

# iQmetrix Corporate Backgrounder

## Our Company

The future of retail hinges on an understanding of how people want to shop – and how consumers’ use of technology has changed the buying process. Amid the myriad of online and mobile commerce options, evolving the in-store customer experience is more important than ever. Retailers must adapt or risk becoming obsolete.

At iQmetrix, we create great experiences for retailers, their employees, and the end consumer. Our products bridge the gap between physical and virtual retail channels, offering the latest in retail management and customer experience technology.

Using technology to connect physical and virtual channels opens a window to actionable retail data. Meaningful metrics provide insight to continually improve customer experiences and ultimately transform the business. Our solutions enable operational efficiencies, increased sales, and repeat business. Have a look at our [XQ case studies](#) and [RQ case studies](#) to see how we’ve helped make our clients successful.

When a customer walks into a store, it’s an opportunity to connect people and technology to exceed expectations. We build solutions to help retailers deliver great in-store experiences.

## About iQmetrix:

At iQmetrix, we are passionate about retail. Our purpose is to create great experiences for retailers, their employees and the end consumer. Our products bridge the gap between physical and virtual retail channels, offering the latest in retail management and customer experience technology. XQ Interactive Retail brings elements of online and mobile shopping experiences into the physical store to engage and educate shoppers during the purchase process. RQ Retail Management is a complete system for managing all aspects of a store chain operation, including POS, ERP, inventory and HR. When integrated specifically for wireless retailers, XQ and RQ allow users to effectively manage back-of-house operations and the in-store customer experience. Founded in 1999, iQmetrix is a privately-held software as a service (SaaS) company with offices in Canada and the United States.

[www.iQmetrix.com](http://www.iQmetrix.com)