

TREDENCE
Beyond Possible



The New Retail Mandate: Speed. Scale. Tredence.

*Powering \$2 Trillion in Retail Revenue
(That's 12 Zeros of Impact!)*

Trusted: Driving the Data & AI Strategy
for **8 of the Top 10 Retailers** —>

Endorsed: Declared the "Leader" by Industry
Analysts & Hyperscalers

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

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 +150 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

Build & deploy Agentic & GenAI solutions to deliver insights and boost 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

ATOM . AI: Our AI/ML Accelerator Ecosystem

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



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

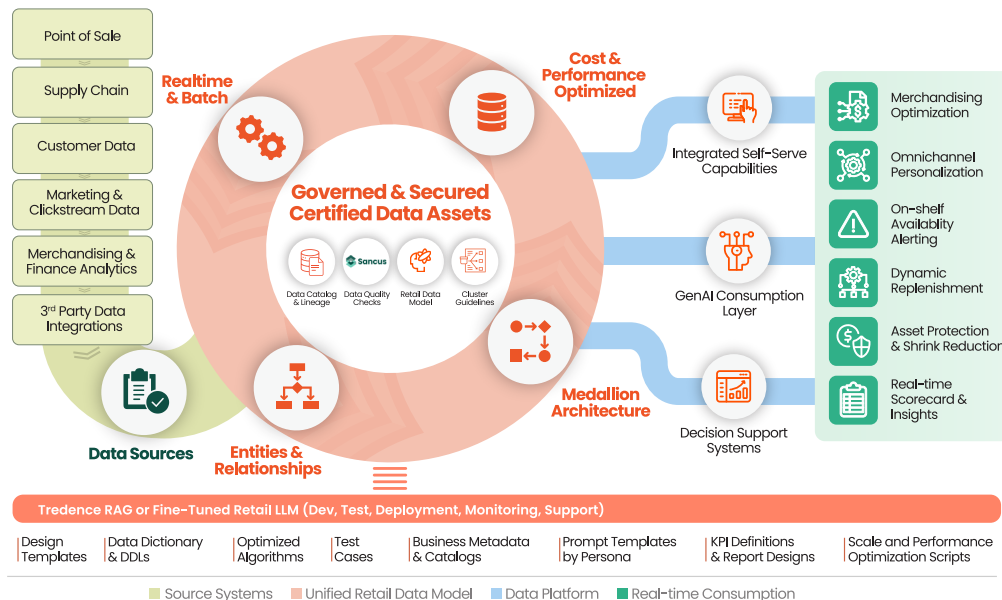
Automates ML Ops with drift detection, model health monitoring, pipeline tracing and auto-alerts of model events, reducing downtime and streamlining MLOps.



Retail Data Model

hidden insights from your data leveraging our best practice data model and speed data migration time to value.

Accelerating Retail Data & Analytics Modernization on Databricks



Trendence follows a 7-step approach to migrate and modernize your data infrastructure by operationalizing a unified data model.

01

Define Your Target State Architecture

We establish the target state architecture by conducting design workshops, prioritizing business use cases, and finalizing the technology stack and data lake architecture.

02

Establish Data Quality & Governance

Once the target state is defined, we implement a comprehensive data governance process using our GenAI-enabled frameworks and accelerators to ensure data quality, privacy, and compliance with regulatory standards.

03

Data Model, Design & Customization

We then design, develop, and migrate logical data models to the target architecture, applying Change Data Capture (CDC) methodologies and automated testing for stability and accuracy. Leveraging our experience gathered from 50+ migration exercises we have developed delta lake compliant data models for SCM and CXM, integrating multi-source data and 500+ KPIs to enhance AI-driven insights and decision-making at scale on Databricks.

04

Data Pipeline Design, Development & Deployment

In this phase we design and deploy data pipelines, utilizing reusable frameworks to streamline the process and integrating AI/ML models for enhanced business insights. Our state-of-the-art data pipelines are auto-generated by pre-trained DBRX models by feeding client context. This significantly reduces manual effort. For pure-play ETL/code migrations our accelerators auto-convert legacy to Py-Spark and DBSQL using DBRX, models whose hyper-parameters are fine-tuned across various enterprise implementations.

05

Establish MLOps/LLMOps for Model Deployment & Monitoring

Implement MLOps/LLMOps for continuous monitoring and management of AI/ML models, ensuring performance monitoring, detecting drift/hallucination and data quality.

06

Rapidly Deploy AI & GenAI Models

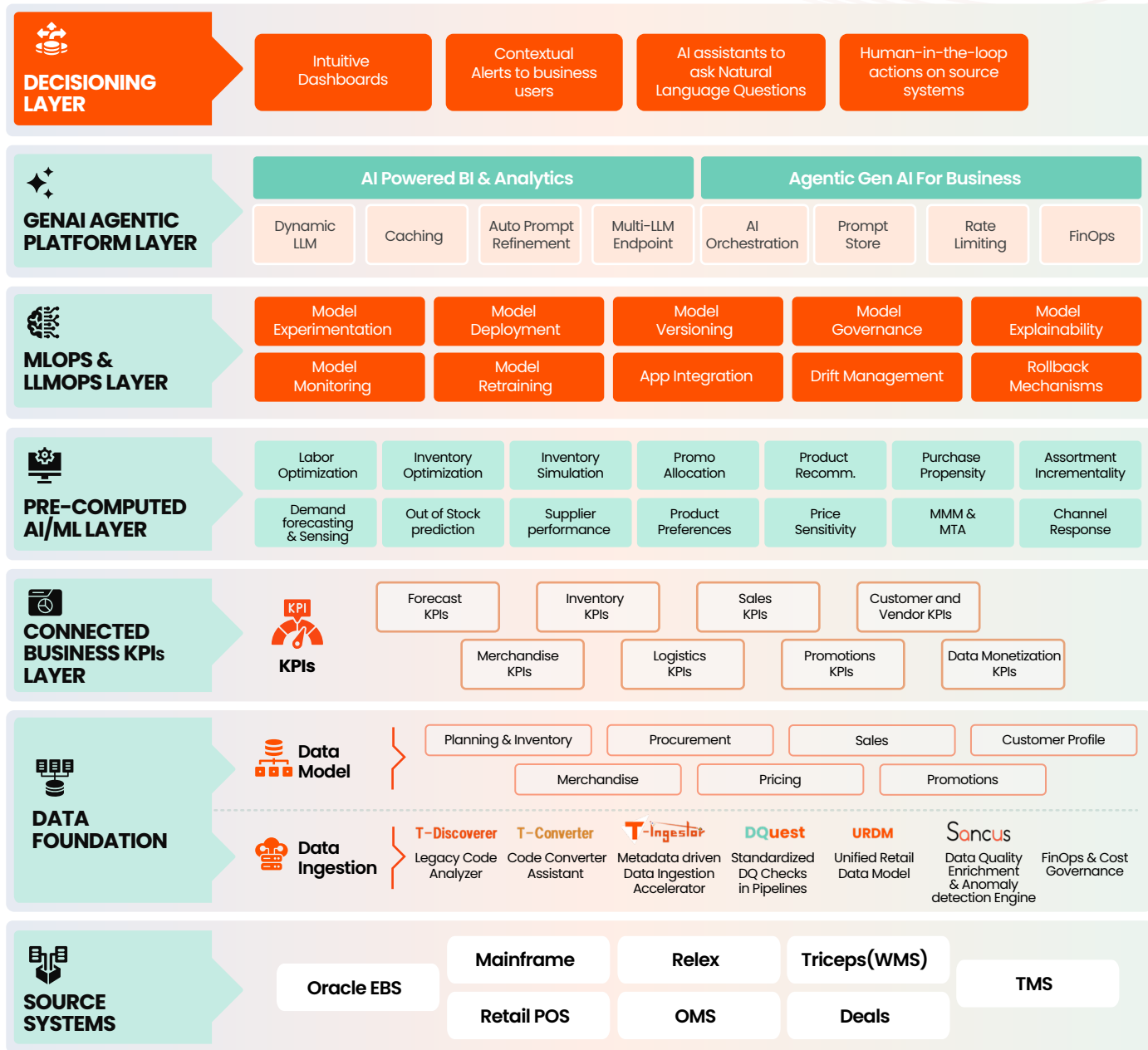
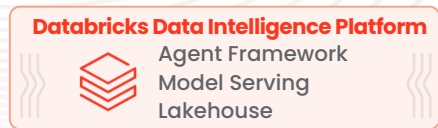
Use the ATOM.AI platform to access a wide range of accelerators to rapidly develop, deploy, and scale AI/GenAI models to increase business value.

07

Enable Access Across BI, Analytics, Data Science & Business Users

Facilitate access to BI, analytics, and data science tools for business users, enhancing self-service capabilities and accelerating business results, by gathering industry specific metadata and glossary and populating contextualized information on unity catalog, manifested through AI/BI Genie and Mosaic-AI's AI/Gen-AI models.

Accelerate Retail Transformation Leveraging GenAI & Agents



Tredence Agentic AI solutions leverage Databricks Data Intelligence Platform to accelerate retail transformation across both business and IT functions. With Agentic systems built with your data on top of Mosaic AI, we enable you to drive business value & tangible outcomes in three steps -

01
Migrate your data & **Modernize** your data infrastructure.

02
Activate AI with your business & engineering data through GenAI capabilities.

03
Elevate your business outcomes through Retail and CPG industry specific solutions.

1. Migrate to Modernize using Generative AI

With LLM-powered coding Agents, automated CI/CD pipelines and Quality Assurance, we accelerate your journey to the desired state and deliver 30-40% savings in time and cost to value.

- **Retail Data Models:** Tredence, in collaboration with Databricks, has built customized, industry specific data models for Supply Chain Management (SCM) and Customer Experience Management (CXM) domains. With support for 20+ domains and over 500 KPIs, the enhanced model serves as a critical enabler for enterprise retailers, driving data-led decision-making at scale.
- **GenAI Enabled Migrations:** With Tredence's deep expertise in multiple data & AI platforms, we are the natural partner for your migration from legacy systems to Databricks. Our T-Converter accelerator can cut migration efforts by 50-60%. In addition to reducing time to value, the migration toolkit complements Bladebridge's migration capabilities thereby lowering build costs by 60-70%.

2. Activate AI with Your Business & Engineering Data through GenAI Capabilities

After you have your business data in Databricks and simplified your data silos, you are all set to derive business value out of it. We enable the multiple GenAI and Agentic capabilities through customization of services provided by Databricks Data Intelligence Platform -



Drive 20-40% faster, smarter decisions using natural language queries and getting real-time Intelligence & Insights



Boost speed to market, personalization & conversion with Multi-modal Content Creation



Unlock enterprise content & automate workflows with Document AI Solutions



Ensure governance and Responsible AI for Compliance at scale

3. Elevate Your Business Outcomes through Retail and CPG Industry Specific Solutions

Our Agentic AI and Generative AI solutions powered by Databricks Agent Framework and Mosaic AI support a wide range of business functions, including supply chain and inventory management, customer engagement and contact center automation, HR and legal assistance, and finance (e.g., P&L or FP&A analysis).

Our Agentic Retail Solutions span the entire gamut of functionality for Retailers, right from supply chain to the front store experiences. Drive smarter decisions and measurable outcomes across retail operations with Agentic GenAI solutions powered by Mosaic AI to drive topline innovation, unleash \$10M+ gains in productivity, and enhance customer experience at scale.



CATEGORY PERFORMANCE ADVISOR

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

HOW IT WORKS: Leverages Mosaic AI capabilities such as Agent Framework and Model Serving to synthesize large amount of real-time data to generate insights. Helps automated execution to optimize pricing, promotions and assortment for underperforming categories.

IMPACT

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



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 using Mosaic AI Vector Search and RAG capabilities to identify churn risks, deliver personalized re-engagement strategies and optimize loyalty efforts. Generates charts, tables and SQL dynamically to highlight insights and provide actionable recommendations.

IMPACT

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



PRODUCT QUALITY OPTIMIZATION

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

HOW IT WORKS: Combines multimodal capabilities from 3rd party models with Vision capabilities to flag low-quality products, prevent supply chain issues, and uncover quality trends.

IMPACT

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



STORE OPS AGENT

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

HOW IT WORKS: Extracts and synthesizes information from structured and unstructured data sources using Mosaic AI Vector Search. 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.



SUPPLY RISK NAVIGATOR

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

HOW IT WORKS: Uses Databricks Agent Framework & Evaluation tools to operate GenAI-powered semi-autonomous Agents. The solution 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.



TRADE FUND COMPLIANCE

PURPOSE: Optimize trade fund utilization and ensure compliance with real-time insights.

HOW IT WORKS: Leverages GenAI models from Mosaic AI Model Serving and 3rd party model APIs to monitor fund usage and provides compliance recommendations to optimize trade efficiency and ROI.

IMPACT

Maximizes ROI on trade funds and ensures compliance adherence.



PROMOTION EFFECTIVENESS

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

HOW IT WORKS: AI Agent use backend tools and ML models to analyze performance metrics and recommend targeting and timing and offers improvement strategies. The solution also helps with faster generation of new personalized campaign content based on earlier campaigns and user guidance.

IMPACT

Boosts engagement, reduces content creation timelines, drives revenue growth, and improves ROI through data-driven personalization.



S&OP AGENTIC MESH

PURPOSE: Improve forecast accuracy, streamline procurement, and align inventory with real-time demand. Enables proactive planning by integrating demand, supply, and promotions into a unified, intelligent framework.

HOW IT WORKS: AI Agents use predictive models and optimization tools to estimate demand, suggest procurement actions, and recommend inventory-aligned promotions. The Orchestrator Agent ensures seamless data flow and synchronized decisions across planning functions.

IMPACT

Reduces stockouts, improves forecast precision, shortens planning cycles, and increases responsiveness to market shifts.

Tredence is the Secret Weapon

Unlocking Value of Data and AI with Databricks

01 Modernizing the Customer Journey and Retail Media for a Leading American Retailer

The retailer had a vision to modernize the customer journey, anchored in four pillars: differentiated products, brand engagement, teammate experience, and customer experience. As part of this transformation, they aimed to reimagine the customer experience—powered by data, AI, and a bold focus on personalization, supply chain agility, and brand engagement.

In late 2024, the retailer faced critical limitations with its on-prem BI platform and a fragmented data landscape spanning Oracle, Kubeflow, Qlik and BigQuery. The company sought a strategic partner to unify its analytics stack on Azure Databricks, streamline ML workflows, and activate its retail media potential through precision attribution.

Tredence led a six-month modernization program—consolidating data platforms, refactoring personalization assets, migrating ML pipelines, and enabling campaign-level attribution through clean rooms. The result: a governed, AI-ready Lakehouse with clear monetization levers through an activated Retail Media Network.

KEY CAPABILITIES DELIVERED

- **Platform Engineering:** Automated onboarding via Dream APIs to accelerate Databricks adoption
- **Lakehouse Migration:** Decommissioned Oracle and DataStage, rationalized Qlik reports, and transitioned BI to Power BI
- **Customer Data Modernization:** Refactored 127+ data objects and integrated credit card data for secure, scalable personalization
- **ML Ops Transformation:** Migrated Kubeflow pipelines to Databricks with unified tracking and observability
- **Retail Media Attribution:** Enabled campaign, brand, and segment-level measurement via clean rooms—fueling RMN monetization

BUSINESS IMPACTS DELIVERED

- **\$58M revenue generated from Roku and offsite campaigns**, with offsite RMN projected to grow 20%
- **54% KPI gap identified and closed** via enterprise data model refinement, improving customer conversion
- **60+ legacy reports eliminated**, improving analytics productivity
- **Enhanced governance** through Collibra integration and D'Quest-led data quality monitoring

All capabilities were built on the Databricks Data Intelligence Platform using Medallion architecture, Delta Lake, Unity Catalog, and Lakehouse IQ—positioning Databricks as the single platform for both data-driven decisioning and media monetization.

02 Powering the Data & AI Strategy for One of 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.

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

ROBUST DATA PLATFORM

- **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.
- **Real-Time Data:** Moved from a batch-based to a real-time streaming architecture, reducing reporting lag by 15 hours.
- **Report Rationalization:** Rationalized & migrated 10K reports, decreasing report run times by 70%.
- **Data Governance:** Implemented an enterprise data catalog and lineage tool (Unity) from scratch & installed a data governance council.
- **Cost Optimization:** Eleveraged both micro & macro cost optimization recommendations to reduce Cloud costs by \$1.4M/year.

AI / ML CAPABILITIES

- **Demand Forecasting:** Improved forecast accuracy by over 10+ points, and \$45MM+ in quantified savings.
- **Out-of-Stock Alerting:** Identified \$14M in weekly out-of-stock via proactive alerting.
- **C360:** Customer data enrichment using predictive features. 6 test campaigns improved ROI by 14%.
- **Price & Promotion:** Utilized ML algorithms to improve pricing strategies and drove a 2% Gross Margin improvement.
- **MLOps:** Built an end-to-end MLOps process & ongoing drift monitoring & alerts.

03 Accelerating Forecasting Modernization for a \$57B U.S. Grocer

A leading grocery retailer needed to retire its decades-old Blue Yonder platform and prove that an AI-native solution could drive better accuracy, scalability, and speed across demand, labor, and production planning.

SOLUTIONS

- Built AI forecasting engine on Azure Databricks
- Scaled from 1.5M to 35M forecasting units
- Automated labor and food planning for 20K+ items
- Launched campaign and pricing model modernization POC
- Integrated Delta Lake, Unity Catalog, Delta Share

IMPACT

- \$220M EBITA opportunity from demand forecasting
- 10% improvement in forecast accuracy (WMAPE)
- \$13M in labor savings via automation
- 90% order and 60% item match rate in replenishment
- Full C-suite alignment through executive Data Day

04 Building a Customer 360 Engine for a \$95B Global Discount Retailer

This global discount retailer faced limitations in campaign performance, identity resolution, and analytics flexibility due to legacy systems and third-party dependencies.

SOLUTIONS

- Rebuilt marketing stack on Azure Databricks
- Delivered in-house customer identity resolution
- Established governed, metadata-driven architecture
- Enabled self-serve analytics for CX and marketing teams
- Standardized KPIs and reusable customer segments

IMPACT

- 30–50% reduction in platform licensing costs
- 3–5X acceleration in time-to-insight
- 90%+ data integrity across marketing pipelines
- 100% PII encryption with role-based access

05 Unifying Enterprise Analytics for a \$80B+ Global Food Retailer

A multinational retailer needed to modernize its fragmented reporting and analytics across finance, operations, and marketing through a governed, scalable Lakehouse platform.

SOLUTIONS

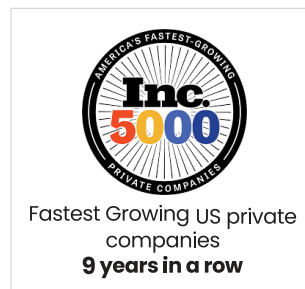
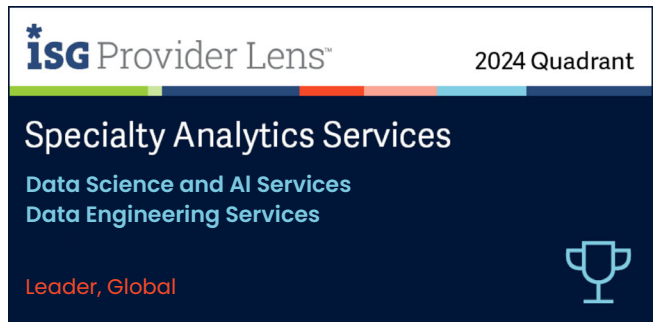
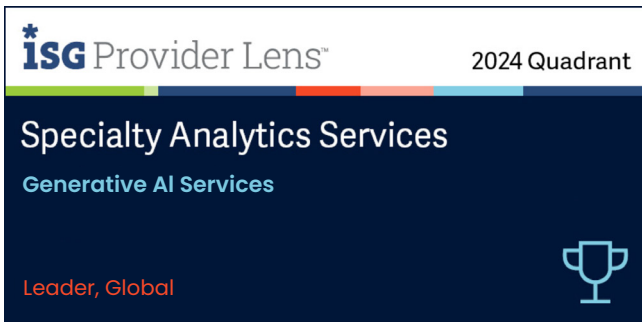
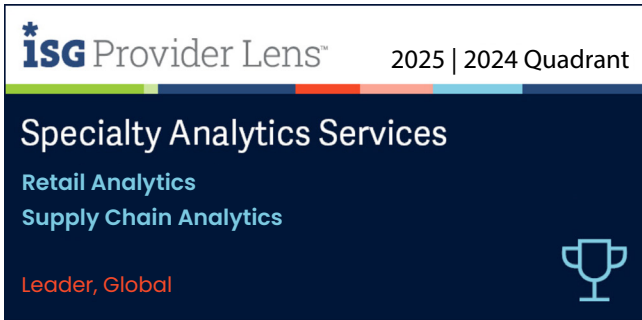
- Built unified data platform with 600+ sources
- Migrated 4,500+ tables using UnityGo
- Deployed anomaly detection for finance analytics
- Created KPI-based marts for customer and campaign insights
- Automated metadata and access governance

IMPACT

- 25–30% boost in targeting accuracy
- 30–40% faster data preparation
- 40% cut in build timelines using UnityGo
- 50% faster finance anomaly detection
- 2X faster resolution of service & product issues

Trusted by the 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

Global VP, Retail &
Consumer Industries,
Databricks



Tredence has demonstrated that it is deeply committed to solving the challenges of retail and CPG firms using scalable data, analytics, and AI Brickbuilder Solutions built on the Databricks Data Intelligence Platform.

Together, we are helping the world's leading retail and CPG companies unify data and insights so that they can expand predictive intelligence and automation capabilities throughout their businesses. We are excited about the new opportunities we can pursue together.



Matt Jackson

Vice President Sales,
Retail & Consumer Goods
at Databricks



Demand more out of AI.

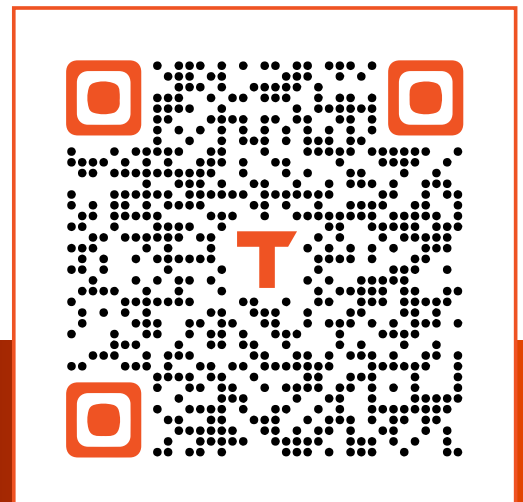
Talk to retail experts born and bred in full-stack AI to:

-  **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](#)



Follow us at:    

