



*The only provider of end-to-end, integrated AI-powered merchandising, marketing, and supply chain solutions for retailers and CPG manufacturers*



For 30 years SymphonyAI Retail | CPG has been helping high-volume retailers and CPG manufacturers improve their revenue, margins and customer loyalty through AI-powered customer-centric solutions. From extracting revealing insights into shoppers and delivering highly personalized offers, to developing localized space-aware assortments and optimizing supply chain processes, we have been helping our retail and CPG clients meet the needs of their discerning and demanding shoppers for decades. With the retail industry in a constant state of change, our customers continue to find unwavering success through SymphonyAI's deep retail expertise and strongly rooted heritage of driving innovation and leading the industry with the latest in artificial intelligence and machine learning technologies.



# Addressing Key Challenges for Retailers



## Marketing Managers

- Unforgiving shoppers with waning satisfaction
- Ineffective and irrelevant promotions that are still too manual
- Inability to deliver personalized campaigns at scale

To have any chance of maintaining loyalty in an increasingly competitive landscape, marketers must move beyond just the traditional tools — weekly circulars and store displays — and provide truly personalized and optimized promotional offers to meet shoppers in their preferred channel. Our promotion and personalization solutions make it easy to increase trips and basket size for shoppers and build targeted marketing programs that have the personal touch.



## Category Managers

- Irrelevant assortments with discrepancies between plans and execution
- Too much data, not enough insights
- Still relying heavily on instinct and gut feel

The Category Manager's suite takes a holistic approach, providing a single integrated end-to-end solution that streamlines the entire process, from assortment through macro and micro space. It transforms category management into a strategic differentiator allowing category managers to derive even greater insights, make better decisions and realize more value.



## Store Managers

- Declining store efficiency
- Breakdown of communications with HQ
- Hitting sales goals and shopper satisfaction metrics

Our solutions enable store managers and associates to easily collaborate closely with corporate, ensuring the right assortment is available, space is optimized, and real-time information is available to drive better decisions and collaboration. We're using some of the same mobile technologies that are already in the hands of store associates and equipping them to provide real-time, accurate views and intelligence.



## Supply Chain Managers

- Inaccurate forecasts and out of stocks at an all-time high
- Increasing cost-to-serve
- Lacking connections with replenishment, store operations, and order management

Supply chain management isn't a "back office" function anymore. It's now front and center. With SymphonyAI's largest portfolio of Supply Chain and Demand Forecasting solutions on the market, you can transform the supply chain and optimize every aspect – all while maximizing performance at a lower total cost-to-serve.



## CUSTOMER-CENTRIC RETAILING

Delivering measurable impact and value by making better customer-centric decisions faster and ensuring opportunities are never missed

### Sales & Consumer Insights *powered by CINDE*

**2-3%** average growth by category  
**200+** CPG manufacturers with an average category growth of 5%

### Supplier Collaboration *powered by CINDE*

**200+** CPG manufacturers  
**5%** average growth for suppliers in collaboration programs

### Customer Segmentation

**30+** years developing robust and actionable customer insights  
**100M+** global households analyzed weekly  
**5%** average category growth through improved customer-centric retailing

### Customer Decision Tree

**30+** years developing robust and actionable customer insights  
**100M+** global households analyzed weekly  
**5%** average category growth through improved customer-centric retailing

### End-to-End Promotions

**3x** promotional revenue uplift  
**30%** reduction in ineffective promotions  
**20%** increased forecast accuracy  
**20x** personalized marketing ROI

### Trade Promotion Optimization

**3%** sales growth  
**5%** margin growth  
**70%** improvement in productivity



Providing a single, unified inventory view to orchestrate and optimize data, people, and processes – all with the market's lowest TCO

### Retail Portal

### GOLD Warehouse Management

**80%** reduction in pick error rates  
**20%** improved inventory accuracy  
**30%** productivity gains

### GOLD Store & Channel Operations

**50%** reduced maintenance  
**45%** waste reduction  
**18%** increase in better customer experience

### Vendor Portal

**70%** improved  
**10%** improved  
**17%** reduction

# CPG Solutions



## INTEGRATED CATEGORY PLANNING & OPTIMIZATION

Cloud-native and seamlessly integrated, our category planning suite will help capture more customers, drive bigger baskets, and maximize sales.

### Shelf Planning

**2%** improvement in inventory levels  
**25%** average decrease in out-of-stocks

### Intelligent Clustering

**50%** reduction in clusters needed to optimize sales  
**25%** improved workflow efficiency

### Shelf Intelligence

**4%** increase in incremental revenue  
**2-3x** merchandising and trade fund ROI  
**>99%** automated image capture rates

### Assortment Optimization

**3x** reduction in category review process  
**5%** category growth  
**30%** increase in operational efficiency

### Planogram Automation

**100%** POG-Store coverage  
**5x** improved workflow efficiency

### Macro Space Planning & Optimization

**8%** ROI per store  
**5%** store traffic uplift  
**10-15%** store growth

### Assortment Intelligence

**2-3%** sales growth per category

### Category Insights

**70%** time reduction in category reviews

## SUPPLY CHAIN MANAGEMENT

### GOLD Forecasting & Replenishment

speed to shelf  
product quality & freshness  
in data-centric process

**20%** inventory reduction  
**80%** out of stock reduction  
**10x** productivity gains

### GOLD Supply Chain Optimization

**35%** inventory reduction  
**45%** waste reduction  
**40%** improvement in productivity

# Addressing Key Challenges for CPG Manufacturers



## Leadership

- Lack of actionable insights to drive strategic growth
- How to streamline workflows to improve productivity and efficiency
- Keeping up with the accelerating pace of change
- How to best enable sellers and appeal most effectively to buyers and ultimately end-consumers

You can't fix what you can't see. Thanks to our intuitive user interface and AI-powered prescriptive sales and consumer insights, it's easier than ever for manufacturers to identify opportunities for growth. When combined with predictive analytics, it has never been easier for CPGs to activate the consumer-centric tactics that will help realize profitable sales and margin growth.



## Category Managers

- Navigating complex, granular, siloed data sets challenging to manage
- Creating assortments and planograms specific to consumer preferences
- How to engage in collaboration and thought leadership with retailers to drive mutual growth

With SymphonyAI, you can help retailers optimize store clusters and assortments that will drive win-win growth by providing the right mix of core items in every store, unique store-specific SKUs, and an optimal blend of complementary items for each demand-driven territory or store cluster. Our integrated CPG category management platform has seamless connections between clusters, assortments and planograms, while planogram automation enables changes to assortments to flow automatically, freeing up your time and resources in the process.



## Brand Managers & Business Analysts

- Too much noise, not enough insights
- Unclear trade promotion effectiveness and ROI, How well do individual trade events perform?
- How to compete with private label
- Where will demand transfer when faced with Ongoing supply chain issues and new innovation

CPGs can efficiently translate retailer and shopper insights into actionable and impactful plans. Our AI-powered applications enable CPGs to collaborate with retailers and optimize promotional plans across all channels, retailers, markets, and products that improve performance, understand new product impact, maximize category contribution, and optimize trade fund ROI.

# SymphonyAI's Customer Promise

We enable retailers to achieve 2%+ profitable growth using AI-powered, role-specific solutions, helping you quickly uncover insights, make decisions, and execute shopper-centric retail strategies.

- **Revenue & margin growth delivered to customers beginning in year 1**
- **Easiest to do business with**
- **Best quality & service for customer success**
- **Breakthrough AI-enabled innovation for shopper-centric merchandising, marketing and supply chain**



## 30

Years of retail  
and CPG  
leadership

## 1200+

Customers  
in 70  
countries

## 25

Of the top  
25 CPG  
manufacturers

## 15

Of the top 30  
grocery retailers  
globally





## About SymphonyAI Retail | CPG

SymphonyAI is a leading global provider of role-specific, AI-powered revenue growth management solutions and customer-centric insights for retailers and CPG manufacturers across the entire value chain. Our proven, industry-leading, AI-enabled software, coupled with the industry's only conversational natural-language AI interface, CINDE, provides key users with proven prescriptive and preemptive recommendations that make it easy to identify end-to-end growth opportunities, activate plans and realize measurable profit and revenue growth. Our solutions are specific to key decision-maker roles focused on profitable growth across the retail value chain from source to consumer. With our strong global partner ecosystem, we serve more than 1,200 organizations worldwide – including 15 of the top 25 global grocery retailers, 25 of the top 25 global CPG manufacturers, thousands of retail brands, and hundreds of national and regional chains. SymphonyAI Retail | CPG is a SymphonyAI company. More at [www.symphonyretailai.com](http://www.symphonyretailai.com).

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