TREDENCE

Tredence is the Retail AI Expert Driving the Data Strategy for

8 OF THE TOP 10 retailers.

Trusted by the world's leading retailers to power over $1T in retail sales. Endorsed by hyperscalers and validated by independent analysts.

Learn how the world's leading retailers are leveraging AI to transform their businesses.

AI-enabled retailers grow revenue 12.39% faster.

Despite this, less than 10% of decisions are truly insights informed at the average retailer.*

Retailers are sitting on mountains of data, but most are struggling with data stuck in legacy siloes and insights that can't keep up with double digit inflation, over $700B in on-hand inventory and recession level consumer sentiment.*

64% of retail insiders agreed that the use of AI to help businesses is more hype than reality.

Why are retailers struggling

to leverage AI to drive growth?

Retailers are rich in data but starving for actionable insights to drive top-line growth and bottom-line saving.

$1T   in lost sales due to out of stocks

72%   of promotions fail to breakeven

30%   of cloud spend is wasted

26%   of the average marketing budget is wasted on inefficient campaigns

Siloed data is locked in legacy systems that are too slow to keep pace with the modern omnichannel shopper

Dated analytics approaches leave money on the table and miss critical insights

Black box algorithms and off-the-shelf solutions fail to fit unique business context and challenges

Retailers rely on **1,000s of manual BI dashboards** to try to uncover a needle in a haystack

Tredence is the secret weapon

#1 Tredence in action: Powering the Data & AI strategy for the world's leading retailers

In January of 2023, the Tredence Retail leadership team met a Top 10 global retailer for the first time. What began as a discussion has evolved into an enterprise partnership.

The retailer has completed over $20 billion in acquisitions within the last decade, operates more than 7,000 stores, and has global revenue exceeding $80 bn. While they had petabytes of data, they were struggling with daily data related challenges and recent acquisitions identified the need for a revised & thorough data strategy and platform.

In 2023, we have driven incremental value through our 'Migrate to Modernize' accelerator led approach. Take a look at what we've accomplished.

Migrate to Modernize: Incremental Value Delivered

Robust Data Platform	AI/ML Capabilities
Retail Data Model: Instated a unified retail data model leveraging Medallion architecture. Enabled **150+ net new KPIS.** The data model encompassed **98% of the retailer's data.**	**Demand Forecasting:** Improved forecast accuracy by over **10+ pts,** and **$45MM+** in quantified savings.
Real-Time Data: Moved from a batch-based to a real-time streaming architecture, **reducing reporting lag by 15 hours.**	**Out-of-Stock Alerting:** Identified $14M in weekly out-of-stock via proactive alerting.
Report Rationalization: Rationalized & migrated 10K reports, **decreasing report run times by 70%.**	**C360:** Customer data enrichment using predictive features. 6 test campaigns improved **ROI by 14%.**
Data Governance: Implemented an enterprise data catalog and lineage tool (Unity) from scratch & **installed a data governance council.**	**Price & Promotion:** Utilized ML algorithms to improve pricing strategies and drove a **2% Gross Margin improvement.**
Cost Optimization: Leveraged both micro & macro cost optimization recommendations to **reduce Cloud costs by $1.4M/year.**	**MLOps:** Built an end-to-end MLOPs process & ongoing drift monitoring & alerts.

#2 Casey's

$70 billion is lost each year to food waste in restaurants & food service.*

Tredence's ML based production planner accelerator sent optimal production schedules to each store every hour and helped a Pizza chain with over 2000 locations reduce shrink by 9% saving tens of millions in wasted food costs every year.

___ **Pierre Hakim** ___
VP Data & Analytics

* Source: QSR Magazine

Why Tredence?

Winning retailers have leapfrogged AI hype and put the true potential of AI/ML and now GenAI to work. Tredence combines deep data engineering and data science capabilities with retail expertise to help the world's leading retailers modernize their data foundation and turn their enterprise data into insights with AI/ML.

Leveraging Atom.AI, our accelerator ecosystem with over +140 AI/ML retail specific solutions, Tredence helps solve the hairiest data engineering and data science challenges for the world's largest and fastest growing retailers to help them unlock the power of their data. Tredence's accelerator solution speed time to value by over 50% and deliver value in weeks to help you solve today's problems today. Unlike dated software as a service solutions that take months to implement the Tredence Accelerators are customized to your data and unique business requirements, reduce total cost of ownership and leverage the computing of hyperscalers to protect your data and provide the speed necessary to keep pace with today's consumers.

And it works. We have logged an industry leading 94% Net Promoter Score across 1000+ project engagements driven by the "Tredence Way" engagement model.

What do we do?

GenAI
Productionize GenAI models for insight generation and associate productivity

Platform modernization
Unlocks the power of your data on a modern cloud architecture

Real-time actionable supply chain insights
Increase efficiency and reduce OPEX costs

Marketing optimization
Increases your marketing ROI

Feature Store & MLOPs Process
More efficiently build, test and productionize your ML models

ML data quality engine
Harmonizes enterprise data and creates certified analytic ready datasets

Data monetization platforms
Turn your enterprise data into a profitable revenue stream

Customer Cosmos personalization
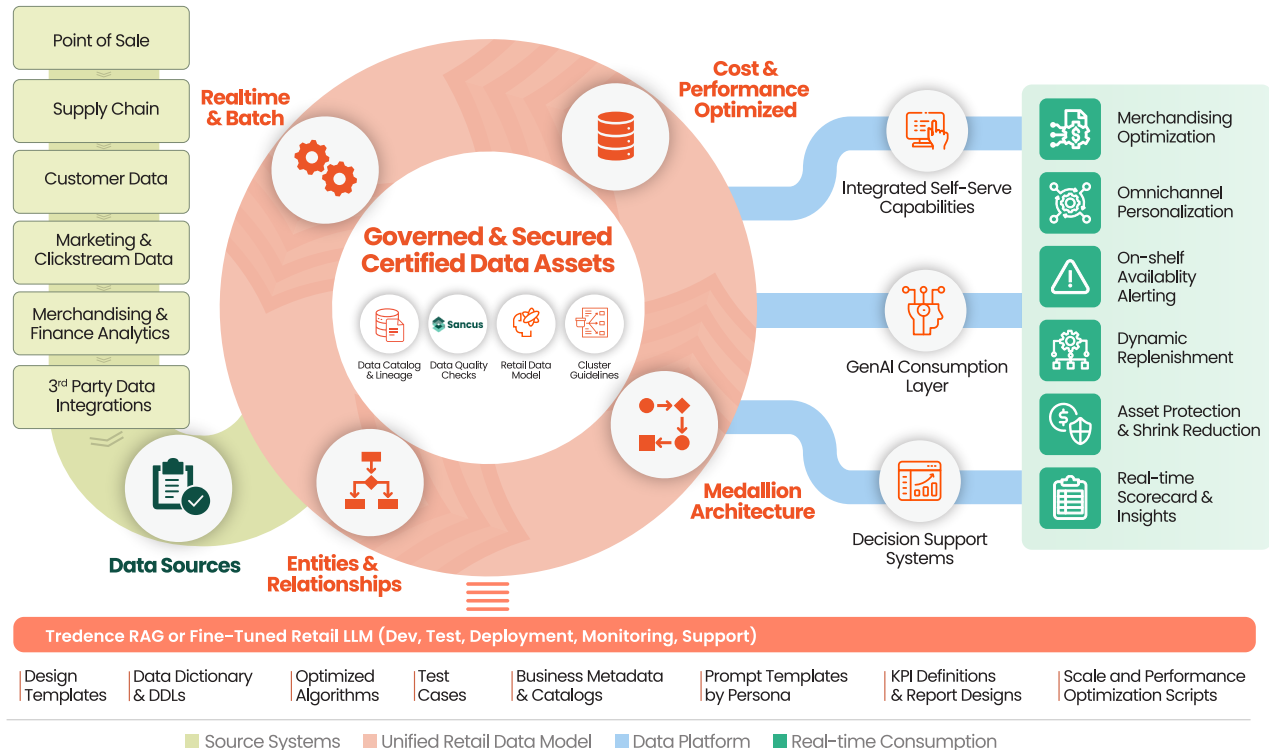Increases share of wallet and maximizes CLTV

Digital retail twin
Helps you move beyond what happened to why it happened and what you should do about it

Accelerating Retail Data & Analytics Modernization

Tredence's Atom.AI Certified Accelerator Ecosystem Speeds time to Value by +50% for Data Migrations and AI/ML Development

Data Sources:
- Point of Sale
- Supply Chain
- Customer Data
- Marketing & Clickstream Data
- Merchandising & Finance Analytics
- 3rd Party Data Integrations

Realtime & Batch

Governed & Secured Certified Data Assets
- Data Catalog & Lineage
- Sancus — Data Quality Checks
- Retail Data Model
- Cluster Guidelines

Entities & Relationships

Cost & Performance Optimized

Medallion Architecture

- Integrated Self-Serve Capabilities
- GenAI Consumption Layer
- Decision Support Systems

Real-time Consumption:
- Merchandising Optimization
- Omnichannel Personalization
- On-shelf Availablity Alerting
- Dynamic Replenishment
- Asset Protection & Shrink Reduction
- Real-time Scorecard & Insights

Tredence RAG or Fine-Tuned Retail LLM (Dev, Test, Deployment, Monitoring, Support)

Design Templates	Data Dictionary & DDLs	Optimized Algorithms	Test Cases	Business Metadata & Catalogs	Prompt Templates by Persona	KPI Definitions & Report Designs	Scale and Performance Optimization Scripts

Legend: Source Systems | Unified Retail Data Model | Data Platform | Real-time Consumption

Atom.AI - Our portfolio of predictive and prescriptive AI/ML accelerators include:

Customer Cosmos
360^0 customer view that triggers the right message to the right shopper at the right time integrating your first-party retailer data and our data partnerships.

Test and Learn Platform (TALP)
A master rapid experimentation data platform that offers complete control over your campaign lifecycle decisions and actionable insights.

On-shelf Availability (OSA)
To protect your supply chain against Out of Stock (OOS) situations and helps retailers and manufacturers reclaim missed sales.

Supply Chain Control Tower (SCCT)
To protect your supply chain against Out of Stock (OOS) situations and helps retailers and manufacturers reclaim missed sales.

ML Works: Automates ML Ops with drift detection, model health monitoring, pipeline tracing and auto-alerts of model events, reducing downtime and streamlining MLOps.

Retail Data Model: Unlock previously hidden insights from your data leveraging our best practice data model and speed data migration time to value.

Accelerate Retail Transformation with Retail GenAI Solutions

Drive smarter decisions and measurable outcomes across retail operations with GenAI-powered solutions that boost revenue, optimize costs and enhance customer satisfaction at scale.

01. Category Performance Advisor

Purpose

Drive category growth and improve margins with actionable insights and automated execution to downstream systems.

How it Works

Leverages GenAI-led real-time insights and automated execution to optimize pricing, promotions and assortment for underperforming categories.

Impact

Enables faster, data-driven decisions and boosts category performance.

02. Promotion Effectiveness

Purpose

Optimize campaign ROI and improve the effectiveness of multi-channel strategies.

How it Works

GenAI analyzes performance metrics to recommend targeting and timing and offers improvement strategies.

Impact

Boosts engagement, drives revenue growth, and improves ROI through data-driven personalization.

03. Customer Engagement Driver

Purpose

Enhance customer loyalty, reduce churn and optimize marketing spend by focusing on high-value customer segments.

How it Works

Analyzes customer behavior to identify churn risks, deliver personalized re-engagement strategies and optimize loyalty efforts.

Impact

Increases retention, improves customer satisfaction and maximizes ROI on marketing efforts.

04. Product Quality Optimization

Purpose
Ensure product freshness and reduce waste through optimized inspection processes at distribution centers.

How it Works
Combines computer vision with AI to flag low-quality products, prevent supply chain issues, and uncover quality trends.

Impact
Reduces waste, improves product quality, and enhances customer satisfaction.

05. Store Ops Agent

Purpose
Streamline daily store operations, optimize on shelf availability, and improve customer satisfaction with actionable AI-driven recommendations.

How it Works
Provides real-time, AI-driven recommendations to optimize inventory, prioritize tasks, and enhance staffing efficiency.

Impact
Store managers can focus on high-impact tasks, reduce out-of-stock, improve operational efficiency and elevate store performance.

06. Supply Chain Health

Purpose
Mitigate supply chain risks by providing real-time insights and strategies to address disruptions.

How it Works
Detects supply risks, evaluates impacts and delivers actionable strategies to minimize disruptions across the supply chain.

Impact
Ensures supply chain resilience and improves operational efficiency.

07. Trade Fund Compliance

Purpose
Optimize trade fund utilization and ensure compliance with real-time insights.
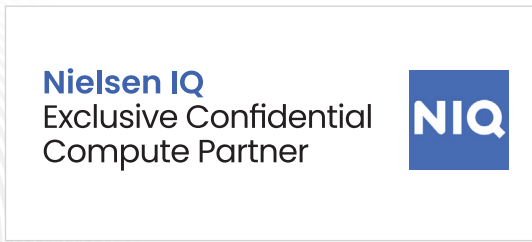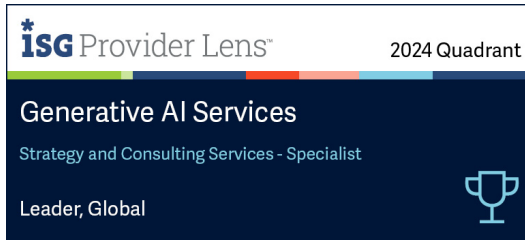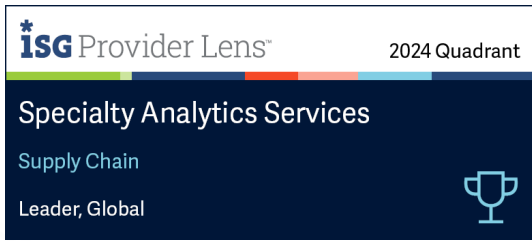
How it Works
Leverages GenAI models to monitor fund usage and provides compliance recommendations to optimize trade efficiency and ROI.

Impact
Maximizes ROI on trade funds and ensures compliance adherence.

Trusted by the world's leading retailers.

Endorsed by hyper scalers and leading independent analysts.

Three Years in a Row: Databricks RCG Partner of the Year

Google Cloud Partner of the Year 2023
INDUSTRY SOLUTION - SERVICES

FORRESTER
WAVE LEADER 2023
Customer Analytics Service Providers

TREDENCE
Beyond Possible
2024 Google Cloud Partner All-star
Google Cloud

iSG Provider Lens™   2024 Quadrant
Specialty Analytics Services
Retail
Leader, Global

Gartner
Market Guide for Data Analytics and Intelligence Platforms in Supply Chain

iSG Provider Lens™   2024 Quadrant
Specialty Analytics Services
Supply Chain
Leader, Global

iSG Provider Lens™   2024 Quadrant
Generative AI Services
Strategy and Consulting Services - Specialist
Leader, Global

databricks
BRICKBUILDER
SOLUTION

Nielsen IQ
Exclusive Confidential Compute Partner
NIQ

Fastest Growing US private companies 9 years in a row
AMERICA'S FASTEST-GROWING
Inc. 5000
PRIVATE COMPANIES

Great Place To Work® Certified
FEB 2024–FEB 2025
INDIA

THE consulting REPORT
Featured Among The Top 25 Consumer and Retail Consultants and Leaders of 2024

Brandon Hall Group
HCM Excellence Award
TALENT MANAGEMENT
GOLD 2023

Brandon Hall Group
HCM Excellence Award
LEARNING AND DEVELOPMENT
GOLD 2023

Partner Endorsements

> We are excited to work with Tredence. What always impresses me is the response you get from Tredence's customers. They have one of the highest Net Promoter Scores of any company that I have seen. We are really excited to collaborate with Tredence.

Rob Saker
RVP Global Industry Leader, Retail and Manufacturing, Databricks

databricks

> As a leading GCP RCG SI partner, Tredence has proven they can deliver unprecedented transformational value on GCP, faster than others. We strongly recommend all our RCG clients consider Tredence to serve as a trusted industry advisor on Google Cloud & leverage their vast library of GCP ready Generative AI/AI, and ML infused migration and RCG transformation accelerators.
>
> These coupled with their proven industry data models enable RCG clients to speed time to value, increase process efficiency, and realize the greatest ROI from their GCP platform investments.

Jose Gomes
Managing Director, Retail & Consumer Goods, Google Cloud

Google Cloud
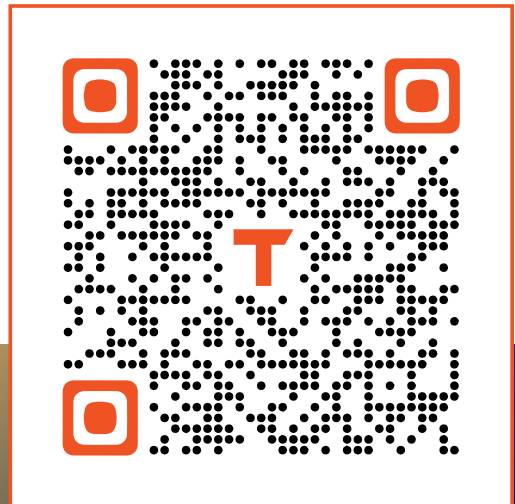**Partner**

Demand more out of AI.

Talk to retail experts born and bred in full-stack AI to:

- **Take the first step** in modernizing your data and technology strategy
- **Understand how AI** can improve your business today
- **Develop an AI strategy roadmap** to transform your business
- **Leverage AI accelerators** to deliver immediate wins in weeks

Schedule a 1:1 meeting

with our retail AI experts and explore how to transform your retail business by embracing data & AI now!

[Talk to Tredence](#)

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