



HIVERY Curate

**The world's first
truly hyper-local
AI category
management
optimization solution**

Microsoft Azure



Lack of **optimal retail space** is costing CPGs (Consumer Packaged Goods) & retailers \$984 billion worldwide, with \$144.9 billion in North America alone*. This is because...

1. **The traditional process is extremely labour intensive**

Optimizing the shelf (assortment and space) involves a lot of people and time. Around 150 steps, 33 weeks and over 15 specialists are required to prepare category shelf planning for retailers like Walmart or Kroger.

2. **Traditional process is piecemeal**

The process starts with category specialists analysing data and developing strategy to determine assortment recommendations. Then, space management specialists determine the space allocation of recommended products. Finally, planogram specialists draw planograms. If there is a change, the process needs to start all over again.

3. **There is a need for specialised people and tools**

On top of being inefficient and very piecemeal, CPGs and retailers rely on people with extensive domain knowledge, specialised “industry” software skills and practices to operate.



* Source: “Out of Stocks, Out of Luck How Retailers Alienate Customers and Lose Billions Due to Poor Inventory Practices” IHL Group 2018, G. Buzek; Infographic: “Worldwide Costs of Retail Out-of-Stocks” IHL Group 2018, G. Buzek

This is a relatively **hidden** and **deep** industry problem. Only people in the industry and industry expertise understand this. The goal is getting to **store-specific** merchandising

*“All space planning [and other category management activities] will increasingly be performed at a **store-specific** level to ensure that merchandise categories, services and experiences are designed to meet customer expectations.”*



Robert Hetu
VP Analyst

9 years at Gartner , 29 years industry experience
TN USA

Gartner® Roles and Responsibilities

Robert Hetu is a Research Director with the Gartner Retail Industry Services team. His responsibilities involve tracking the technology markets and trends impacting the broad-based retail merchandising and planning areas. Mr. Hetu is an expert in the areas of brand, vendor and assortment management, merchandise planning, allocation, and replenishment.

Areas of Coverage
Retail

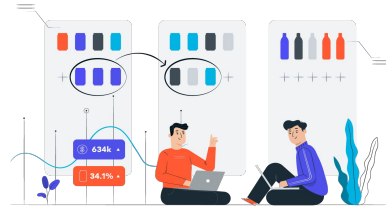
HIVERY Curate overcomes these challenges by **leveraging** artificial intelligence and operations research techniques combined with human-centred design. We make true **store-specific** recommendation possible

With technology that originated in Data61/CSIRO laboratories, HIVERY Curate is bringing hyper-local retailing to life. It is a user-focused, intuitive tool generating planograms that optimize assortment and space at an individual store level.



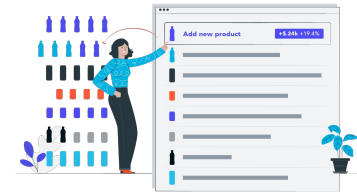
1. Rapid category scenario

Simulate multiple strategic scenarios and run playbacks to evaluate business impact and assortment decisions. It will transform your Joint Business Planning (JBP) sessions.



2. Space aware assortment

Generate fully operational planograms that simultaneously understand space and assortment together



3. Smart recommendations

Factor in custom merchandising rules and impact of product cannibalization when adding or removing categories

HIVERY Curate with Microsoft Azure makes a powerful combination that enables us to deliver fast and reliable services to our customers



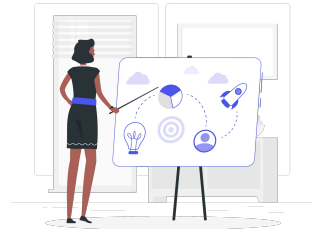
HIVERY Curate uses **Microsoft Azure** cloud to train, deploy, automate, manage, and track our **analytical models** along with leveraging **Azure App Service, Azure Batch & Azure Databricks** for superior and reliable data ingestion

Customer Success #1

World's largest non-alcoholic beverage company with 21 billion-dollar brands



This customer saw an increase of **\$50M in incremental annual sales** at one retailer and in just one category. They **grew Point of Distribution (PODs) to #1** in the category.



1. Financial value

Incremental \$150M sales growth over 3 Years & PODs growth to #1 in the category.



2. Operational value

80% reduction in POD drawing time - resources enabled to be more strategic vs tactical.



3. Strategic value

They grew category each year while the rest of the market was declining. They won Sales Driver of the Year award.

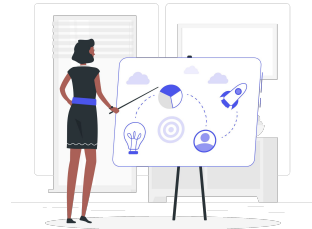
* PODs = number of stores a SKU is available

Customer Success #2

Largest brewer in the U.S and 3rd largest in the world



This customer saw an increase of **\$20M in incremental annual sales** at one retailer and in just one category. They have also received **new advisorship opportunities**.



1. Financial value

Incremental \$93M category growth and \$20M in annual sales growth.



2. Operational value

80% reduction in POD drawing time - resources enabled to be more strategic vs tactical.



3. Strategic value

Recognition as an innovative strategic thought leader in retail resulted in new advisorship opportunities.

Watch the video, request a demo and see how HIVERY Curate can transform your category management

To book a demo or for more information about this and other HIVERY solutions, please contact:

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Else, just scan below and view our [HIVERY Curate video explainer](#)

