

Collaboration and monetization

Connecting retailers and CPGs from shopper insights through store execution

The opportunity

Traditional collaboration programs have focused heavily on planning and insights, but the true value emerges when these insights are executed in the store. Retailers and CPGs often struggle with:

- **Fragmented insights:**
Difficulty identifying insights across disparate data sets and translating plans to actionable store-level strategies
- **Operational inefficiencies:**
Challenges in ensuring optimal product availability and assortment
- **Collaborative barriers:**
Limited ability to align strategies and execute joint plans effectively

Our approach

The customer is at the center of any retailer's mission – delivering an unparalleled shopping experience, winning their loyalty, maximizing their share of wallet. CPGs share the same goals, which is why collaboration programs are mutually beneficial and deliver real value.

SymphonyAI's collaboration and monetization programs are designed to bridge the gap between insights and execution. Retailers are able to share shopper insights, supply chain insights and store execution feedback with CPGs, and facilitate the execution of action plans jointly.





Collaboration and monetization powered by CINDE Gen AI

SymphonyAI's collaboration program is delivered by our CINDE Gen AI suite. It allows the retailer to share the most important aspects of shopper purchase behavior, store operations and supply chain with CPGs and private label manufacturers – all while retaining full control over access, decision-making, and implementation of action plans developed with the suppliers.

- Near real-time granular basket and transaction insights at the item, store, day, intra-day day level
- Personalized offers and localized assortment recommendations based on the profiles and purchasing habits of the local shoppers
- Store intelligence solutions that monitor and alert store operators of out-of-stocks and other on-shelf availability issues in real-time
- Customer-centric demand forecasting and replenishment that ensures products are on the shelf and in the right quantities to satisfy shopper demand

Impact

Our collaboration and monetization programs have delivered significant returns, including:

- **10X+ ROI** for retailers and their CPG partners
- **2-3% annual revenue growth** through personalized offers, localized assortments, and effective store execution
- **3-10% improved on-shelf availability** by prioritizing re-stocking actions on the highest impact items
- **Turnover and shrink improvements** with up to 15% reduction in safety stocks, 2% less out of stocks, and 4% less wastage



Types of collaboration programs

Our CINDE Gen AI suite enables retailers to collaborate with their CPGs partners from shopper insights through store execution and supply chain management, and can include some or all of the following:



Shopper insights

Empower CPGs to understand shopper segments and performance, proactively designing interventions to improve category performance. Use these insights to develop retail media campaigns, execute strategies for customer acquisition, category growth, and new product introductions.



Promotional effectiveness

Provide CPGs visibility into promotional performance, scenario planning, and what-if analysis, helping collaboratively plan and invest in the right promotions for the retailer's target customers.



Store Intelligence and execution (On-shelf performance and compliance)

Collaborate with CPGs to monitor and improve on-shelf performance, planogram compliance, and out-of-stock performance, optimizing the shopper experience and growing sales for the category and CPG brands.



Localized assortment optimization

Enable CPGs to monitor assortment performance, understand transferable demand and make assortment recommendations, ensuring that category plans and shelf layouts are data-driven to meet local shopper needs effectively.



Personalized marketing

Allow CPGs to propose and execute campaigns based on real shopper insights and targeting, reaching specific shopper segments with offers and coupons to support marketing objectives, driving category growth, and enhancing customer retention and loyalty.



Supply chain intelligence and execution

Jointly identify and address supply chain issues in near-real-time, collaborating on immediate actions and root-cause remediation for sustained improvements. Our supply chain solutions integrate shopper behavior data for demand forecasting, replenishment and wastage / shrink management, strengthening the customer experience and loyalty.



Why monetize with SymphonyAI?

No other monetization and collaboration partner offers such a comprehensive range of analytical tools and execution solutions, covering all elements of the retail value chain. Our connected store platform, powered by the predictive capabilities of CINDE Gen AI, delivers unparalleled insights to execution capability across datasets, including transactions, loyalty, promotions, assortment, on-shelf performance, and supply chain data.

Beyond software, we tailor our consulting and services to each specific collaboration program through our world-class retailer-CPG coaches and collaboration experts to ensure you have all the support you need to identify and activate the value.

SymphonyAI is a leader in Retailer to CPG monetization, working with major retailers and top CPGs worldwide. We uniquely link insights to execution, making our monetization programs highly attractive for CPG participation, far surpassing purely insights-based solutions.

30

of the top 50
global retailers

25

of the top 25 consumer
packaged goods companies

140,000+

retail stores

500+

consumer packaged
goods companies

1500+

experts in
retail and AI



Benefits for retailers

Boost revenue through collaborative insights to execution

Attract CPGs willing to invest in access to your collaborative insights to execution platform, accelerating growth and generating additional revenue.

Optimize resources while retaining control

Leverage CPG resources for category projects, reducing pressure on internal teams while maintaining control over access and decision-making.

Drive category growth with strategic planning

Foster category growth through strategic, customer-aligned planning and execution initiatives, achieving significant ROI and category expansion.



Unlock unparalleled value with SymphonyAI's collaboration and monetization programs.

With years of experience and proven success, we deliver mutual growth for both retailers and their CPG partners. Connect with us today to learn more.