

TREDENCE

**Tredence is the
Retail AI Expert Driving
the Data Strategy for**

~~6~~ **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



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

72% of promotions fail to breakeven



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

30% of cloud spend is wasted



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

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



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

Tredence is the secret weapon

driving data strategies and AI based decisions for the world's largest and fastest growing retailers; powering \$1 Trillion USD in revenue and touching the lives of over 1 Billion people.



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

In January of 2023, the Tredence Retail leadership team engaged with 7-Eleven at NRF. What began as a discussion between Tredence, and 7-Eleven at NRF has evolved into a robust partnership that stands strong today.

7-Eleven, ranked in the top 10 retailers by NRF, has completed over \$20 billion in acquisitions within 10 years, operates more than 7,000 stores, and has a 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.

In the last six months, we have driven incremental value through our 'Migrate to Modernize' approach. Take a look at what we've accomplished over the past six months.

Migrate to Modernize: Incremental Value Delivered in 6 Months

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.



\$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 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 a portfolio of 35+ AI/ML retail specific accelerators, 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?



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

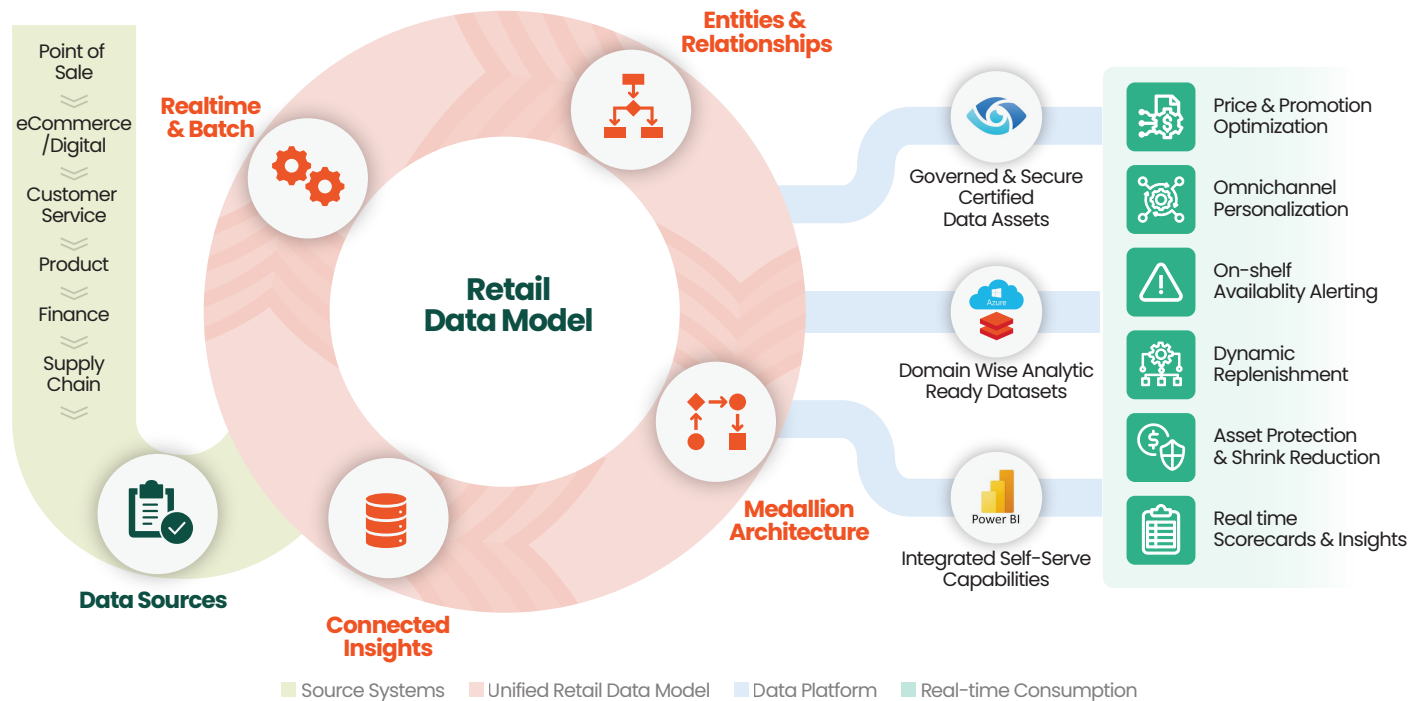


Digital retail twin

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

Accelerating Retail Data & Analytics Modernization

Unified retail data model powers real-time insights and AI



Our portfolio of predictive and prescriptive AI/ML accelerators



Customer Cosmos

360° 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.



Sancus: AI-led data quality engineering accelerator that simplifies master data management from diverse sources while maintaining and tracking data quality and data governance over time.

Customer Success

Powering the Future of Retail for NielsenIQ



through ML-powered LLM-based Demand Forecasting Platform

NielsenIQ, the world's leading consumer intelligence company, faced challenges in understanding product performance at a granular level. Traditional demand forecasting methods at NielsenIQ were limited to category or sub-category levels, leading to issues such as overstock, understock, revenue loss, discounting and product waste.

The Tredence Approach

Tredence, in collaboration with NielsenIQ and Databricks, developed an advanced demand forecasting platform. Built on NielsenIQ's Activate Supply Chain Module and utilizing Tredence's champion challenger framework, the platform features advanced models and Databricks' swift compute.

Key Features of the Solution Include



Smart Segmentation

Pinpoints items for human oversight while automating the rest.



Explainability Tools

Facilitates decision-making processes and training.



Granular Forecasting

Enables teams to run tests and select optimal feature combinations.



Performance Dashboard

Utilizes crucial metrics like MAPE, WMAPE, WAPE, RMSE, for behavioral guidance.



Culture of Experimentation

Enables teams to run tests and select optimal feature combinations.



Intuitive UI

User-friendly UI democratizes planning & streamlines access for teams.

The Business Impact

▮ **Granular Performance Insights:** A detailed dashboard improved performance at all levels.

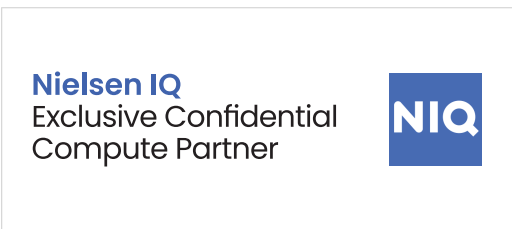
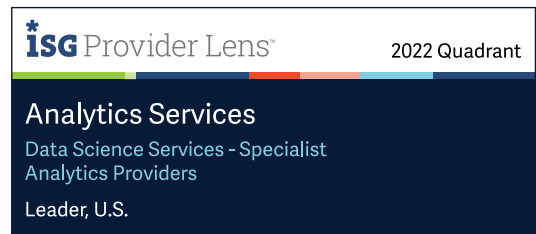
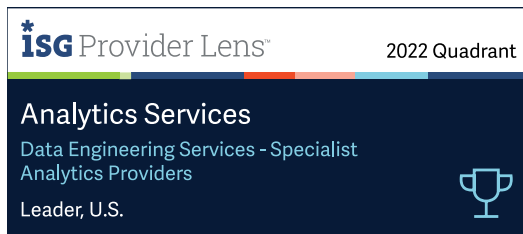
▮ **Intelligent Forecasts:** Optimized planning delivering financial gains in global operations.

▮ **Granular Performance Insights:** Enhanced product availability for improved customer service and team productivity.

This solution, co-developed by Tredence and NielsenIQ, set a new standard in demand forecasting, revolutionizing the way retailers approach inventory and sales planning.

Trusted by world's leading retailers.

Endorsed by hyper scalers and leading independent analysts.



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



Demand more out of AI.

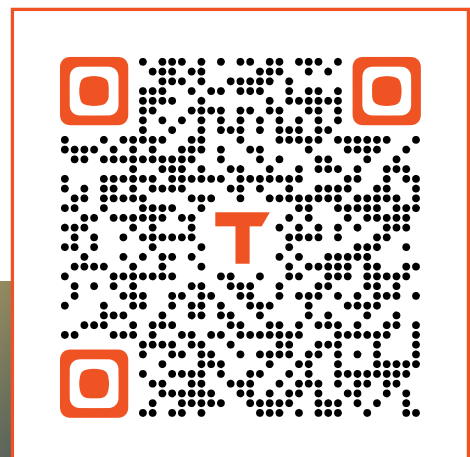
Talk to retail experts born and bred in full-stack AI to:

- 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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