

T2 Tea selects Triquestra to unify brand experiences and power global expansion

Premium tea retailer will modernise its retail operations to give customers seamless experiences using Infinity unified commerce platform

AUCKLAND – 25 June 2019 – Triquestra, a leading retail software solutions provider, today announced that Unilever's retail tea business, T2 Tea, has selected Triquestra as its strategic partner for the transformation of its retail system. T2's goal is to create immersive and frictionless experiences for customers across online, in-store and mobile channels.

Triquestra's Infinity platform will be installed as T2's point of sale, with the power to create a central hub for the brand's inventory and customer loyalty across ecommerce, wholesale and a growing global footprint of over 100 stores across APAC, Europe and North America.

T2 will benefit from a proven unified commerce platform that will scale and adapt to shifting consumer expectations and new technologies and offer the flexibility to quickly extend support to new stores, channels and markets.

Established in Melbourne in 1996, T2 Tea is a premium tea brand that prides itself on quality products that are beautifully packaged and presented through engaging and immersive in-store experiences. In addition to its global retail outlets, T2 operates a thriving wholesale business selling teas to restaurants, cafes, gourmet food stores and airlines, and has ecommerce channels spanning direct to consumer (t2tea.com), marketplaces and wholesaler third-party sites.

Infinity will support T2 in all areas of retail operations and management, including point of sale, inventory, customer data, order management and loyalty. It will integrate with T2's other technology solutions, including Oracle NetSuite, Salesforce Commerce Cloud for ecommerce and HighJump Warehouse Advantage for warehouse management.

"To keep pace with new technologies and changing consumer demands, we decided to bring everything together with a unified commerce strategy," said Rohan Penman, T2's Global Head of Technology.

"Following an in-depth software review process, we selected Triquestra as our strategic partner to help achieve that vision. Triquestra already supports retailers with a strategy of omnichannel innovation and provides best-in-class products and processes, a broad unified commerce portfolio and a referenceable track record of success with multi-store retailers across multiple geographies.

"Infinity will give us a single hub for our channels, reducing integration complexity and manual overheads, while increasing efficiency and accuracy," Rohan adds. "It will also be our platform for growth and innovation, helping us to deliver evolutionary innovations that will accelerate our business agility and competitive advantage."

"T2 shares our vision, with a single-minded focus on creating immersive and personalised experiences for customers. It has mastered the art of creating magical in-store experiences, through storytelling and adventurous in-store displays that encourage visitors to discover and experiment," said Kelly Brown, CEO of Triquestra.

"We're looking forward to supporting T2 in its next phase of growth as the company harnesses new technologies that help to put innovation at the core of everything they do."

T2's transition to Infinity will be a phased approach that starts in Australia and New Zealand and extends to Singapore, North America and Europe. Infinity will provide point of sale and a central hub for inventory and customer data to give customers 'endless aisle' access to T2's entire inventory from any channel or touchpoint, as well as new payment options and fulfilment services such as click-and-collect and ship-from-store.

Ends

About T2

Established in Melbourne, Australia, in 1996, T2 Tea has become a household name – it's the brand we start and end the day with, a comforting and trusty daily companion yet a special treat to be contemplated and savoured. T2 Tea is a premium tea brand that has unfurled and blossomed over the last 23 years but remains young and perky. All beautifully packaged up in a retail experience that is fancy and fabulous, T2 is for everyone, every day.

T2 operates a growing global footprint of circa 100 retail outlets. Coupled with this is the operation of wholesale and e-commerce extensions of the business that continue to grow in all markets. In 2013, T2 was purchased by Unilever.

For more information, see www.t2tea.com

About Triquesta

Triquesta is a leading global software solutions provider for retail brands. Headquartered in Auckland, New Zealand, its Infinity unified commerce platform lets retailers connect real-time inventory and customer data with all physical and digital sales channels to give customers personalised and frictionless experiences, wherever and whenever they shop.

Retail clients including T2 Tea, Cue Clothing, Fonterra Farm Source, Z Energy, Caltex, Challenge and Night 'n Day rely on Infinity to give customers extraordinary experiences, capture market opportunities, generate revenue and build brand advocacy. Retailers across fuel, agribusiness, fashion, furniture, telecommunications, grocery and convenience, and wine, beer and liquor industries trust Infinity to manage their wholesale, trade and retail customers.

Infinity supports all areas of retail operations and management, including point of sale, inventory, customer data, order management, loyalty, analytics and ecommerce. Founded in 1995, Triquesta operates in twelve countries.

For more information, see www.infinityrms.com

Contacts

Carmela Salisbury

mailto: