

## HIVERY Curate

The world's first truly hyper-local category management solution, offering rapid scenario planning and space and assortment optimization at store level.



## Product summary

A powerful and continuously learning AI-driven engine that optimizes product assortments and planograms for retailers and CPG companies.

## About HIVERY

HIVERY is the pioneer of hyper-local retailing, combining artificial intelligence, optimization and design to help CPGs and retailers generate an increased return on physical retail space investment. Our solutions are unique, and use world-class technology originated in CSIRO's Data61 laboratories.

HIVERY was founded on the vision that *Data Has A Better Idea* - and we're working together with our clients to uncover its full potential.

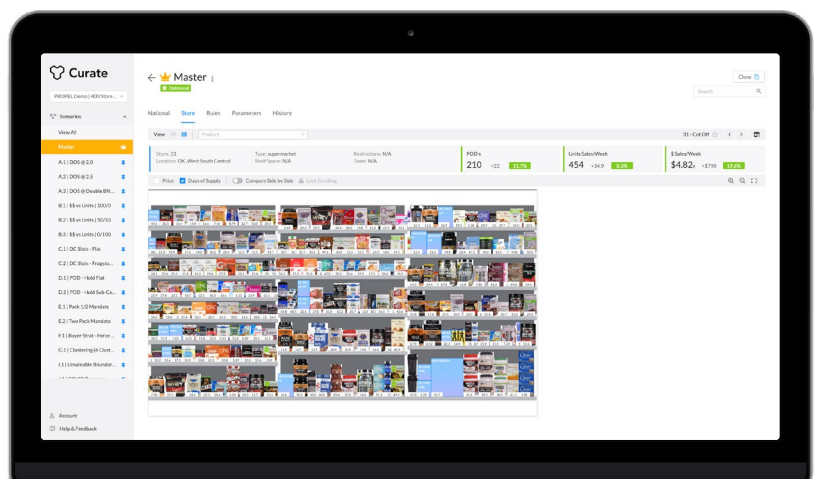
## Microsoft Azure

HIVERY Curate uses the Microsoft Azure cloud to train, deploy, automate, manage, and track our analytical products leveraging Azure App Service, Azure Batch and Azure Databricks.

SaaS-based solution to help companies generate a return on retail shelf space investment.

## Introduction

HIVERY Curate is a category management tool that leverages Artificial intelligence and operations research techniques to optimize shelf space and assortments – reducing the time involved in category relays from months to hours. HIVERY Curate incorporates your own unique business rules and constraints, allowing you to simulate strategic scenarios with accuracy and reliability while guaranteeing executable store-specific recommendations. HIVERY Curate has been built by actual category managers and retail merchants from the largest CPG and retail companies, incorporating their insights and experience.



## Challenges

Retailers and CPG companies spend thousands of person-hours running category assortments and drawing planograms. This work is so tedious and time-consuming that the industry is forced to take a high-level 'do everything all at once in every store the same way' approach, and even then, it still takes months of work to pull off. Unfortunately, every store is unique and therefore, this approach is ineffective and inefficient.

Balancing shopper preferences vs product availability is a challenge. How can you delight shoppers with curated assortments and optimized shelf space while taking into consideration the unique rules and operational constraints of your go-to-market strategy? How can you pull off the enormity of the work in hours rather than months?

This is what HIVERY Curate solves.

With technology originated in Data61/CSIRO laboratories, HIVERY Curate offers hyper-local retailing to life through the following.

## View Video



SCAN ME

## Contact us

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

demo@hivery.com



# Key features

## Strategy simulation

Simulate strategic scenarios and foresee the predicted impact on your business before implementation.

## Space and assortment aware

Simultaneous optimization of space and assortment at store-level, generating category planograms that are incrementality better.

## Goal management

Apply your own business goals to the HIVERY Curate model so you can optimize for factors such as revenue, volume and profit individually or with any combination of objectives.

## Dynamic rule handling

Design and apply business rules within the HIVERY Curate model to meet your unique needs.

## Audit transparency

Clearly understand how each rule or constraint is impacting your predicted results, allowing for precise refinement in real time.

## Execution is guaranteed

The HIVERY Curate model learns and extracts insights from your entire universe of stores and makes store-specific recommendations, realizing maximum value and guaranteeing recommendations are executable.

## Transferable demand & incrementality

Product cannibalization is an impact (positive or negative) on sales revenue. HIVERY Curate's engine can generate incremental category revenue in removing and/or adding category SKUs.

# Customer Success



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

Saw an increase of \$50M in incremental annual sales at one retailer and in just one category. They grew PODs to #1 in the category.



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

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