



Intelligent
Cloud Business



SYMPHONY
RETAILAI

Symphony RetailAI

Solution overview



Assortment

Target industries

Grocers, Retailers

Target business challenge

Disconnected category planning process due to silos and limited visibility, Assortments not meeting customer needs.

17% of items in retail are duplicated, identifying & eliminating duplication can increase inventory turn and unit volume.

Estimated time to market

Deployment stages vary from 6 weeks to 9 months, dependent on change management requirements for full deployment

Retailer value prop

Increased inventory turns, increased volume, revenue and same store sales growth with decrease category review process complexity

Retail wins to date

Albertsons, Publix, Southeastern Grocers, Giant Eagle & many more

Symphony RetailAI

Symphony RetailAI is a leader in **AI-enabled** decision platforms, solutions and insights for driving **profitable revenue growth** – from customer intelligence to merchandising, personalized marketing to supply chain.

Symphony RetailAI rapidly innovates to drive **faster, more profitable decisions** through **AI, ML and voice technologies**. To help retailers move beyond the hype of AI and toward the actual **realization of benefits**, we've launched an approach to delivering profitable revenue growth – "**Identify, Activate, Realize**".

Solution Benefits and Value

Symphony RetailAI Retailer Solution



The solution

Symphony RetailAI enables end-to-end customer-centric category planning that **increases category sales, decreases errors, doubles user productivity** and delivers significant **topline sales growth** and **margin growth**.

- Accelerate category growth and item availability
- Improved sales and customer satisfaction
- Decrease category review process in half
- Increase operational efficiency by 30% and achieve significant license savings

Customer value prop

Symphony Retail AI **Assortment solution** enables Retailers to Identify and eliminate duplication to increase inventory turn and unit volume; result is an assortment that is right size, right product at right time for consumers – increasing sales and profit.

Powered by CINDE ((Conversational Insights & Decision Engine) to identify and deliver prescriptive recommendations for key decision makers in the retail value chain.

Benefits to Microsoft

\$250K-\$5M ACV deals generate \$50K-\$1M Azure consumption

- Cloud based offering reduces time to deployment and increases speed-to-value (Software-as-a-service)
- Differentiated product solution capabilities CINDE+application
- See [Azure Consumption Opportunity](#)

Currently 15 of
the top 25
Global Grocery
retailers use

Symphony RetailAI

Pricing & Consumption Opportunity



Microsoft services used

Symphony AI Retail solution is fully hosted on Azure, consuming services including but not limited to:

- Azure Data Factory
- Azure Blob Storage
- Azure ML Service
- Azure App Service
- Azure Logic Apps
- Azure Databricks
- Azure SQL DB
- Azure ExpressRoute
- Azure Monitor

Estimated 12 month Azure consumption per project

\$50K-1M

Co-sell ready:

\$250K-5M_{deal sizes}

10% accrues toward field quota

*Symphony AI Retail participates in the Partner Reported ACR Incentive, providing sellers credit for actual Azure consumption on the Symphony AI Retail tenant

Pricing Method

Symphony AI Retail SaaS solution on Azure:

Subscription based

\$500k - \$3M

Azure Consumption

A customer's Azure consumption is determined by:

Number of Locations (and Channels)

Number of Product SKU's

Type of customer data available

Type of causal data available

US East Coast Retailer (Large Estate)

Challenge

Objective was to create additional revenue opportunities through order driving increased performance of category, aisle and department space throughout the store.

Solution

Leveraged SKU level data enabling a rebalancing of category space on a store by store basis by blending corporate metrics and core merchandising principles to set key drivers for each category. The optimised category space was then automatically reset and the new floor plan generated an initial 3.8% uplift in sales

7%

Incremental
Sales Increase

\$1M+

Additional revenue
per store



Mid West Retailer & Pet Manufacturer

Challenge

The pet category was underperforming in the retailer and the team had the opportunity to collaborate with this proactive CPG manufacturer to understand how to turn the situation around.

Solution

This well respected global manufacturer employed a digital approach optimizing the customer experience. Their category knowledge and the Retailer's customer intelligence combined with VR technology to transform shopper the initiatives into virtual representations of new floor and shelf layouts. This decreased the costs of planning and accelerated implementation as both parties collaborated on concepts virtually before committing to resets.

73%

Single sub-category
sales increase

14%

Overall category
sales increase



European retailer increases category review performance using customer approach

Situation

A large European retailer asked SRAI to enhance their existing category optimization process in order to increase impact



Approach

Integrating customer data in to existing process

1. Decision trees based upon actual purchase
2. Customer behaviour assessment to define strategy
3. Range based on combined performance indicator score using customer KPI's and allowing for switching
4. Implementing layout changes based on customer insights

Results

Number of categories
optimized

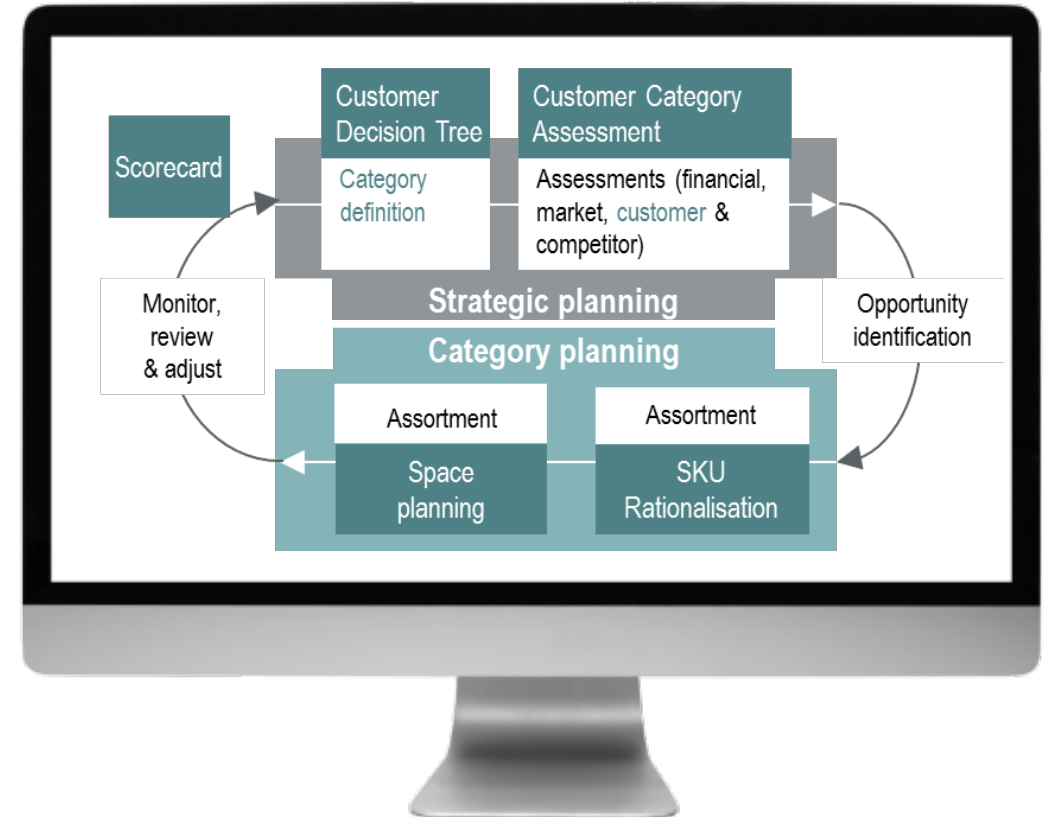
3 (Yr1) to 15 (Yr3)

Assortment selection
based on customer KPIs

~10%

Revenue growth vs PRE
Period vs Control stores

+2-6%



Optimizing the assortments developing local ranges based on customer needs and store affluence

Situation

A large European retailer asked SRAI to optimize 2 categories showing immediate business impact



Approach

Integrating customer data in to existing process

1. Decision trees and customer analysis upon actual purchase
2. Range based on combined performance indicator score using customer KPI's and allowing for switching
3. Creating a localized range by cluster and affluence
4. Implementing layout changes based on customer insights

Results

Customer category
traffic growth

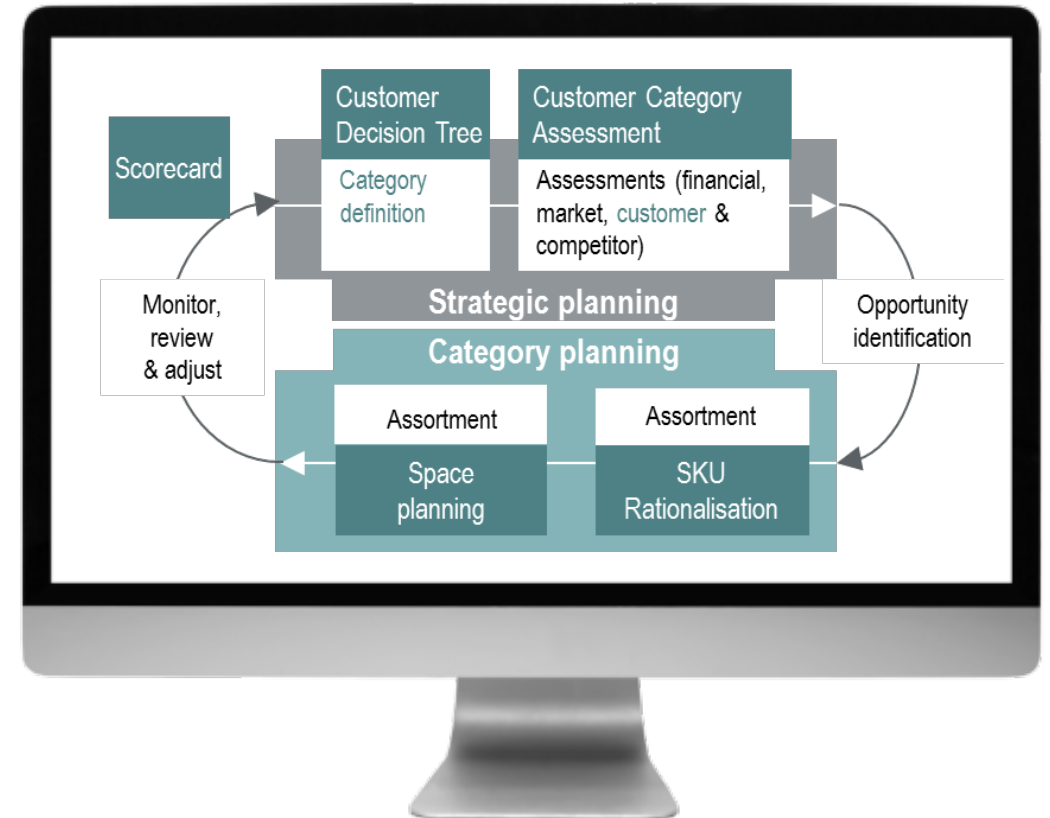
+2-3%

Most loyal customer
growth

~2.5%

Revenue growth vs PRE
Period vs Control stores

+2-6%



Pets At Home

Challenge

UK retailer Pets at Home needed to rationalise its allocations of category space in order to make room for the introduction of additional pet related services. This would require an understanding of category space performance and how to ensure that core items remained uninterrupted with less shelf space available.

Solution

By employing Symphony RetailAI's approach and capabilities, they were able to free up 20% of their merchandisable space to give to pet related services, increasing profitability performance by 12% while only disrupting overall store sales by 1%.

12%

Profitability
Increase

20%

Reduction in
Merchandisable Space



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Revenue
Planning

Revenue
Navigator

Target industries

CPGs, Brands

Target business challenges

Multiple Independent customer views lead to inefficient category management decisions, including ineffective trade spend (**50% of US trade spend is wasted* - \$100 Billion**)

Estimated time to market

Deployment stages vary from 6 weeks to 9 months, dependent on change management requirements for full deployment

Customer value prop

Automatically generate plans optimized across channels and customers. Anticipate risk and find growth opportunities to drive more efficient trade spend & margin gains.

Customer wins to date

MillerCoors & 150 CPG accessing retailer data

*Note: <https://www.strategyand.pwc.com/report/zbt-for-cpg-leader>

Solution Benefits and Value

Symphony Retail AI CPG Solution



The solution

Symphony RetailAI's Revenue Growth Management solution suite is the first **AI-enabled**, end-to-end solution suite built for CPG companies that **learns, senses and shapes** consumer path to purchase by optimizing product, assortment, price, promotion and availability for **profitable revenue growth**.

Revenue Planning:

- **Saves time** and **improves revenues, margins** and returns on trade investments

Revenue Navigator:

- Provides **prescriptive guidance** to create **incremental efficiency gains** and **margin improvements**

Customer value prop

Automatically generate plans optimized across channels and customers. Anticipate risk and find growth opportunities to drive more efficient trade spend & margin gains.

- Solutions apply AI across accounts, so executives can look at planning and revenue across all accounts
- Provides automatic view across all accounts – current planning solutions provide view at account level, requiring manual combining of data to look at multiple accounts
- AI layer provides consolidated data pivot for customer, product and SKU
- Consolidates retailer data, shipment data and household data

Benefits to Microsoft

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- Differentiated AI-enabled CPG solutions
- See [Azure Consumption Opportunity](#)

Currently 25 of
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CPGs
Globally use
Symphony RetailAI

Pricing & Consumption Opportunity



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Subscription license.

\$1M - \$3M

Azure Consumption

A customer's Azure consumption is determined by:

Number of Retail Clients

Regions across Clients

SKU's per Client

Retail POS or PO Data

MillerCoors

Challenge

- MillerCoors wanted to deliver relevant category insight, optimized assortments and planograms, proposed listing/delisting as well as quantified business impact of proposals to its 73 retail customers.
- However, despite having a robust and repeatable process for category reviews, efforts to integrate data and obtain actionable insight, across a large number of retailers was inefficient and only large retailers were effectively optimized.

Solution

- After scouring the competitive landscape and having multiple failed POC's and implementations with the major competition, MillerCoors selected Symphony RetailAI's Assortment & Space solution.
- They have been able to grow category leadership across their retailer estate, as well as increase market share throughout 2018 with recommendations to retailer accounts achieving a higher success rate of adoption.
- MillerCoors have also increased scalability where the team can generate 1,500 store level assortments in 10 minutes compared to historical manual process taking weeks. Productivity has also increased by same level of resources who originally struggled to support up to 14 retailer accounts, however now they partner and service 73.



Growth in category leadership
across MillerCoors' retailer estate

Increased market share
throughout 2018

Monthly Azure License
\$25k - \$85k

Dr Pepper Snapple Group

Challenge

Dr Pepper Snapple were asked by one of their retailer partners to examine, optimise and reinvigorate the soft drinks and soda category.

Solution

The goal was to re-invigorate and optimise the fast moving soft drinks category. This involved reviewing and aligning category objectives and then focusing them on the areas of space and assortment. This collaborative approach resulted in uplifts of sales (23%) and volume (32%) after the implementation of their joint review and planning process.

32%

Sales Volume
Increase

\$500,000+

Additional revenue per
store, per year, in one
category

Monthly Azure License \$40k - \$65k



Engage with Symphony RetailAI



Partner commits

We provide partner field support. Please reach out either email or by phone

US +1 877 925 3282 (Option 9)

UK +44 (0) 845 3717 170

customersupport@symphonyretailai.com

Partner tele support? **YES**

Partner demos? **YES**

Partner marketing collateral? **YES**

[Microsoft OCP Catalog](#)

Product and Solution Content

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Partner contacts per geo

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Microsoft Links/Resources

OCP GTM: [Symphony RetailAI](#)

Azure Marketplace:

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