimately I built my leadership as well as the culture on three strong pillars which are honesty, respect and integrity; those are critical to me and certainly something that was ingrained into me at a very young age by my parents. Business is growing. We recently launched our ecommerce platform, which will be in market for testing with its first retailer in the early part of the year.” - Sylvain Perrier

presence and how do you reach clients?

Mr. Perrier: I think an industry where there would be a tremendous amount of opportunity would be in pharmacy. The reason I see an opportunity there is the lines have been very blurred over the years that you can walk into in Canada Shopper’s Drug Mart, and in the US, you could walk into a Walgreen’s or a CVS. You have much more product selection, much more availability. I think it is confusing when you are going into that arena, because if you are sick or not healthy, you need access to that additional information to help you make great selections. The way that we normally would go about in reaching out to potential customers like the ones I just mentioned, I would simply pick up the phones and explain what we do and how we are different from our competition. All I need is ten minutes of your time and let me give you one great

idea. If you like the idea, then let us go to the next level. Let us come over to your place and we will show you.

CEOCFO: Does that method work?

Mr. Perrier: Surprisingly it does. For example, I called the CIO of a very large organic retailer on the west coast and he took my call. He heard about us. Word-of-mouth is big for us and is typically how we get our name out there. I said, “I am not going to take much of your time, I know you are excessively busy, but I have an idea if you give me ten minutes I will walk you through it.” He gave me ten minutes. He asked me what I was doing next week and wanted to hop on a plane and come visit me. He did come and visit. I am not a fan of the hard sell. I think if you are getting involved in the idea of the hard sell and try to push something onto someone,

it does not make sense because what we have become excessively good at listening. We ask people to tell us their concerns and they are comfortable talking to us. If you can solve their problem, nine times out of the ten, it is our technology that helps and that other time it is not. I am not afraid to say I have an ecosystem

partner that would be a great fit for someone to help with the problem. You build thought leadership and a great deal of respect in the industry just by being honest, open and transparent with people, which goes a long way.

CEOCFO: Would you tell us about the corporate culture at Mercatus?

Mr. Perrier: Ultimately, I built my leadership as well as the culture on three strong pillars, which are honesty, respect and integrity; those are critical to me and certainly something that was ingrained into me at a very young age by my parents. I have always wanted to transfer that to the rest of the group. I consider family very important and that means children, moms and dads, so it is important to have a very strong family unit. If employees have a sick child or parent, I encourage them to go take care of them and they will not have to

worry because the job will be here when they return. It is also important for us to correlate and understand each other not only at a professional level but also at a personal level. You can get to truly understand and benefit from knowing your coworkers when you are doing that. The way that we do it quite frankly is I will take some people out to lunch and I have my marketing team there. We will have lunch in downtown Toronto. Last Friday we brought in some wine, I brought in the engineering team and we talked about what is working and not working. We have frequent pot-lucks, yesterday was our Halloween party. It is quite common for us at any given time to on a Friday afternoon close the office and go take off and play table tennis or pool. I think what that really does is create these non-functional relationships, so marketing is hanging out with quality assurance. HR is hanging out surprisingly enough with information technology or operations and spending time with sales. Once you start building those additional bonds, everyone starts to face in the same direction at a completely different level. When you are in the thick of things and you need help, you do not have to ask people personal thoughts, it just happens naturally and I think that is beautiful.

CEOCFO: How do you stay on top of all the new technologies and new ideas and how do you know what is go-

ing to stick and where you have to pay attention?

Mr. Perrier: There are some of us who are gadget-oriented. We spent a great deal of time trying and testing new technologies independently on our own or in the context of our office. We share that information openly amongst each other. I am a voracious reader so I typically read a book every week and a half but I have certain publications that I follow on a day-to-day basis such as Tech Crunch, Engadget, The Wall Street Journal, The New York Times. I am also subscribed to many email lists of what is coming in and out, at many relevant industry shows where I can actually stay in touch with the technology. We also have our client's technology to play with. We have clients that want to implement a new broadcasting system in store and they want to know if it will work the Mercatus. We tell them we are not sure but we are sending them a complete system to set it up and they can play with it and let us know how it works. We go a level further and take some of the technology and take it apart, we will literally scrap an iPhone for a new Google Nexus phone because we are curious to see what is happening on the inside.

CEOCFO: How is business at Mercatus today?

Mr. Perrier: Business is growing. We recently launched our ecommerce platform, which will be in market for testing with its first retailer in the early

part of the year. We have a roster of new clients that are working with us to monitor the results and if everything goes according to the plan, they will be rolling out the technology themselves. We just recently hired employee #52. We are almost completely out of space and we are now starting to look for a new location in downtown Toronto. We made the decision today to transition our Newark New Jersey office down into Charlotte North Carolina because of the proximity of some of our larger clients as well as increasing our sales staff in the US.

CEOCFO: Why should the business and investment community pay attention to Mercatus?

Mr. Perrier: Mercatus is an enterprise-based organization bridging the gap between technology and retail; a bridge that quite frankly has not been addressed in years. This is going to create some really exciting change for everyone.

CEOCFO: What should people remember most when they read about Mercatus?

Mr. Perrier: We are not afraid to challenge the status quo and we know how to apply the right piece of technology to solve these problems.



Mercatus Technologies Inc.
60 Adelaide Street East
Toronto, ON M5C 3E4
416-603-3406
www.mercatustechnologies.com