SymphonyAI
RETAIL | CPG

CINDE Insights

Identify
Opportunities

Activate
Tactics

Realize
Growth

With today's omnichannel customer changing faster than ever, there are simply too many questions to answer and analyses to complete without the help of Artificial Intelligence and predictive analytics

Thanks to our intuitive user interface and AI-powered prescriptive insights, it's easier than ever for retailers and CPGs to identify opportunities for growth.

For more than 30 years, customer analytics has been at the heart of everything we do. During that time, we have developed and continued to innovate new ways to analyze sales and customer data to build the most robust, timely, and actionable insights as possible.

From analyzing trends and identifying the anomalies to using natural language to help guide business users in the way that makes sense to them, CINDE Insights removes the heavy lifting to free up time to allow for better decision-making and collaboration.

Combining the power of cutting-edge technology with our time-proven retail consulting approaches, we're delivering the best solution possible to help manage the 5Ps of category management. Because you can't fix something you can't see.
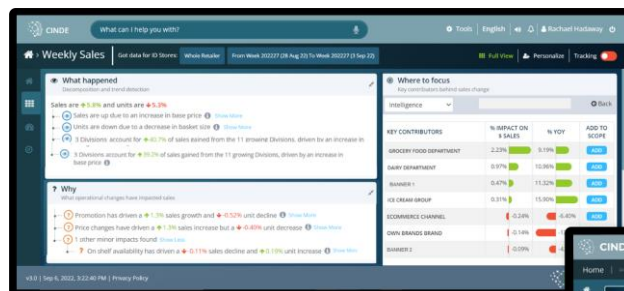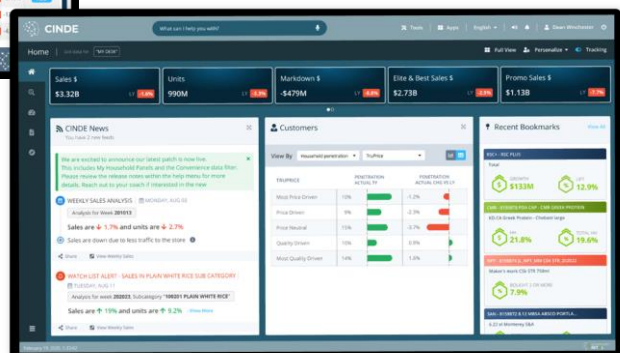

Speed to Activation
Uncover prioritized Opportunities that will drive revenue growth

Speed to Insights
AI models driving real-time insights into the What, the Where and most important, the Why of category, brand or other KPI performance

Proactive Alerts & Watchlists
Identify critical areas requiring immediate attention or action

What makes CINDE Insights different?

- **30 years of Customer-Centric Consulting:** Our strong heritage of customer analytics, with expertise in Retail and CPG, ensures that everything we do, from guiding clients to building and training models is done so with the retailer and their customers at the center.

- **Cutting Edge-Technology:** Unlike most similar solutions that deliver data reporting, CINDE's AI-powered prescriptive insights identify what, why and what now based on customer behavior. CINDE amplifies the investment you have made in your data ecosystem, helping you more quickly uncover insights, make decisions, and execute customer-centric retailing tactics.

- **Easy-to-Use:** From data experts to casual business users, functions like customized views and watchlists, automated alerts, contextual navigation, and intuitive visualizations make it easy to democratize the data and insights that drive revenue growth

- **Scalability:** Our approach to cloud scaling our AI Intelligence on a unified platform allow retailers to democratize customer-centric decisions to their entire enterprise and ecosystem.

- **Shift CMs time from hunting for answers to strategic category management:** AI-driven intelligence paired with alerting and notifications to proactively identify biggest opportunities, recommend next best action and solve most common tasks.

- **More efficient supplier meetings & negotiations:** Shared view of opportunities ensuring collaboration and value.

"SymphonyAI Retail is truly all-in when it comes to using AI to modernize – even revolutionize – core retail processes"

Brian Kilcourse
RSR

"CINDE has the ability to change the way retailers approach decision-making"

Cameron O'Shaughnessy
451 Research

What is the impact to the bottom line and collaboration models?

- **Drive Incremental Revenue:** Our clients typically realize 2%+ revenue growth through our AI-enabled customer-centric retailing solutions powered by CINDE.

- **Collaboration:** Retailer-Supplier collaboration drives "win-win" business decisions focused on your customers while ensuring joint investment and "skin in the game" through data monetization.

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