SymphonyAI

Simplify the Complex with AI-Driven Customer-Centric Assortment Optimization

SOLUTION OVERVIEW

2024

Confidential and Proprietary

Simplify the Complex with SymphonyAI's *NEW* Customer-Centric Assortment Optimization

Delight shoppers by creating simplified, easy to use, customer centric assortments leveraging the power of AI

Leverage your wealth of customer data to easily create customer and store relevant assortments that ensures availability and customer satisfaction, and allows you to achieve targeted category sales growth

Simplification
- Easy to use workflow, KPI driven decision making, modern and intuitive UI
- Remove complexities by organizing information contextually for easy analysis
- Added explainability to system decision for ease of use

Generative AI
- Improved optimization based on TD, incrementality, forecasted sales and GenAI product attributes

Rich Capabilities
- Easy to use space aware optimization for compelling product assortments
- Quickly and efficiently deliver on shoppers needs and expectations
- Intuitive dashboard and reporting, visually appealing

1.8%

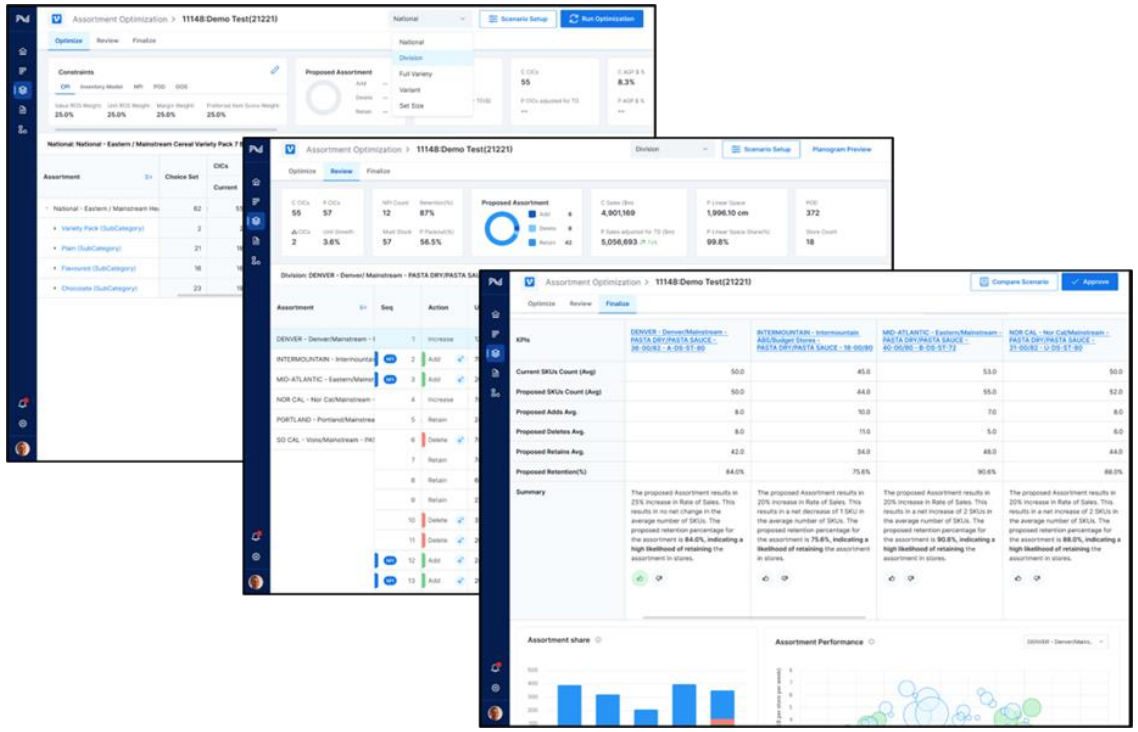
Sales growth per category by executing customer driven assortment mix

50%

Less time in the tool by allowing the AI assortment engine to do the heavy lifting

25%

Improvement in workflow with automatic connection to clustering and planogram processes



Tackle the complexities of Assortment Optimization

SymphonyAI's newest Assortment Optimization simplifies the complex, enabling a more intuitive, easy to use workflow that removes complexities and provides a better user experience

Why it's difficult

- Assortment Optimization is extremely complex
- Too many settings to remember
- Features and workflow are not intuitive
- Required steps are lengthy, manual, difficult to understand
- Dashboards are messy and reports hard to read

Why we're different

- Simplified, intuitive workflows
- Information is organized contextually for easy analysis
- Explainability layered in throughout the process
- Easy to understand, intuitive dashboard and reporting
- Visually appealing, simplified user experience

"With its new design, this AO tool is incredibly intuitive. I'm confident I won't need to recall configurations or settings anymore."

Category Manager, US Convenience Store Chain

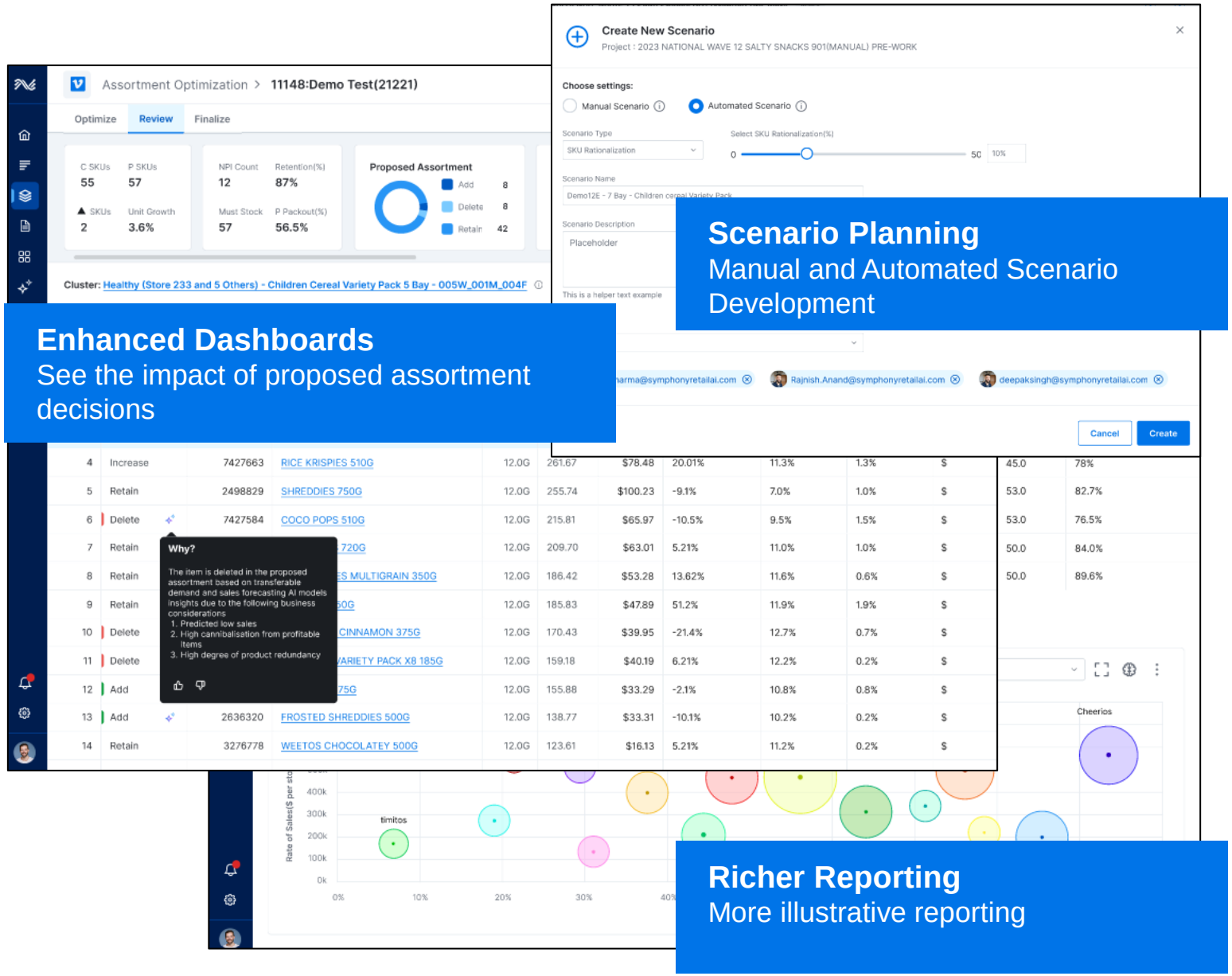
Assortment Optimization Pro: centered around enhanced user experience and deeper AI

Simplified UI and Workflow

Enhanced AI

(Improved optimization leveraging TD and Gen AI product attributes)

Improved Optimization



We can make better assortment decisions in less time

Typical Retailer MANUAL Assortment Timeline

6 weeks

1. Gather data from multiple sources

- Shopper Loyalty
- Sales Data
- Export from Space Plng Systems
- Margin Data
- Supplier Innovations
- Market Data

2. Create Xcel spreadsheet file

3. Consolidate and analyse

4. Estimate Transferable Demand

- ✗ **Lengthy process**
- ✗ **Uncertainty** of outcome
- ✗ **High** workload

SymphonyAI Assortment Optimization Timeline

1-2 days

1. Create Review Project and run optimization

Everything you need in one place:

- ✓ Store Sales
- ✓ Planograms
- ✓ Market Data
- ✓ Shopper Loyalty Metrics
- ✓ Margin Data

AI Integrated Store Level Transferable Demand and Incrementality Model

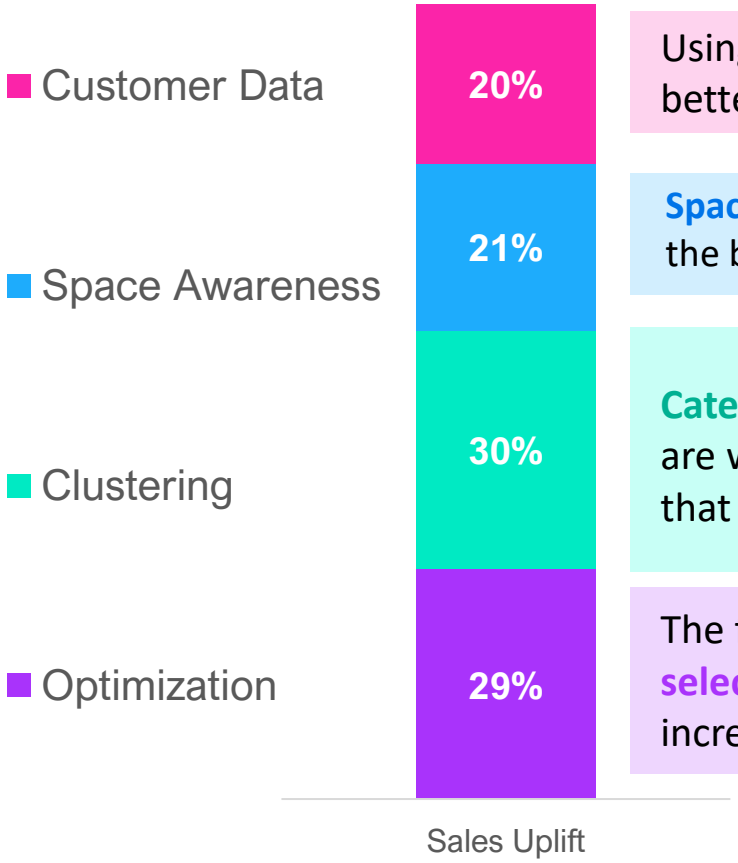
- ✓ **Save ~6 weeks –** Assortments ready much earlier
- ✓ **More robust** decisions
- ✓ **Increased certainty** of outcome
- ✓ **Reduced** workload

Leveraging Assortment Optimization Pro solutions delivers sales uplift

Proven in store growth

1.8%

Sales Uplift



Distribution of Value Levers

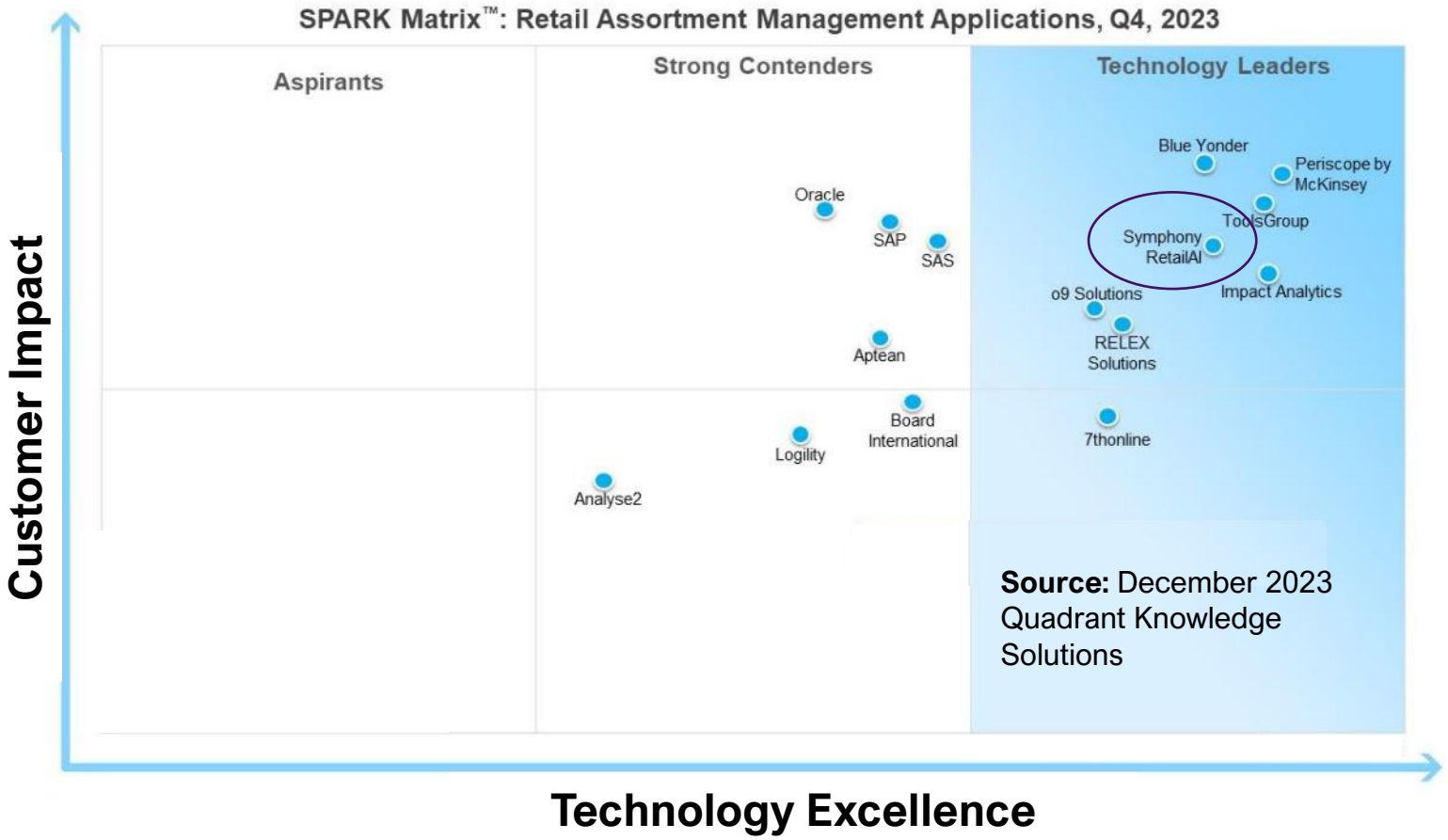
Using **customer data** ensures that assortments are better matched to customers' preferred items.

Space-aware assortments are more efficient and balance the breadth of assortment against available space.

Category-based clustering ensures that assortments are well-differentiated between customer behaviors that are seen in different stores.

The foundation of assortment is **optimizing the item selection** against a set of strategic objectives, like increasing revenue or days of supply.

Our product breadth and AI focus has made us market leaders, but we must overcome competitive threats



- We are **credited** with:
  - Differentiated solutions, like PA
  - E2E Capabilities
  - Our AI/ML-focused roadmap.
  - Ability to integrate other SRAI data and solutions
- Our primary challenge is the increasing competition from well-established and emerging players.

Why SymphonyAI's Customer-Centric Assortment Optimization solution?

Create AI-powered assortments that are localized, space-aware and customer-centric quicker and more seamlessly, for higher customer satisfaction and sales growth

Simplify the complex, rapidly

SymphonyAI takes on the complexity of product assortment so you don't have to, creating custom space and supply chain–aware assortments for every format and store, and proactively updating assortments as conditions change, in a fraction of the time.

Collaborate more quickly and seamlessly with CPG partners

Gain a singular, unified view of assortment data and performance, enabling you to rapidly collaborate with CPGs on adjustments and category reviews.

Create better assortments that drive loyalty

SymphonyAI Assortment Optimization combines intelligent store clustering and transferable demand models to create local customer-centric assortments that meet and exceed your shoppers' needs—and lets you react quickly when those needs change

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Thank you