

Innovation Backed By Over 50 Years of Wholesale and Retail Experience: Jesta I.S.

The evolution of e-commerce has transformed the way retail, wholesale and direct-to-consumer businesses run today. The industry is fast-paced and expanding like never before. Since the onset of the pandemic, we have seen many companies digitalize their business to adapt and grow. Enterprise Resource Planning (ERP) has become an essential ingredient in this process. An integrated ERP solution provides speed and reliability, and offers game-changing possibilities.

Headquartered in Montreal, Quebec, Jesta I.S. is an international developer and provider of integrated software solutions for retailers, wholesalers and brand manufacturers specializing in apparel, footwear, housewares and electronics. Jesta is an independent software vendor with a rich and glorious heritage. Jesta is more than a vendor to its clients, they are a partner, and the company wants to deliver a truly boutique experience to every one of them.

The company's cloud Vision Suite is a unified yet modular platform that supports the entire supply chain, from product design to omnichannel retail. It eliminates the inefficiencies and inaccuracies of disjointed applications by allowing organizations to implement the whole suite or specific modules based on their unique needs.

We recently interviewed Arvind Gupta, President of Jesta I.S., to learn more about the company and its innovation. Here are some excerpts from the interview:

Jesta has been providing software solutions for global retailers, wholesalers and brand manufacturers throughout the evolution of commerce. How has the company evolved with time?

The features and functionalities of our applications have evolved as they pertain to customer and product journeys. In years past, customers went to stores and the retailer's focus was on clienteling and loyalty. Now that more people are shopping online, retail is about supply chain and logistics, and providing real-time visibility as the product moves from source to customer.

Over time, our rich architecture, system flexibility and strong resource knowledge base keeps us and our clients ahead of the technology curve. In terms of system infrastructure, the entire Jesta Vision Suite now runs on the cloud.

Considering the landscape of retail from 50 years ago, it has completely evolved. There's no one fit for all kinds of solutions.

How did you manage to master the art of understanding brands inside out before developing strategic solutions?

Jesta, first and foremost, is a product company. We target wholesale, branded goods, manufacturers and distributors, direct-to-consumer companies, and specialty goods. We specialize in many verticals including apparel, footwear, home furnishings, medical/PPE, sporting goods and hard goods.

We build solutions, not thinking about what clients will need now but rather what they will need a decade from now. We have had a great advantage in terms of the knowledge we've attained innovating for 50-plus years. We are continuously looking at where the industry is headed, what are the challenges, and what are the solutions that will help a company streamline and optimize their business operations.

Considering the current economic condition and the complexity of the industry, how does Jesta engage with their global client base?

The pandemic has forced everyone to go mostly virtual, and we continue to provide 24/7 support and consultation. Jesta works very closely with its clients as partners

"Jesta's Vision Suite is a set of retail business software solutions that easily integrate to form a robust ERP for retailers, e-tailers, wholesalers and brand manufacturers."



*Arvind Gupta
President*

Meet the President

Arvind Gupta is the President of Jesta I.S. He has held several leadership positions at Jesta I.S., including Chief Operating Officer. As EVP of Development and Strategy, Arvind directed the growth and expansion of Jesta's Vision Suite® product line and was instrumental in cementing it as a leading ERP and retail business management system. He has built and implemented ERP-focused solutions for several notable companies across North America, Europe and Asia.

on the enablement and streamlining of their business processes, whether it's capturing the order journey through omnichannel applications, or streamlining the supply chain by providing real-time inventory visibility. Jesta's Vision Analytics solution delivers detailed predictive and prescriptive dashboards, notifications and reports that help decision makers make strategic, data-driven decisions about their business.

In simple words, I can say Jesta can be referred to as a 'retail tech expert'. So, what is next for your company now? What can your customers expect from you in the coming years?

We do retail, but we also cut across both wholesale and supply chain equally. In fact, we are one of the only software product companies that can swing both ways, whether you're a B2B Wholesale or Direct-to-Consumer (DTC) retail business. Jesta's software covers a multitude of commerce spectrums while providing seamless visibility and supply chain agility across all channels. Our software also extends supply

chain agility to the manufacturing sector by helping to facilitate the planning, managing, execution and development of products. We believe that the future is going to be about further empowering customers and associates, while at the same time about the democratization of brand innovation.

As a leader, you have a responsibility to maintain the quality of the services, and you need to have proactive thinking. Do you have a like-minded team with you to help you lead? And how do you encourage proactive thinking in your company?

Understanding business operations and delivering innovative solutions that simplify complex business processes is in our DNA. Our associates are at the heart of everything we do. Our team is comprised of global industry experts with diverse technological and business backgrounds. We take pride in the fact that our associates are continuously expanding their horizons and are driving fast-paced innovation cycles through new product launches and feature releases.