

**FOR IMMEDIATE RELEASE**

## **Meet DeliveredSoft at NRF 2026: Connecting with retail leaders**

**Warsaw, Poland / New York, NY** – We are packing our bags for New York. From January 11–13, 2026, the DeliveredSoft leadership and architecture team will be at the Javits Center for NRF 2026: Retail's Big Show.

This year's theme is 'The Next Now,' and for us, that resonates deeply. We know that retailers are balancing the pressure for immediate efficiency with the need to future – proof against massive tech shifts. We aren't going to NRF just to watch the trends; we're going to help you apply them. We are there to move beyond the theory of digital transformation and discuss pragmatic, high – impact commerce architectures that actually work.

### **Why we are your NRF choice: Deep commerce expertise**

We are attending NRF because retail isn't just a sector we service – it's what we know best. If you are looking for a partner who understands the granular details of Commerce, POS, Loyalty, and Mobile POS, we are the team to talk to.

We don't just implement software; we specialize in the complex mechanics of modern retail. From ensuring your Point – of – Sale can handle peak traffic without a stutter, to designing loyalty programs that actually drive retention, to deploying Mobile POS units that untether your store staff – we have done it. We are bringing this specific, deep expertise to New York to help you navigate the Dynamics 365 ecosystem.

### **Where to find us: The Microsoft booth**

We believe that solving complex commerce challenges requires deep expertise, not just sales talk. That's why we are bringing our 'Pragmatic Architects' – Michał Czerny, Katarzyna Łyko, and Oleksandra Stupnytska – along with our CEO, Ulrik Balling Hansen, to embed directly with our key partners.

Here is our schedule on the floor:

- **Sunday, Day 1 (January 11) | 3:00 PM – 5:00 PM:** We will be joining **Adyen** at the **Microsoft Booth (#4503, Level 3)**. We are there to support the Adyen team and discuss the integration between Adyen and Dynamics 365. Let's talk about the critical intersection of seamless payments and the modern customer experience.
- **Monday, Day 2 (January 12) | 11:00 AM – 1:00 PM:** We will be stationed at the **Microsoft Hub (#4503, Level 3)**. Stop by to discuss the latest in the Dynamics 365 ecosystem and how to leverage the platform for true unified commerce.

### **'Everything starts with a conversation'**

We are treating this expo differently. As our CEO, Ulrik Balling Hansen, puts it:

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***"NRF 2026 is where the future of retail is defined, but for us, it is about connection. We are bringing our top architects to New York because we believe in honest dialogue. Whether we are discussing AI – driven supply chains or unified payment structures, everything starts with a conversation. We invite you to find us, challenge us with your toughest friction points, and let's start that conversation."***

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## **Let's talk**

While we have specific slots at the booth, we are available the whole week. If you are an IT Director, CIO, or retail executive, don't hesitate to reach out. We are ready to discuss strategies for optimizing Dynamics 365 Commerce, streamlining your warehouse operations, and building authentic omnichannel journeys.

Send us a direct message to set up a time, or catch us on the floor.

## **About DeliveredSoft**

DeliveredSoft is an expert Microsoft Dynamics 365 Commerce partner for enterprise retail and logistics companies. The company uses a direct, expertise-driven approach to transform complex business challenges into simple, effective solutions. Its core mission is to simplify commerce through deliverability, partnership, and authenticity.

## **Media Contact**

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