HIVERY

Product names and rationale

Propel

Formerly Space Assortment Manager

HIVERY Propel allows category managers to shift into a new position not possible today. A position that provides superior results and time savings to generating planograms that are today highly labour intensive, suboptimal and complex. We propel our users beyond cluster to hyper-local retailing allowing them to create powerful planograms in minutes not months.

propel
[pruh-pel]
verb

1. to drive, or cause to move, forward or onward.
2. a force that imparts motion; a motion that once set, generates new outcomes not possible before.

Enhance

Formerly Vending Analytics

HIVERY Enhance allows vending operations to enhances their vending machines fleet through superior AI-driven recommendations that are hyper-local. It also enhances, existing vending management solution (VMS) as HIVERY Enhance sits up on top and leverages its data in a new way.

enhance
[en-hans, -hahns]
verb

1. to raise to a higher degree; intensify; magnify.
2. to raise the value or price of.

Curate

Formerly Outlet Analytics

HIVERY Curate allows sales representative to take charge and organize planograms for a range of convenience retail outlets including: small retail stores, cafes, quick service and restaurants with few clicks enabling hyper-local retailing in seconds.

curate
[kyoo-reyt, kyoo r-eyt]
verb

1. to take charge of or organize. Traditionally and often used to explain how a curator at museum or art exhibition curates a space, we do this to convenience retail spaces.

Promote

Formerly Promotion Effectiveness

HIVERY Promote allows category, brand or revenue management teams to generate smart promotional calendars in minutes (not weeks) by learning from previous demand signals such as product catalogue promotions, product placement in stores and seasonality while understanding business constraints.

promote
[pruh-moht]
verb

1. to help or encourage sales and acceptances of a product or service through effective communication.