

# M MEMORY

Accelerate and improve retail decisions with an innovative data solution based on Augmented Intelligence principle



Agile



Partner



Innovative



Available

# M=MEMORY



Retail Expertise



Data Science



Web Development

## Our mission:

Accelerate and improve retail decisions with an innovative data solution based on Augmented Intelligence principle



Agile



Partner



Innovative



available



# Starting point – Retail data-related issues we solve

Unstructured and incomplete data

**We make data more reliable**

Data mostly used in silo-approach

**We interconnect data within client organizations**

Shrinking HQ teams

**We speed-up and simplify decision-making processes**

Increasing margin pressure

**We help retailers & brands find additional growth & ROI**

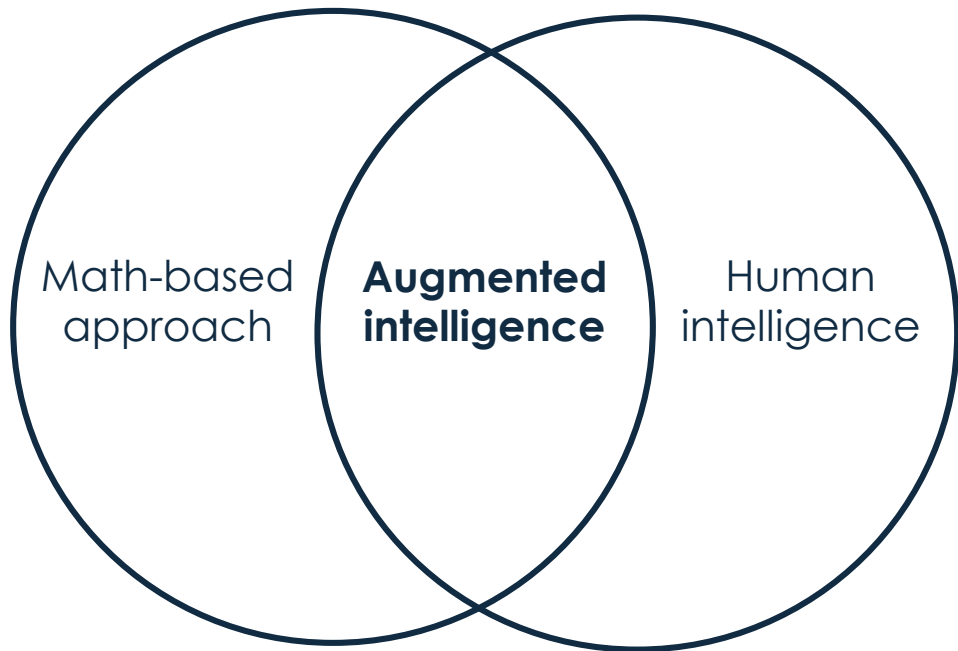
Data almost only used by HQ

**We bring a solution for both HQ and local usages**



# Why Augmented Intelligence for retailers and brands

## Our key working principle: Augmented Intelligence



- Math-based KPIs and “artificial intelligence” may replace humans and automatize most common and simplest tasks. **That is something we can do.**
- But critical decisions cannot be forced by a machine. **Our tools provide retail market players with an automatized recommendation engine using the most advanced proprietary algorithms.**
- Using our tools, professionals will save time, accelerate their decision and increase sales while saving money. **We bring ROI (more sales, less costs).**
- For this to work, we need to feed the machine upfront with clients’ business inputs and stakes. **We define “Augmented Intelligence” as a means to empower human intelligence using the smartest data science.**

# Our competencies

We bring 3 complementary competencies



## Retail Expertise

- customer strategy
- CRM / targeting
- marketing mix
- category management
- data monetization



## Data Science

- data management
- big data architecture
- statistical algorithms
- artificial intelligence



## Web Development

- data architecture
- web development
- user experience (UX)
- user interface (UI)

# Where we operate

We operate on 8 topics

TRACK  
PERFORMANCE

BUILD  
ASSORTMENT

OPTIMIZE  
PROMOTION

OPTIMIZE  
MERCHANDISING

M  MORY

PRICING  
STRATEGY

PRODUCT  
MARKETING

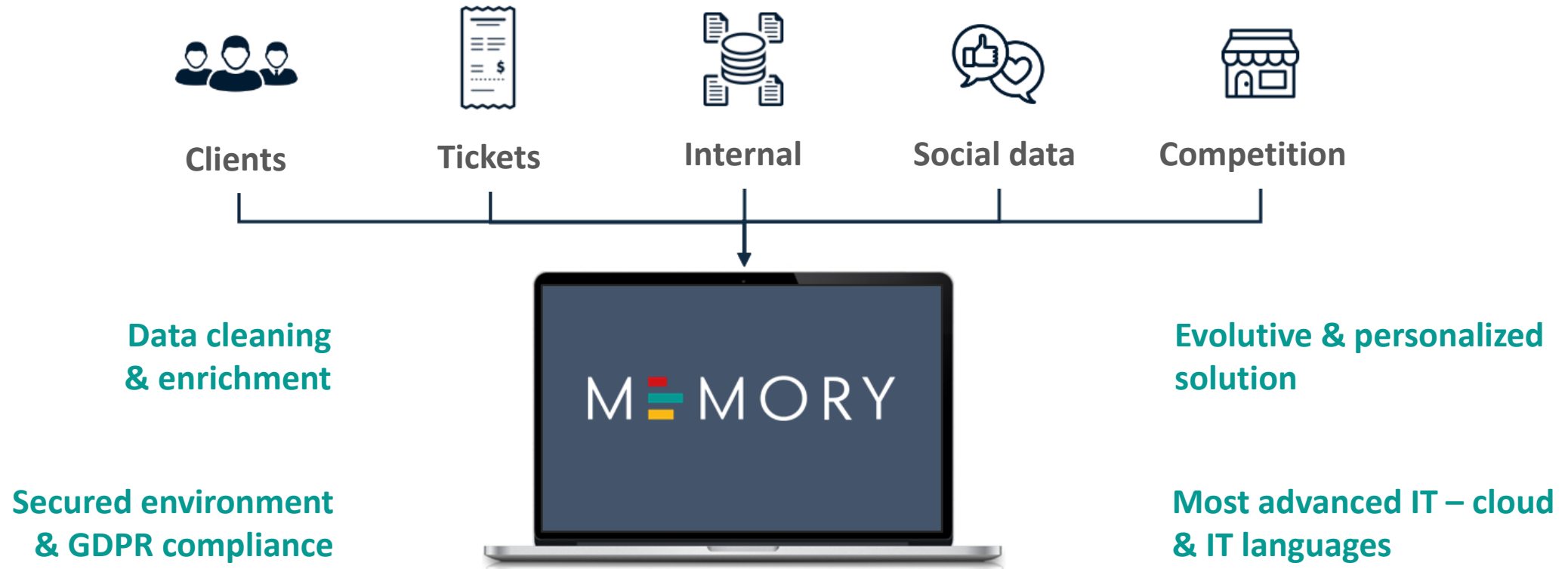
CLIENT  
MARKETING

PURCHASING  
STRATEGY



# MEMORY360 – Augmented Intelligence Platform

We develop MEMORY 360 as a proprietary platform



SaaS Platform for retailers and manufacturers / brands



# MEMORY 360 – in 7 words

M  MEMORY

Unique

Reliable

Enriched data

Customer oriented

Collaborative

Smart

Customizable





# MEMORY 360 – 8 modules

MEMORY 360 is composed of 8 analytics and decisional modules



## MANAGE

Track performance and identify key growth drivers to adapt short / mid term strategy.



## ANALYZE

Standardize and accelerate the provision of analytics to save time and better align teams.



## DECIDE – ASSORTMENT

Build the best assortment possible, meeting both business stakes and customer needs.



## DECIDE – MERCHANDISING

Simplify customer in-store experience by clarifying merchandising at store cluster level.



## DECIDE – PROMOTION

Identify products to promote. Build leaflets.



## DECIDE – PRICE

Build pricing strategy by targeting investments on the most relevant items.



## DECIDE – INVESTMENTS

Measure the ROI of any in-store decision or communication action. Give means to better manage investments.



## ADAPT TO LOCAL

Adapted version of MEMORY 360 at store level.

# MEMORY 360 – Illustration “Assortment module” – Client benefits

## Classic Assortment methodologies

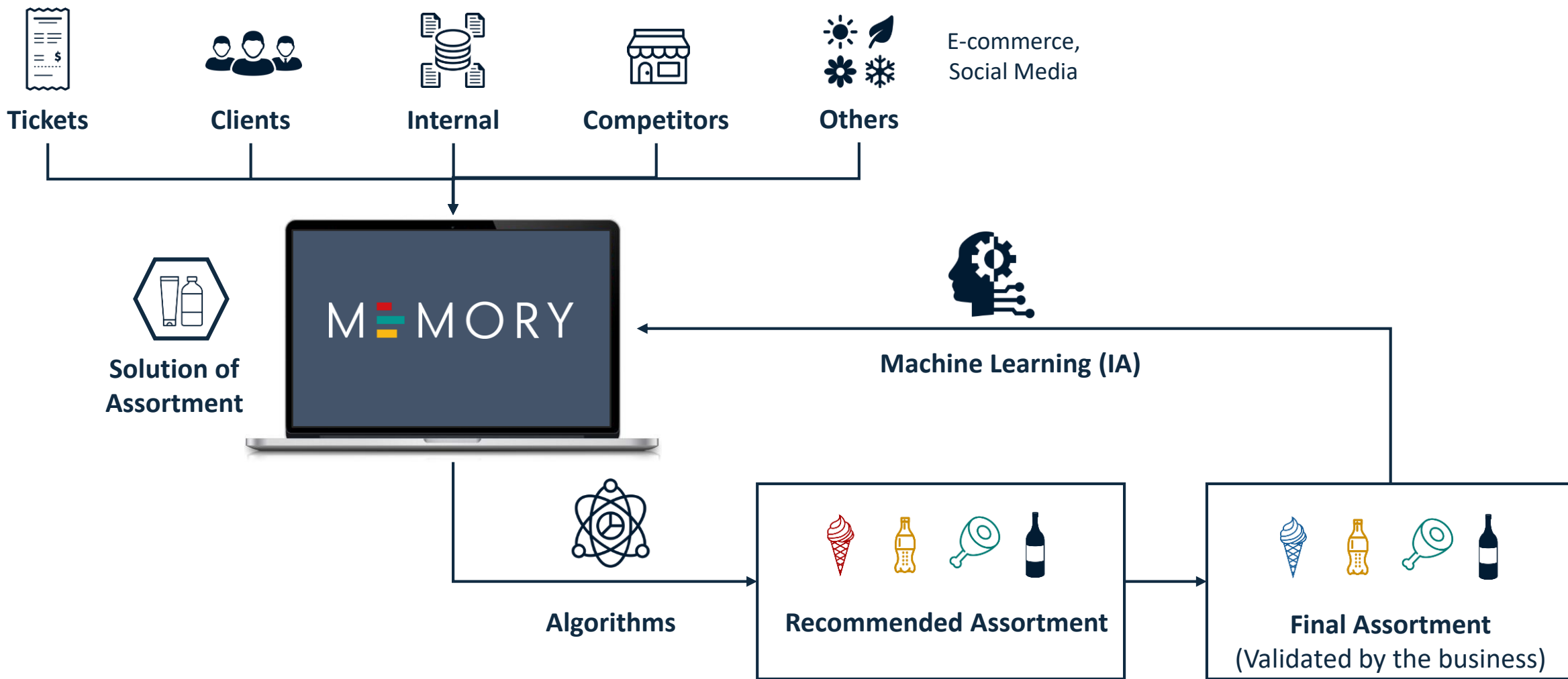
- Assortments worked in silos with different methodologies & KPIs
- Little or no consideration for customer needs, most used KPIs being pure performance KPIs (sales, margin)
- Single assortment for every store or per banner
- No or little historization of assortment performance, thus no impact tracking of assortment modification

## What MEMORY 360 brings to Assortment

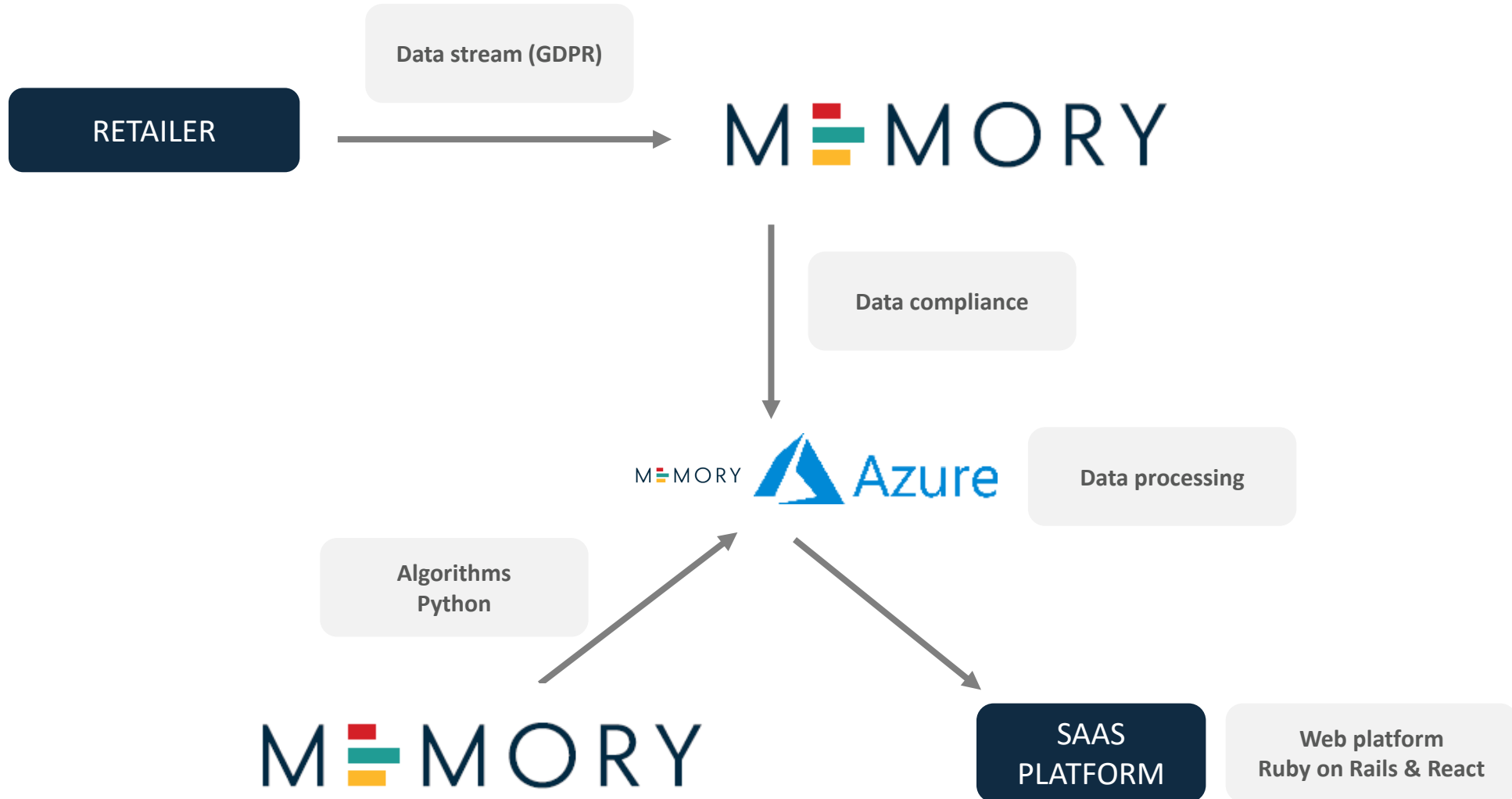
- Automated recommendation per category using a single methodology and same KPIs for all product categories
- Integration of client segmentation, consumer needs and shopper trends in addition to performances KPIs
- Possibility to deliver recommendations until store level
- Historization of both recommendations and final assortments validated by the business, enabling future optimization of recommendations (machine learning)



# MEMORY 360 – Illustration “Assortment module” – Data process



# MEMORY 360 – Data Stream



# MEMORY 360 – Demo on demand

**MEMORY** Modules Mes rapports Extractions Mes groupes Mes produits Mes exports Maxime Brunet

### Informations

Mise à jour de la donnée : La dernière mise à jour des données de ventes encartés + non encartés a été effectuée. Les données disponibles couvrent la période du 1er décembre 2016 au 8 septembre inclus (P9 2019).

Maintenance : 25 octobre 2019 à 19h (intégration des données P10 2019)

<b>Panier moyen</b> 33,94€ Évolution: 0,69% (2019 - P9) Voir plus	<b>CA (total enseigne)</b> 1,86 Md€ Évolution: 2,42% (2019 - P9) Voir plus	<b>Transactions (total enseigne)</b> 54,89 M Évolution: 1,71% (2019 - P9) Voir plus
---	--	---

### Parts de marché

2019 - P9

Enseigne	PDM	Écart (N - 1)
E.Leclerc	22.12%	0.41 pts

### Éléments clés

Le PGC FLS est en croissance (+2,5%) par rapport à la P9 2018. Contrairement à ce qui a pu être observé sur les deux dernières périodes, l'ensemble des régions porte la croissance. Cela étant, mention spéciale pour la région Centre Est (+4,1%) qui prend la tête du classement régional.

Au niveau des rayons, les Liquides (+3,5%), le Frais (+3,1%) et l'Épicerie (+2,3%) se comportent comme des moteurs de la

### En ce moment ...

A Twitter list by @Memory11382229

- LSA Commerce & Conso** @LSAconsommation  
Cultura, Boulanger... : la carte (et les dates) des prochains comers dans les hypermarchés Auchan se préciselsa-conso.fr/la-carte-et-le...
- LINEAIRES** @LINEAIRES  
Carrefour ose la vente de produits dont la date est dépassée. lineaires.com/la-distributio...



# MEMORY 360 – We are retail experts

Memory360 first users consider our solution as very well adapted to their needs

SATISFACTION  
PLATEFORME



SATISFACTION RETAIL  
EXPERTISE



Satisfaction survey July-August 2019 – 93 answers

We have been awarded twice since the launching of Memory360

**bpi**france



**WILCO**

Memory is part of « The 30 retailtech to know in 2019 »  
(LSA, July 3rd 2019)

And amongst « startups that transform the retail »  
(BPI France, June 13th 2019)

# MEMORY 360 benefits for retailers and manufacturers



Accelerate HQ and store data transition through top-of-the-class proprietary algorithms available on an easy-to-use and customized SaaS platform.

Generate up to 5% additional traffic in store implementing MEMORY 360 recommendations. Generate ROI through better negotiation (for retailers) and better alignment on data and category management activities (for manufacturers).

Co-finance MEMORY 360 and even generate positive revenue for the retailer once more than 20 to 30 manufacturers subscribe to MEMORY 360.



**Alexis MAU**  
07.76.34.98.76

# MEMORY

**Maxime BRUNET**  
06.80.32.67.01



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



[www.linkedin.com/company/in-the-memory](http://www.linkedin.com/company/in-the-memory)