



Vetted and endorsed by hyperscalers and independent analysts.

Tredence is
THE STRATEGIC AI PARTNER
charting new growth vectors for
8 OF THE TOP 10
GLOBAL CONSUMER BRANDS
Powering over \$1T in CPG sales

Tredence is helping leading CPGs extract the true potential of data with AI accelerators.



Why are CPGs struggling to realize the true potential of data?

CPGs are in an unprecedented environment.



Price hikes, private labels, consumer shifts, SKU complexity—issues CPGs haven't faced before.

30%

of private label penetration underscores the growing pressure on branded CPGs to defend market share. *(Numerator data).*

7–10%

higher commodity prices are expected to persist through late 2025, sustaining elevated input costs. *(Rabobank outlook).*



SKU complexity has surged—fragmented consumer preferences have ballooned SKU counts.

The Growth Algorithm



The scale, speed, and complexity of today's challenges demand agile, AI-powered decision-making.



CPGs need to scale new products, packaging, and supply plans within weeks, not months.



Leaders are shrinking S&OE cycles to 2–4 weeks, compared to the industry norm of 12+ weeks.

Source:

1. <https://www.businessinsider.com/walmart-discount-items-2024-8>

2. <https://www.rabobank.com/knowledge/q011460376-agri-commodity-markets-outlook-2025-fat-tariffs-lead-to-slim-margins.com>

Tredence: The AI Value Amplifier for CPGs

Leading CPGs are moving beyond AI pilots to enterprise-wide transformation. Tredence accelerates this shift, scaling AI, GenAI and Agentic AI to deliver measurable business impact.

Proven Value for Global CPGs

Powering data strategy for 8 of the top 10 Consumer Brands.

94% NPS score—best-in-class customer satisfaction.






50% faster time to value with pre-built AI accelerators.

Certified talent in Azure, Databricks, GCP and Snowflake.

Engineering professionals from the top 2% of global universities.

ATOM.AI: Our Integrated Accelerator Ecosystem

Purpose-built on the Databricks Data Intelligence Platform, Atom.AI delivers 150+ domain-specific accelerators, driving rapid data-to-decision outcomes.

 <p>30+ Full-Stack AI/ML Solutions: Pricing, Promotions, OSA, Demand Forecasting and more.</p>	 <p>5+ GenAI Solutions in Production: Automating content, insights and decision support.</p>
 <p>40+ Data Models & Pipelines: Harmonizing enterprise data for AI readiness.</p>	 <p>Innovation through COEs & Whitespace Solutions: Building “first-of-a-kind” AI applications for CPGs.</p>
 <p>100+ Prebuilt AI/ML Models: Speeding up value realization across CPG functions.</p>	

Why Tredence?

We simplify AI adoption with a practical, accelerator-led approach, enabling CPGs to:

- Modernize fragmented data ecosystems.
- Activate AI-driven insights to manage SKU complexity and market shifts.
- Shrink S&OE cycles from 12+ weeks to 2–4 weeks, driving faster, smarter execution.

Tredence drives the last-mile adoption of AI and value-realization, of analytics investments for **25+ Fortune 500 Consumer Brands** across domains.

Operationalizing Data & AI for Faster, Smarter Business Decisions

AI-led accelerators to solve core CPG



Customer Analytics & CXM

- **Customer Cosmos** – 360° consumer view
- **Test & Learn (TALP)** – Experimentation platform
- **SageCX** – Journey analytics
- **Marketing Optimization** – Campaign ROI
- **Digital Twin** – Shopper simulation



Supply Chain & Operations

- **Control Tower (SCCT)** – Real-time visibility
- **On-Shelf Availability (OSA)** – Stock optimization
- **Risk Monitor** – Disruption mitigation
- **Data Quality Engine** – Certified datasets



Sales & Commercial Excellence

- **Prescriptive RGM** – Pricing & promo optimization
- **Trade Promo Optimization** – ROI uplift
- **Pricing & Assortment** – Mix optimization



Data & Platform Modernization

- **Unified Data Model** – Standardized insights
- **Feature Store & MLOps** – AI model ops
- **Platform Modernization** – Cloud readiness
- **Ingestion Framework** – Driverless data ingestion
- **Data Harmonization** – Standardized data alignment
- **Data Quality (D-Quest & Sancus)** – AI-driven anomaly detection
- **MLOps (ML Works)** – Model deployment & monitoring
- **Control Tower (SCCT)** – Real-time visibility



GenAI Accelerators

- **GenAI Data Model** – 50% faster data model builds
- **IRIS – Multi** – agent GenAI for automation & insights

Purpose-built CPG Offerings

Solving Data-to-decision Challenges



Intelligent Supply Chain & Manufacturing Solutions

AI-led solutions for connected, cost-efficient and responsive supply chains:

- ✔ Agent-powered Sales & Operations execution
- ✔ Intelligent Cost-to-serve analytics
- ✔ Real-Time Optimization with Digital Manufacturing Twins
- ✔ Digital Procurement and Buyer Console for spend visibility & cost optimization



Commercial Excellence & In-Market Execution

AI-led execution excellence at store level for sales & OSA uplift:

- ✔ Smart replenishment with AI-recommended order quantities
- ✔ Perfect Store dashboards & attribution models for compliance & execution
- ✔ Real-time OSA tracking & stockout mitigation
- ✔ Elasticity models for pricing strategy & margin impact



Shopper & Category Insights (CXM)

Data-driven insights to drive category growth and recover share:

- ✔ Unified shopper view to analyze behavior & diagnose share gaps
- ✔ Gap-to-growth analysis across pricing, distribution, and category drivers



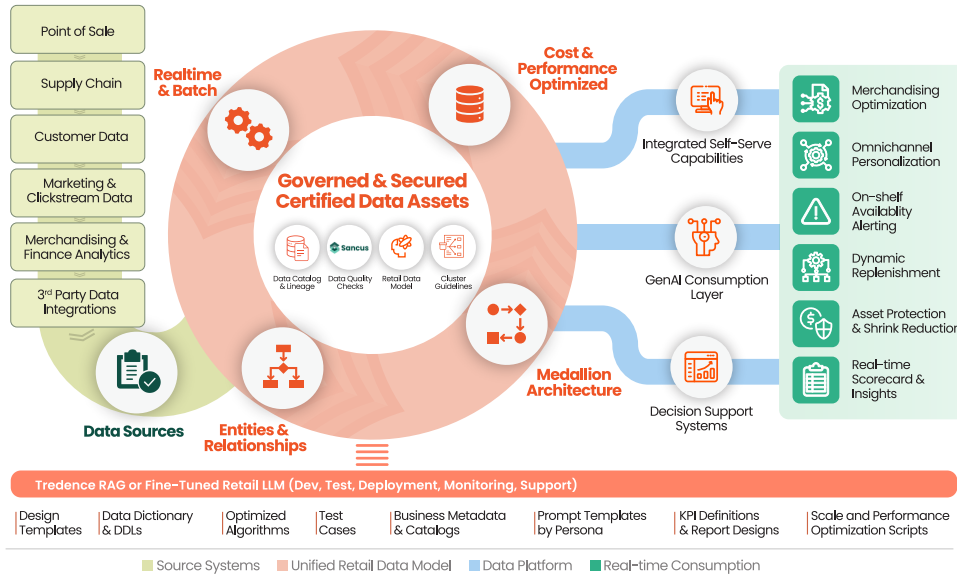
Dynamic E-commerce Solutions

Future-ready demand and performance forecasting for digital channels:

- ✔ Hybrid models for sales & inventory prediction
- ✔ Digital sales attribution & ROI optimization
- ✔ Market share simulation for growth planning

Accelerating CPG Data & Analytics Modernization on Databricks

Powered by Databricks Data Intelligence Platform and Mosaic AI, our approach enables leading CPGs to migrate, modernize and monetize data for real-time decision making, personalized experiences and operational excellence.



Tredence 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**

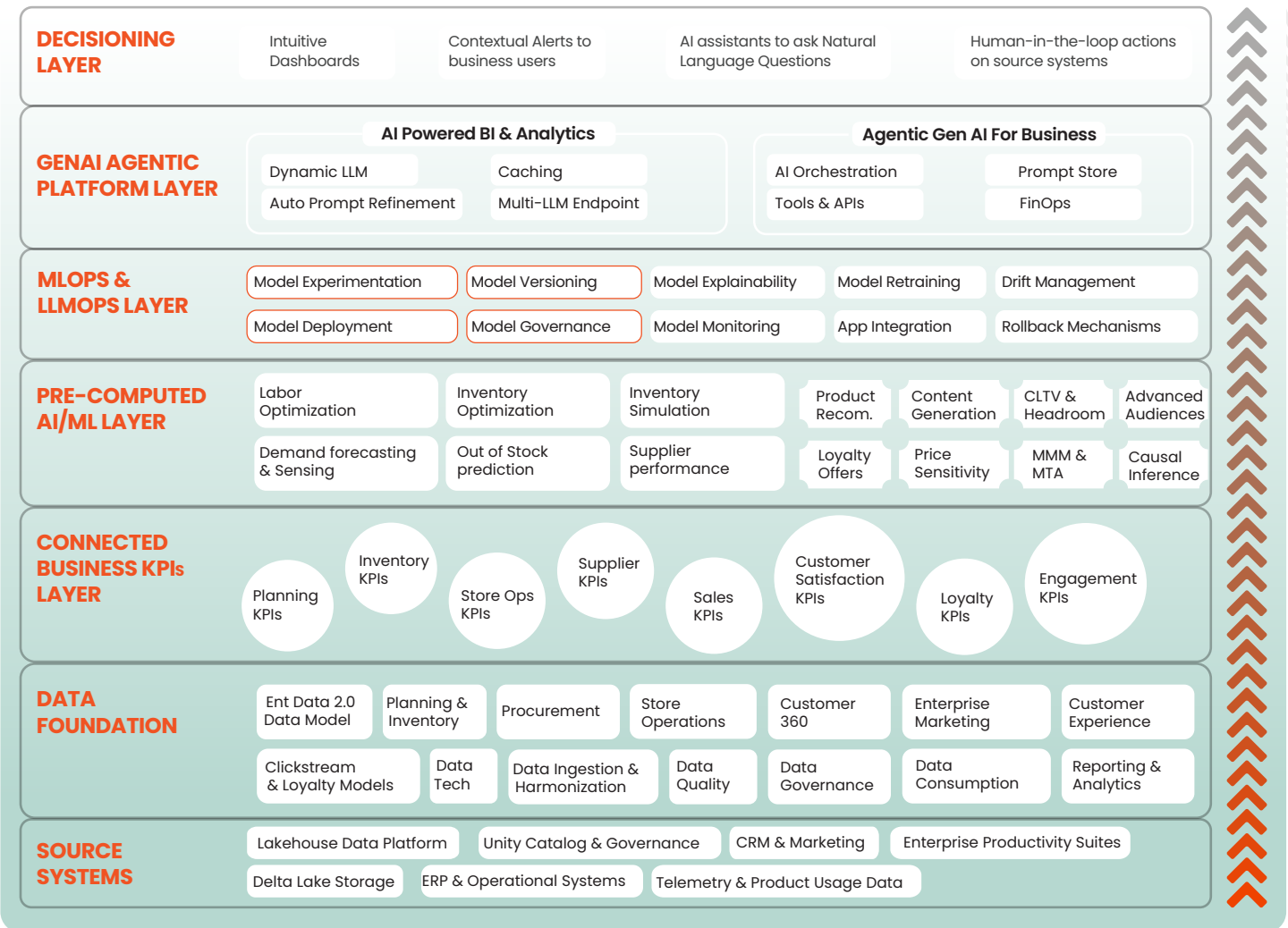
Facilitate access to BI, analytics, and data science tools for business users, enhancing self-service capabilities and accelerating business results, by gathering industry specific metadata and glossary and populating contextualized information on unity catalog, manifested through AI/BI Genie and Mosaic-AI's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

Accelerate CPG Transformation Leveraging GenAI & Agents

Databricks Data Intelligence Platform



Agent Framework
Model Serving
Lakehouse



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.

- CPG 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 consumer brands, 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).



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

Operationalizing GenAI at Scale:

How Mars & Tredence Built a Future-Ready AI Ecosystem

Mars, a global leader in confectionery, pet care and food, faced challenges in scaling GenAI across its diverse businesses. Siloed AI efforts, compliance concerns and integration challenges limited enterprise-wide adoption. Mars partnered with Tredence to operationalize GenAI using a structured LLMOps approach, driving governance, scalability and adoption.

Challenges: Overcoming Enterprise AI Barriers

Mars faced key challenges in scaling GenAI across its global businesses, including fragmented efforts, compliance hurdles, and integration complexities.

- Siloed AI initiatives lacked standardization and governance.
- Data privacy, residency and AI safety compliance were critical concerns.
- Successful POCs struggled to scale without a clear roadmap.
- Required seamless AI integration across Azure, GCP and Databricks, avoiding vendor lock-in.

Solution Approach: Building a Future-Ready AI Ecosystem

Tredence partnered with Mars through the MARS AI Engagement Framework, focusing on AI industrialization, governance and scalability. The engagement began with a three-month discovery and LLMOps assessment, involving business interviews, AI maturity evaluations and a technology fit analysis across Azure, GCP and Databricks.

This was followed by a six-month execution phase to build a scalable GenAI platform—standardizing LLMOps tools, establishing a secure LLM Gateway, implementing responsible AI governance (GenAI Lens), developing the MAX Studio for business users and launching AI accelerators with managed services for continuous innovation.

Business Impact: Accelerating AI Adoption at Scale

- 3X faster AI adoption with LLMOps frameworks.
- 30% productivity boost via AI copilots.
- 100% compliance with security and brand standards.
- Seamless GenAI scalability across business units.

With Tredence, Mars scaled AI from POCs to enterprise adoption through LLMOps and MAX Studio.

The Voice of Trust!

Tredence's experience at Mars reflects a broader movement across industries. Mars & Tredence truly think that the unified multimodal platform approach with compliance with Responsible AI principles is the way forward because it empowers both technology and business users to leverage AI in their daily work in a safe way.



Kaarthik Subramaniam
Director, Digital Experiences
Platforms Mars Global Services

Scaling Governed Supply Chain Analytics on Databricks for a Global Beverage Leader

A leading global beverage and snacks giant faced fragmented supply chain data across SAP, Ariba, Teradata, and Excel trackers. KPI definitions varied across teams, causing duplicated efforts, inconsistent reporting, and unclear ownership of metrics. The lack of a unified platform limited visibility into procurement spend, supplier performance and ESG compliance.

The Solution: Unified, Secure Supply Chain Analytics

Partnering with Tredence, the consumer giant implemented a scalable digital procurement analytics platform on Azure Databricks Lakehouse, its first end-to-end Unity Catalog adoption.

KEY CAPABILITIES INCLUDED:

- **25+ standardized KPIs** for spend, supplier performance, and code of conduct adherence.
- **End-to-end data lineage** with centralized role-based access controls and auditing.
- **DBSQL Serverless** for seamless, secure query execution and dashboarding.
- **Databricks Genie & Assistant** for cross-region collaboration, AI-assisted data exploration and code development acceleration.

The Impact: Faster Insights, Smarter Decisions

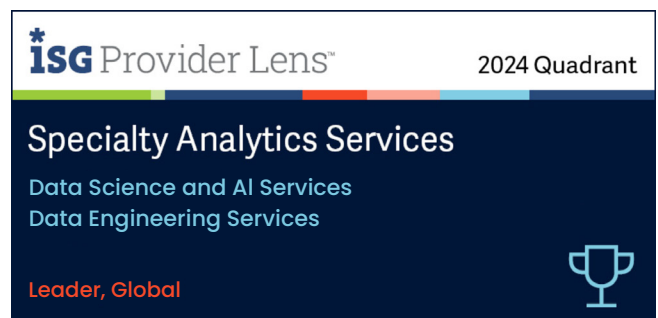
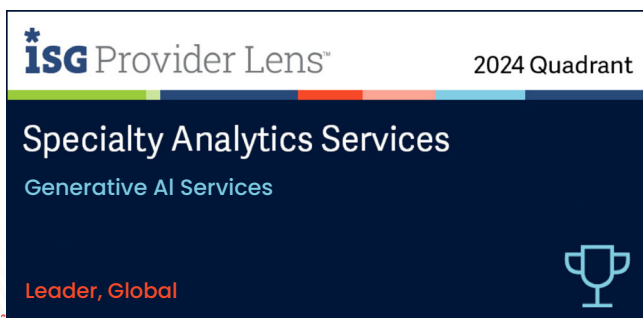
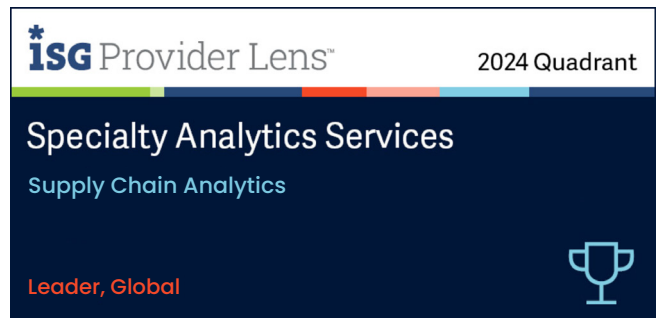
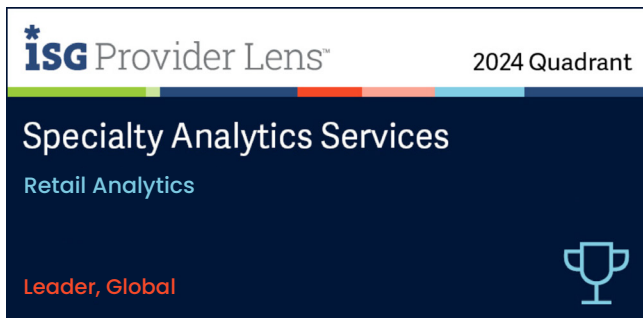
- 🕒 **40% faster time-to-insights** with standardized architecture.
- 🕒 **Metric validation cycles reduced from weeks to days.**
- 🕒 **30% improved cost transparency** in procurement.
- 🕒 **40% direct and ~15% indirect spend optimization.**
- 🕒 **80% of sourcing decisions driven by supplier benchmarking.**
- 🕒 **~10 non-compliant suppliers identified for ESG-compliant sourcing.**

The Outcome

A governed, real-time view of procurement and supplier metrics, enabling cost optimization, compliance, and sustainable growth.

Trusted by the World's Leading CPGs.

Endorsed by hyper scalers and leading independent analysts.



“

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



“

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.

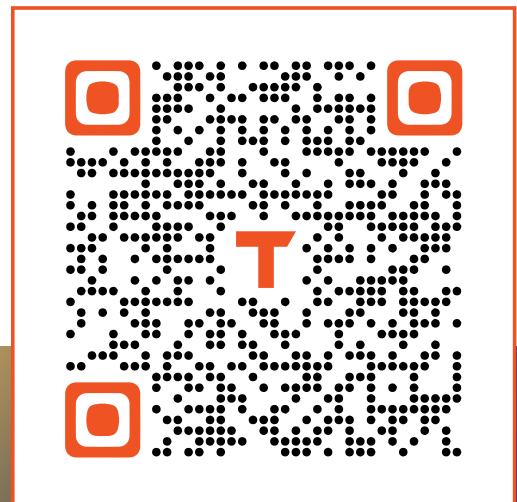
Talk to CPG experts born and bred in full-stack AI to:

- 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 CPG AI experts and explore how to transform your CPG business by embracing data & AI now!

[Talk to Tredence](#)



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