

Cegid Connections Retail 2026: Driving Innovation, AI, and Community in Prague

London, 9th June 2026 – Cegid, a European leader in cloud-based management solutions for professionals in finance (treasury, tax, ERP), human resources (payroll, talent management) and retail, today welcomes more than 450 retail leaders and experts to Prague for the Cegid Connections Retail User Conference.

Empowering Retailers Against Modern Challenges

Today's retailers face an array of complex hurdles, including optimising store performance, boosting team engagement, mastering data analytics, ensuring cloud resilience and security, adopting evolving payment methods, and integrating AI into daily operations.

Against this backdrop, Cegid Connections Retail serves as a catalyst for an engaged retail community. Participants will discover practical ways to evolve their business practices and maximise their Cegid solutions. Artificial Intelligence (AI), a pivotal pillar of Cegid Retail's strategy since 2024, takes centre stage this year, focusing on how AI simplifies daily operations, improves decision-making, and frees up valuable time for both store and head-office teams.

The event places customers under the spotlight, featuring more than twenty international brands and retailers sharing their real-world insights during plenary sessions and workshops.

Major Product and Service Updates

To address the day-to-day challenges faced by modern retailers, Cegid has announced several major updates to its solutions:

- **Cegid Retail e-Wallet:** Cegid is expanding its offering with a new solution that enables retailers to digitise gift cards, credit notes, vouchers, and loyalty cards into secure mobile passes integrated with Apple Wallet and Google Wallet. These passes enhance brand relationships by offering real-time updates (such as loyalty points) and immediate, omnichannel availability. Consumers can also easily manage their data sharing and privacy consent directly from their mobile devices. Connected in real time to Cegid Retail Y2 solutions and e-commerce platforms, it streamlines the omnichannel customer experience while strengthening loyalty.
- **Cegid Retail Data Streaming:** This solution offers near real-time access to retail data. Brands can feed their BI, CRM, or data/AI platforms more efficiently without relying on batch exports or multiple API calls. Using an event-driven, business-object approach, this tool ensures smoother data utilisation for both operational management and advanced AI use cases.
- **Cegid Live Cloud Dashboard:** This new service provides IT teams with real-time visibility into the performance of Cegid Retail SaaS environments. Natively integrated into the SaaS offering at no extra cost, it monitors key availability, performance, and usage indicators across application modules, allowing teams to anticipate issues quickly and improve operational responsiveness.

- **AI Self-Service Agent:** Integrated into the Cegid Retail suite and available free of charge, this new AI-powered chatbot empowers users by providing instant support for using, configuring, and understanding Cegid Retail solutions.
- **New Features within Cegid Retail Store Excellence:** Focused on operational efficiency and communication between head office and stores, this module receives two major upgrades:
 - **Proactive Management:** Building on the use of Cegid Pulse agents for communication and simultaneous translation, users now benefit from AI-enhanced notifications. These automatically identify performance gaps, track task progress in real time, and alert teams to operational risks.
 - **Gamification:** New capabilities introduce engagement mechanisms like challenges, leaderboards, and reward systems to boost store team motivation and tool adoption.

Security Milestones and Crowdsourced Innovation

During the conference, Cegid will highlight its recent attainment of the SOC 1® Type 1 report for its Cegid Retail Y2 unified commerce platform. Audited by Forvis Mazars, this certification underscores Cegid's stringent standards for security, internal control, and process reliability.

Finally, on the second day of the conference, Cegid will unveil a unique, collaborative retail innovation designed to simplify workflows for shop floor staff. Developed alongside customers during dedicated workshops, the new solution marks a major milestone for the company. In the spirit of community, its official name will be voted on live by the customers attending the event.

"Cegid Connections Retail is a unique opportunity to highlight the dynamism of our community, discuss the challenges facing the retail sector, and discover solutions designed to simplify the daily lives of sales staff while improving store performance. Over the past few months, more than 40 new French and international brands, as well as several new reseller partners, have joined the Cegid Retail ecosystem, a growth we are absolutely delighted about!" **Nathalie Echinard, Managing Director of Cegid's Retail Business Division**

About Cegid

Cegid is a European leader in cloud management solutions for professionals in the Finance (treasury, tax, ERP), Human Resources (payroll, talent management), Accounting, Retail and entrepreneurship sectors. With a solid full-cloud business model, Cegid is committed to the long term with its customers and supports the digitalization of companies, from small businesses to large accounts, for a superior, distinctive and memorable experience in France and abroad. Cegid combines a forward-looking and pragmatic vision of the business, a strong capacity for innovation, mastery of new technologies such as artificial intelligence and a unique knowledge of regulations. In a rapidly changing world, Cegid opens up possibilities and reveals the full value of its customers' businesses by providing useful and innovative solutions.

With its international ambitions and more than one million customers, Cegid now has more than 5,000 employees and sells its solutions in 130 countries. Cegid generated annual revenue of €1,069 million (as of December 31, 2025). Bruno Vaffier serves as the General Manager since April 2025.

More information: www.cegid.com

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