



SymphonyAI Retail | CPG



SymphonyAI—AI SaaS for the future of work

SymphonyAI is the largest enterprise AI SaaS company. SymphonyAI software applications address specific high-value use cases in retail, CPG, finance, manufacturing, media, public sector, and IT

SymphonyAI vertical SaaS solutions deliver rapid value through operational efficiencies and AI-driven recommendations

Retail and CPG

Category planning, revenue growth, supply chain optimization. Category management, retail growth, shelf intelligence

Finance

AML, fraud detection, financial regulatory compliance, KYC, and DeFi

Public Sector

Advanced analytics, fraud detection, predictive maintenance, supply chain optimization

Media

Revenue and content optimization, customer insights

Manufacturing

Predictive maintenance, asset health and process optimization, connected worker

IT/Enterprise Service Management

IT, asset, and enterprise service management



Customers

1,600+ worldwide across industries

Financials

~\$400M revenue, ~\$270M gross ARR

Employees

~3,000 in 20 countries

CEO

Sanjay Dhawan

Founder and Chairman

Dr. Romesh Wadhvani

Headquarters

Palo Alto, California

Portfolio

Customer-Centric Retailing

Delivering measurable impact and value by making better customer-centric decisions faster

CINDE AI-Powered Platform:

- ▶ Sales & Consumer Insights
- ▶ Customer Segmentation
- ▶ Supplier Collaboration

End-to-End Promotions

Delivering optimal promotions and personalized offers while maximizing vendor funds

End-to-End Promotions:

- ▶ Personalized Marketing
- ▶ Promotion Evaluate
- ▶ Vendor Portal - Deal Management
- ▶ CPG Trade Promotion Optimization
- ▶ Promotion Intelligence

Integrated Assortment & Space Optimization

Plan, execute, monitor, and dynamically adjust optimal assortment, macro space, and micro space plans

Shelf Planning:

- ▶ Shelf Planning
- ▶ Planogram Automation
- ▶ Assortment Optimization
- ▶ Assortment Intelligence

Shelf Intelligence

Intelligent Clustering

Customer Decision Tree

Category Insights

Macro Space Planning & Optimization:

- ▶ Floor Planning
- ▶ Macro Space Optimization

Supply Chain Management

Providing a single, unified inventory view to orchestrate and optimize data, people, and processes

GOLD Warehouse Management:

- ▶ Warehouse Management
- ▶ Warehouse Mobility
- ▶ Voice Operations

GOLD Forecasting & Replenishment:

- ▶ Demand Forecasting AI
- ▶ Warehouse Replenishment
- ▶ Store Replenishment
- ▶ Allocation

GOLD Supply Chain Optimization:

- ▶ Master Data Management (MDM)
- ▶ Order Management
- ▶ Supply Chain Insights
- ▶ Gold Events

GOLD Store & Channel Operations:

- ▶ Store Operations & Store Mobility

Vendor Portal:

- ▶ New Item Introduction
- ▶ DSD Management
- ▶ Cost Management
- ▶ Rebate Management
- ▶ New Vendor Management

Analyst Recognition

Gartner

FORRESTER®



Quadrant
Knowledge Solutions



Tractica

- [Gartner Hype Cycle for Consumer Goods \(revenue growth solutions\) \(July 2022\)](#)
- [Gartner Hype Cycle for Retail Technologies \(July 2022\)](#)
- Gartner Market Guide for Consumer Goods Trade Promotion Solutions (June 2022)
- Gartner Market Guide for Retail Assortment Optimization Applications in Merchandising (June 2022)
- [Gartner Emerging Technologies and Trends Impact Radar: AI in Retail \(April 2022\)](#)
- Forrester Now Tech: Customer Analytics Technologies, Q1 2022 (Jan 2022)
- Gartner Emerging Technologies and Trends Impact Radar: Artificial Intelligence in Retail (Jan 2021)
- Gartner Market Guide for Retail Intelligent Virtual Store Design Applications (Sept 2021)
- IHL The Order Management Software Market (July 2021)
- Gartner Hype Cycle for Retail Technologies (May 2021)
- The Forrester Tech Tide: AI And Analytics For Retail, Q2 2021 (May 2021)
- Gartner Market Guide for Retail Assortment Management Applications: Long Life Cycle Products (May 2021)
- Gartner Market Guide for Retail Store Inventory Management Applications (April 2021)
- Gartner Digital Commerce Vendor Guide, 2021 (March 2021)
- Quadrant Knowledge Solutions: SPARK Matrix™: Omnichannel Order Management Systems (OMS), 2021 (Feb 2021)
- Gartner Market Guide for Retail Forecasting and Replenishment Solutions (Feb 2021)
- Forrester Digital Store Analytics Tech For The New Normal (Feb 2021)
- Gartner Top Trends in Retail Digital Transformation and Innovation for 2021 (Jan 2021)
- Gartner What Retail CIOs Need to Know About AI for Merchandising (Jan 2021)
- Gartner Market Guide for Retail Unified Price, Promotion and Markdown Optimization Applications (Jan 2021)

Awards & Accolades



2022 to date

- [Progressive Grocer's Top Women in Grocery 2022](#)
- [Food Logistics Rock Stars of the Supply Chain](#)
- [Store Brands' Leaders in Technology, Private Label](#)
- [Great Place to Work Certified 2022-2023](#)

2021

- [Food Logistics Top Green Providers](#)
- [Food Logistics Software & Technology Providers](#)
- [RIS News Influentials](#)
- [S&DCE Pros to Know 2021](#)

2020

- [Chain Store Age Top 10 Women in Tech](#) (Submitted on behalf of Heinen's)
- [Food Logistics Top Green Providers 2020](#)
- [Food Logistics FL100+ 2020](#)
- [Food Logistics Rock Stars of the Supply Chain 2020](#)
- [S&DCE Pros to Know 2020](#)
- [Winsight Grocery Business 2020 Remarkable Independents](#) (Submitted on behalf of Longo's)

Real results

Improving retail sales with AI-based computer vision

NORTH AMERICAN RETAILER

Needed to improve on-shelf availability and inventory accuracy to address high out-of-stocks and low customer satisfaction

SymphonyAI computer vision-based analysis of store shelves identified out-of-stock items, leading to better compliance and improved inventory accuracy

98% Inventory accuracy rate

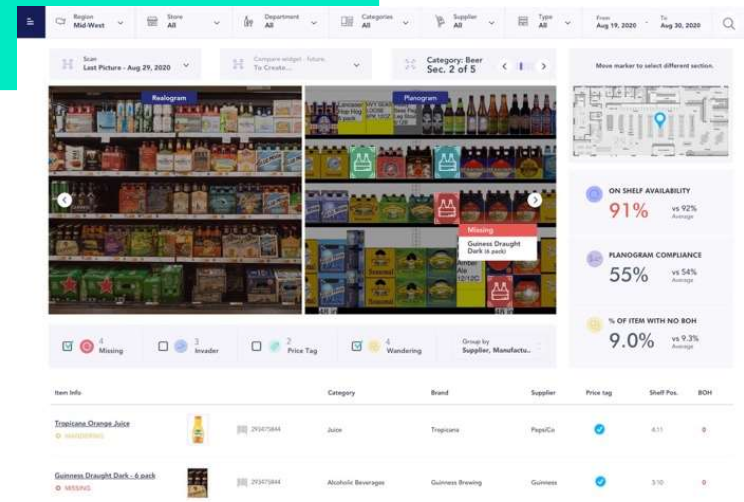
With an 11% increase in on-shelf availability inventory

17% Shelf compliance improvement

Shelf issues identified and corrected in real-time

3.5% Retail sales increase

Driven directly by improved on-shelf availability and compliance



Real results

Improving retail shopper loyalty and promotion effectiveness

\$50B EMEA RETAILER

Needed to rebound customer behavior to maintain financial results in the face of customers decreasing trip frequency and downgrading loyalty

Retailer used SymphonyAI supplier collaboration tools and powerful segmentation tools to personalize marketing, thereby incrementally increasing loyalty and trips

1.9M Increase in trips

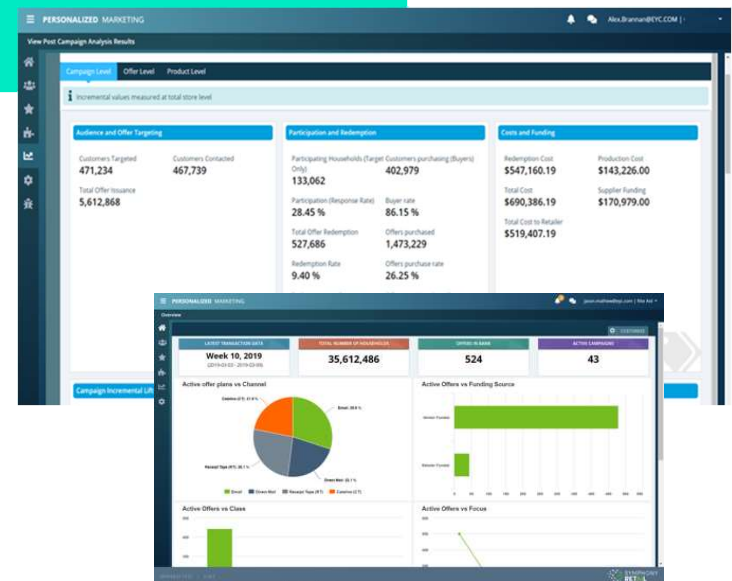
Highly relevant, personalized offers, drove direct revenue increase of 1%

5% Increase in loyalty upgrades

Decreased reduction in loyalty downgrades by 3%

80% Increase in CPG promotion funding

Over 200 participating CPGs helped deliver a 3:1 sales-to-cost ratio



Real results

Consumer insights to drive retail sales

\$60B NA RETAILER

Needed to deploy better customer insights to drive sales and revenue improvements.

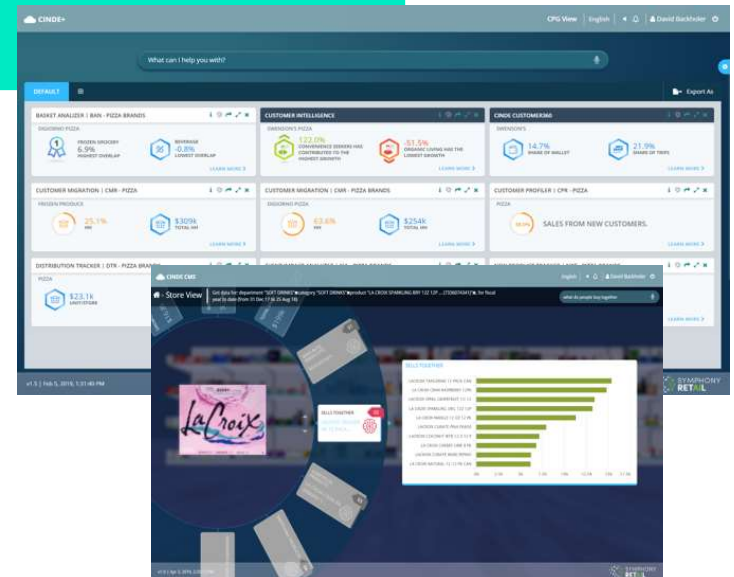
Retailer implemented CINDE AI platform to deliver high-volume CPG insights at scale for new customer-centric operations and collaborative workflows with CPG network

\$282M Incremental profit

Through actionable insights and customer segmentation for targeted offers

\$702M Incremental sales

Sales uplift with 170 CPGs sharing insights



Microsoft services used

SymphonyAI's 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

Pricing & Consumption Opportunity



Estimated 12 month
consumption per project

\$50K - 1M

Co-sell ready

\$250K - 5M
deal sizes

10% accrues toward
field quota

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

Pricing Method

SymphonyAI's SaaS solution on Azure:
Subscription based
\$1M - \$3M

Azure Consumption

A customer's Azure consumption is determined by:

- Number of Retail Clients
- Regions across Clients
- SKUs per Client
- Retail POS or PO data

Engage with SymphonyAI



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

Archana.Nayar@symphonyretailai.com

Partner contacts per geo

USA

Archana Nayar
Archana.Nayar@symphonyretailai.com
+1 440 796 7653

International

Michela Pellicciari
michela.pellicciari@symphonyretailai.com
+1 XXX XXX XXXX

Microsoft links/resources

OCP GTM: [SymphonyAI Retail CPG](#)
[Azure Market Place](#)

Partner details

Key people available for meetings

Archana Nayar
Archana.Nayar@symphonyretailai.com
+1 440 796 7653

Kumar Abhimanyu
kabhi@symphonyai.com
+1 408 829 3150

Microsoft PDM

Xxxx Xxxx
Xxxx.Xxxxx@Microsoft.com
+1 XXX XXX XXXX