SymphonyAI
RETAIL | CPG

Trusted by the world's top CPG manufacturers

The challenges faced by CPGs have never been greater with consumer preferences changing rapidly, expense pressures mounting, and a highly competitive marketplace demanding that retailers regularly adjust strategic priorities. The challenges are many, but so too are the opportunities, especially for CPGs equipped with innovative and powerful tools that leverage AI.

In order to gain the competitive edge, CPGs must embrace all that AI can offer, including:
- Revealing new and unforeseen shopper insights across data sets
- Uncovering demand-based store clusters to meet local shopper needs
- Increasing shelf productivity at the store level via space-aware consumer-centric assortments
- Providing prescriptive insights into trade spend optimization
- Increased collaboration and efficiency via workflow improvements

SymphonyAI has been helping our CPG clients meet the needs of their discerning consumers and demanding retailers for decades and is now ushering in a new and exciting era for CPG companies, one where AI-based tools are used to solve today's biggest problems while positioning organizations to capitalize on tomorrow's opportunities.

With the industry in a constant state of change, AI-enabled solutions are a game-changer. Our customers continue to uncover growth opportunities and find unwavering success through SymphonyAI's deep retail expertise and strongly rooted heritage of driving innovation.

Solutions for CPGs

The only truly integrated, cloud-based category planning platform complemented with solutions built specifically for CPGs

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Category Insights

Conduct category reviews and gain insights into growth opportunities

70% time reduction in category reviews

Intelligent Clustering

Generate strategic store clusters based on shopper demand patterns

2-3% sales growth per category

Assortment Optimization

Create customer-centric assortments with visualization and modeling

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

Shelf Planning

Build planograms to balance space, assortment and inventory rules

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

Planogram Automation

Create localized planograms at scale

100% POG-Store coverage
5x improved workflow efficiency

Shelf Intelligence

View real-time shelf conditions, compliance checks and AI recommendation

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

Trade Promotion Optimization & Promotion Evaluation

Optimize events and trade funds and gain deep insight into the full effectiveness of promotions

3% sales growth
5% margin growth
125+ CPG manufacturers

Supplier/Retailer Collaboration

AI-powered analytics and recommendations provided from sales and customer insights

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

SymphonyAI Retail | CPG's Customer Promise

We enable CPGs and 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 customer-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 Retail | CPG is a leading provider of integrated category planning, high-performance supply chain and profitable revenue growth solutions for retailers and CPG manufacturers worldwide. Our solutions enhance key functional team agility, performance and business impact across the retail value chain from source to consumer. Trusted by hundreds of the world's leading retailers and manufacturers, SymphonyAI serves 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. At SymphonyAI, it's about more than transforming retail – it's about building a culture of contributing to positive change: SymphonyAI Retail | CPG achieved Great Place to Work Certification in all nine countries for which it was eligible. More at www.symphonyretailai.com.

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