SYMPHONY RETAIL

A global leader in AI-enabled decision platforms, solutions and insights for driving profitable revenue growth for retailers and CPG manufacturers - from customer intelligence to merchandising, personalized marketing to supply chain

HQ location	Other offices	Established	Employees	Customers	Model
Dallas, TX	27 offices globally	1986	1000+ globally	1200+ in 70 countries	SaaS

SOLUTION

Target segment
Enterprise, SMC

Target market
CPG

Overview

- Symphony RetailAI's Revenue Growth Management is the first AI-enabled, end-to end solution suite for CPG companies that learns, senses and shapes consumer path to purchase by **optimizing product, assortment, price, promotion and availability** for **profitable revenue growth**

Customer benefits

Revenue Planning
- **Saves time** and **improves revenues, margins and returns on trade investments**

Revenue Navigator
- Provides prescriptive guidance to create **incremental efficiency gains and margin improvements**

OPPORTUNITY

Value to Microsoft
- 100% Azure, leveraging many of our top AI/ML & ADS services
- $250K-5M deal sizes; $50K-1M annual Azure consumption per project

Product pull-through
- AI/ML: Azure Search, Azure ML Service
- ADS: ADF, HD Insight, Azure SQL DB, Azure SQL DW

Marquee customers
- 25 of the top 30 CPGs globally, including MillerCoors, Dr. Pepper Snapple Group and many more

AWARDS & MILESTONES
- Best Use of AI in Retail- Global Annual Achievement Awards for Artificial Intelligence
- Innovation Leader – 2018 Retail Technology Innovation Index
- 2018 Supply & Demand Chain Executive's SDCE 100 Award
- 2018 Supply & Demand Chain Executive's Green Supply Chain Award
- More at: https://www.symphonyretailai.com/?s=awards