TREDENCE

**Tredence is the Retail AI expert driving the data strategy for**

# 7 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.**

* Source: McKinsey | stlouisfed | Seeking Alpha | Wundermanthompson | Contentgrip | Retailwire

# 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

**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.**

- **Data stuck in legacy siloed systems with large maintenance costs and slow processing?**

  Tredence helped one of the world's largest convenience retailers migrate to a modern Azure Lakehouse and saved 40% in OPEX costs.

- **With over 700B in Retail inventory, many retailers are struggling to clear excess inventory.**

  Tredence's ML forecasting engine helped a leading Club retailer improve forecast accuracy by 600 basis points and save $200M in operating costs by reducing unnecessary inventory. *

- **Turn your data into an enterprise asset.**

  Tredence helped one of the world's largest retailers create a high margin revenue stream by increasing their data monetization revenue by 6X leveraging our Retail Media and Data Monetization Accelerator.

- **Best in class personalization increases marketing ROI 5-8X, but most retailers are missing out as only 5% of shoppers say personalized offers are well time and relevant.**

  Tredence helped a retailer with over 100M households reengage 25M at-risk households, increase customer lifetime value by $230 and improve netpromoter score by 10pts. leveraging our Customer Cosmos customer intelligence and AI personalization engine.*

- **Queries taking too long or inefficient? 30% of cloud spend is wasted on inefficient queries and processing every year.**

  Tredence helped one of the world's largest Apparel companies reduce their model run times by 88% reducing cloud costs by over 40% and enabling faster responses to changing customer behavior.

- **$70 billion is lost each year to food waste in restaurants and 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.*

* Source: US Federal Reserve | Forrester | McKinsey | 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

In order to unlock the value of enterprise retail data, Tredence has built more than 35+ accelerators that help migrate your data to a modern cloud-based architecture and uncover meaningful insights leveraging AI and ML. Tredence's suite of data engineering accelerators integrate your data on a modern cloud-based architecture with full platform support and governance to help you retire legacy technology and scale your data. Our AI/ML accelerators leverage advanced data science to uncover customer experience, marketing and operational insights from your data that drive a quantifiable ROI and streamline business processes.

With AI at the epicenter, Tredence's retail accelerators work together seamlessly to transform your business processes, discover new monetization opportunities, and solve a comprehensive set of retail business challenges. Lean on a complete set of design thinking-led accelerators to expedite your organizations adoption of AI:

**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)**
Monitors and offers real-time visibility through custom KPIs and event alerts, offering predictive and prescriptive insights.

**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

# An end-to-end AI/ML analytics partnership

## transforming and driving value for a $300 Bn & 100 Mn household retailer.

**Customer Context:** The Global Customer Insight team for one of the world's largest retailers, serving millions of households, wanted to create a unified customer data platform to provide complete visibility across their customer's omnichannel touchpoints. The retailer wanted to integrate data from in-store & online transactions, clickstream, demographics, geo-locations, marketing campaigns, customer feedback, third-party sources to create a unified customer view. Historically, the retailer had less than 50% visibility to their customer's omnichannel engagement.

**Solution:** Tredence helped the client build an agile & customer data platform and integrated more than 70 data sources with real-time updates and automated data pipelines to process over 250 TB of data every week.

Leveraging the CDP platform Tredence helped the retailer provide their brand partners with unprecedented customer visibility and connect with high-value shoppers at the point of purchase. Descriptive and Diagnostic analytics helped brands to understand their shoppers better and identify high-priority focus areas. Predictive and Prescriptive analytics-enabled brands to identify shoppers most likely to convert to their brands and offers, and trigger event-based targeting.

**IMPACT**

| 6x | 5x | $230 | 10pt. | +25M |
|---|---|---|---|---|
| **increase in supplier data monetization** | **improvement in query processing time** | **increase in customer lifetime value** | **improvement in NPS** | **at-risk household reengaged** |

With a unified customer data platform (CDP), the client has a deeper and richer understanding of each customer across the online & offline channels that helps them drive personalized promotions, site, and app experiences. Using the predictive purchase behavior models, they are successfully designing and carrying out personalized marketing campaigns. Further, they are using these insights to monetize their eCommerce platform by offering advertising opportunities to their partners.

# Trusted by world's leading retailers.

## Endorsed by hyperscalers and leading independent analysts.

databricks
Retail and CPG Partner of the Year

Microsoft
Analytics Partner of the Year

FORRESTER®
WAVE LEADER 2021
Customer Analytics Service Providers

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

The Forrester AI Services Landscape™: Top 40 AI Service Provider, Q3 2022
FORRESTER®

"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

## Talk to Tredence

Name:

Email:

Drop a note here:

SUBMIT

Visit our website