RETAIL SUPERHEROES

SAVE THE DAY WITH EXCEEDRA
RETAIL EXECUTION

EXCEEDRA
by TELUS

8.4

6.5

01   02   03   04

ARTIFICIAL INTELLIGENCE IN RETAIL EXECUTION

In just the last two decades, Artificial Intelligence (AI) has leaped from the scenes of science fiction movies into the real world.

AI and its subset Machine Learning (ML) help professionals in their everyday lives, identifying patterns and calculating predictions that help them make better decisions on anything that creates data. Now, it's driving innovation in nearly every modern industry.

Retail grocery is no exception.

Exceedra by TELUS has applied AI and ML to the retail industry with exciting results. Our cloud-based Retail Execution solution equips consumer goods companies with state-of-the-art tools that validate store compliance, speed up time to insight, and create drastic efficiencies. We use proprietary Image Recognition (IR) software to transform pictures of store shelves into actionable data in seconds. This speed, accelerated by Microsoft Azure, allows companies to make better, faster decisions that increase sales.

In this eBook, the worlds of fiction and reality collide, as a futuristic superhero sequel meets equally advanced real-world technology in the aisles of your local supermarket. Read on as fictional food & beverage company Farm-to-Go leverages the power of Exceedra Retail Execution to rise to the occasion of a promotional campaign for this summer's most exciting blockbuster.

THEATER

COMING SOON

SHARK WOMAN 2
RISE OF AGENT SQUID

SHARK WOMAN IS BACK.

After a record-breaking first film, she's returning to save the world from the evil Agent Squid, who plans to poison the Pacific Ocean with millions of gallons of toxic ink. Already, the movie trailer has 100 million views on YouTube, and aspiring superheroes everywhere are dragging their parents to the market to get their hands on the new Shark Woman cereal (now with Agent Squid marshmallows).

Farm-to-Go wanted in on the summer action. The consumer goods company partnered with the film's production studio to include Shark Woman labels on select products.

They'll need a fast way to validate their promotional efforts, as the movie comes out in a month and the specially packaged goods need to move through shelves by summer's end.
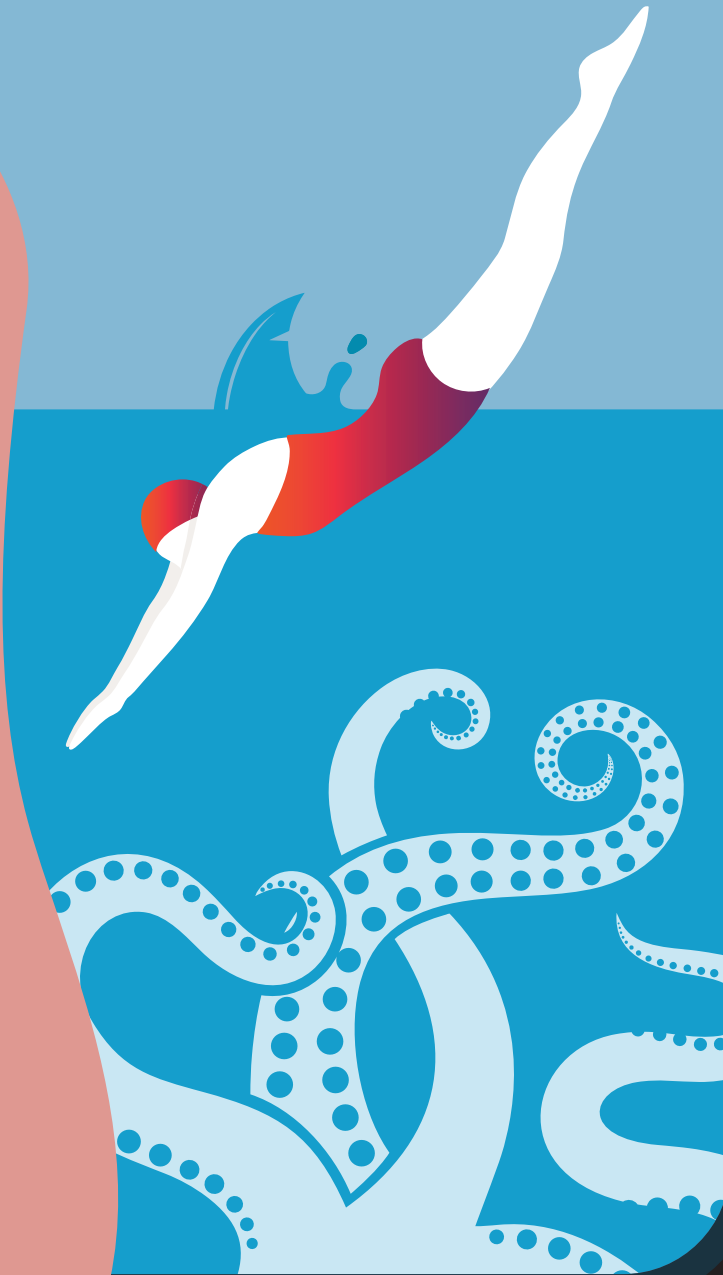
PREDICT SUPPLY AND DEMAND

Shark Woman cereal is just one of many products that Farm-to-Go is excited to promote ahead of the new movie. And they've got a secret weapon on their side.

The company is piloting Exceedra Retail Execution and testing the software in their NW territory. The solution helps Farm-to-Go's category managers decide the optimal products for the campaign based on rich historical data and AI that can identify trends earlier to accurately predict supply and demand.

They use Exceedra's recommendations to inform their own expertise, and make the decision to stock supermarkets with specially packaged products for kids, including milk, juice, soft drinks, and clementines, in addition to the Shark Woman cereal.

The next step is to plan their perfect store.

TIMELINE

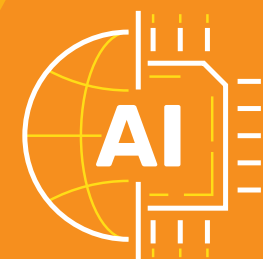**MAY** — PROMOTION LAUNCH

JUNE — MOVIE PREMIERE

JULY — PROMOTION ENDS

Artificial Intelligence

The ability of a machine to perform cognitive functions that resemble the human brain's capability.

Do you know where your data's coming from?

Analytics are no good if you don't have the right sourcing, cleansing, and connection of the valuable data you purchase. Exceedra goes beyond software, with consulting to help you maximize the impact of your data.

THE PERFECT CONSUMER EXPERIENCE

Dana Rourke in Trade Promotions works with sales and marketing teams to create planograms, promotional displays, and point of sale (POS) materials for the campaign. They want to build a "perfect store," recommending specific layouts, facings, endcaps, and aisle displays that will attract customers and influence their purchase decisions.

The NW Sales Manager, Samantha Stuart, is excited to test Exceedra Retail Execution in her territory. She builds planograms in the software, which helps her customize recommendations for stores in her region. From the same program, she opens a pre-built Microsoft Power BI dashboard that seamlessly connects to all of her data. The dashboard shows past sales data and AI-predicted forecasts, helping her build an informed set of actions for her sales teams to execute.

For one supermarket, for instance, Samantha flags that they should increase the volume of milk—as predictive analytics suggest a higher demand in May. For a corner store in the city, she recommends a clip display in the cereal aisle because those promotions have been shown to increase sales in that neighborhood in the past.
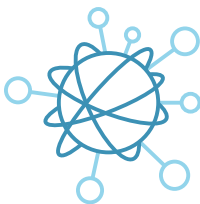
Connected and Integrated.

Exceedra integrates with the systems you use every day, like Power BI, Dynamics, and other popular CRMs.

Evaluation of Perfect Store Rating

EXCEEDRA by TELUS

Store Rating evolution

March
Average of Overall Store Rating 5.97

Store rating by Chain

Chain	Rating
Eurent	6.89
Axect	6.66
Metro	6.35
GTH	5.90
Albert	5.52
Star food	5.26
Tesco	4.63
Interfruct	4.23
Ica	4.12
N/A	1.90

Perfect Store Result by KPI

SalesTeam	Achievement	Target	%Achievement
⊟ 1.Retail	0.00		0.00
Distribution of %product_category% produ...	77,234.74	75,890.00	96.22
Less than %target_value% of %product_cat...	3,429.00	30,730.00	95.75
Product facings of %product_category% ne...	21,600.00	20,830.00	73.97
The share of %product_category% product...	145.50	8,240.00	1.70
⊞ 2.HoReCa	105,013.09	121,080.00	89.30
⊞ 3.VanSale	200.00	500.00	18.18

KPI - Distribution
22.69

KPI - Product Position
3.46

KPI - Product shelf Share
4.37

KPI - Product Visibility
6.73

AUTOMATE PLANNING

Patrick Marshall, a Field Supervisor in the NW territory, receives Samantha's recommended actions and sets to work planning his sales strategy. He's pleased to find that Exceedra Retail Execution automates much of the manual work that used to take him hours to complete.

The software creates recommended routes for his Field Sales Reps to follow as they validate compliance and take specified actions at stores in their regions. Pulling data like profitability and proximity to movie theaters, Exceedra Retail Execution ranks stores along the map and builds the fastest routes to optimize the field reps' time.

In just a few clicks, Patrick is able to generate the routes, giving him more time to review additional actions for each store recommended by the software. He accepts some of them, and rejects other actions based on his own knowledge of those store managers and locations.

With the visit protocol set and the routes planned, it's up to the Field Sales Reps to validate Farm-to-Go's promotional efforts.

Microsoft

Managing Data Lakes on Microsoft Azure.

The cloud opens new doors for data analytics and automation. To make sense of the massive amounts of information that companies acquire, they need equally massive capacity and compute power. By pulling data from myriad sources into a data lake on Azure, Exceedra speeds up processes like route-generation in Retail Execution.

ELIMINATE WASTED TIME

Corey can't wait to shadow Josephine on his first day as a Farm-to-Go sales rep. "Did you download the Exceedra app?" she asks as they pull out of the parking lot.

"Yep! Looks like our first stop is Donnie's QuickFoods on 4th. Patrick wants us to verify the planogram compliance of facings on all categories, increase the placements of cereal, check on the cereal aisle clippings, and recommend the store manager increases volume of clementines by May 14th."

"Wow, that should get us through lunchtime, and they have great sandwiches there," Josephine responds. Much to her stomach's dismay, the two are in and out in 30 minutes. In the Exceedra Retail Execution app, Corey could take multiple pictures of the cereal aisle. Then, the app used sophisticated image recognition technology to accurately stitch the images together, compare them to the relevant planogram, and produce a percentage reflecting how much of the aisle was in compliance—all within a few seconds!

He took the same actions for every category while Josephine walked the store manager through data that suggested increased placements of cereal would improve sales and that clementines would move faster than normal in late May.
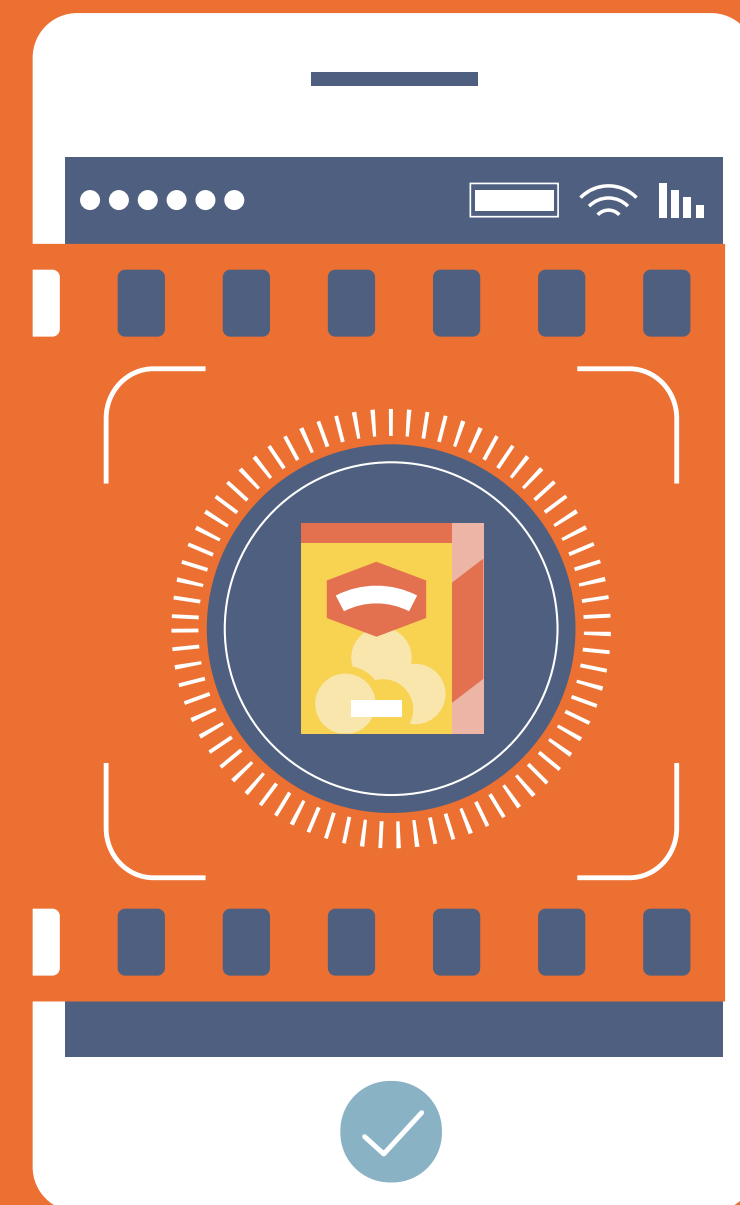
Image Recognition

is a powerful capability of Exceedra Retail Execution that can instantly take an image, like one of a store shelf for example, and turn it into accurate data insights.

COMMUNICATE INSIGHTS INSTANTLY

As Corey, Josephine, and the rest of the territory's Field Sales Reps go about their routes—verifying planogram compliance, confirming trade promotions and secondary placements, and recommending actions for store managers—Samantha, the NW Sales Manager, pulls up Power BI on her desktop.

With two weeks to the movie premiere, Shark Woman product sales are meeting their targets. She hopes that, armed with Exceedra Retail Execution, the Field Sales Reps can help her territory exceed her original goals. Real-time data comes in from Corey and Josephine showing that stores in their region report planogram noncompliance at around 7%.

"That's not great," she thinks. However, she's thrilled that she can act on this information so quickly, Samantha calls the chain district manager for the relevant stores and ensures they understand the guidelines and expectations provided by Farm-to-Go. "We'll have to check back in when the movie premieres to make sure they returned to compliance," she thinks.

Live data reporting.

It's not a pipe dream. Exceedra transforms what can often be a month-long turnaround on data insights into real-time data visualization.
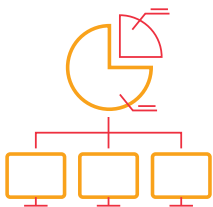
THE RESULTS

Shark Woman 2 is a box office hit! The movie smashed records on opening day, with a little help from Farm-to-Go's national promotional campaign.

And at FTG HQ, the buzz is all around the NW Territory, which exceeded sales targets by 20%, aided by a 35% bump in sales volume during the last two weeks of May. Samantha's stores also reported a significant drop in out-of-stocks, as Exceedra Retail Execution helped them plan their supply chain more accurately. She is proud to have piloted the solution for her company, and remarked that planogram non-compliance dropped from 7% to 2% thanks to the speed at which she could view the field reps data and act on their findings.

Machine Learning

is a subset of AI used to analyze large data sets, find patterns, and help make predictions. Exceedra applies ML to supply chain solutions, helping companies find patterns and accurately fulfill products, reducing out-of-stocks.

THE RESULTS

Dana performs a post event analysis on the trade promotions, finding that not only were compliance levels higher in the NW territory, but the planograms themselves were more successful.

Exceedra proactively identified trends that changed their trade promotion strategy halfway through the campaign. The recommendations worked, and improved promotion effectiveness.

Patrick receives glowing reviews of the Exceedra Retail Execution app from his Field Sales Reps. "It's so easy to use, and helps me make better decisions on the fly," Josephine said. "And Donnie over at QuickFoods loved looking at the data that was supporting my recommendations."

"I was pretty nervous at first, but the job is so fun!" Corey added. "At my other company, I spent hours scanning shelves, but today I got to interact with store managers and talk real sales strategy alongside Josephine."
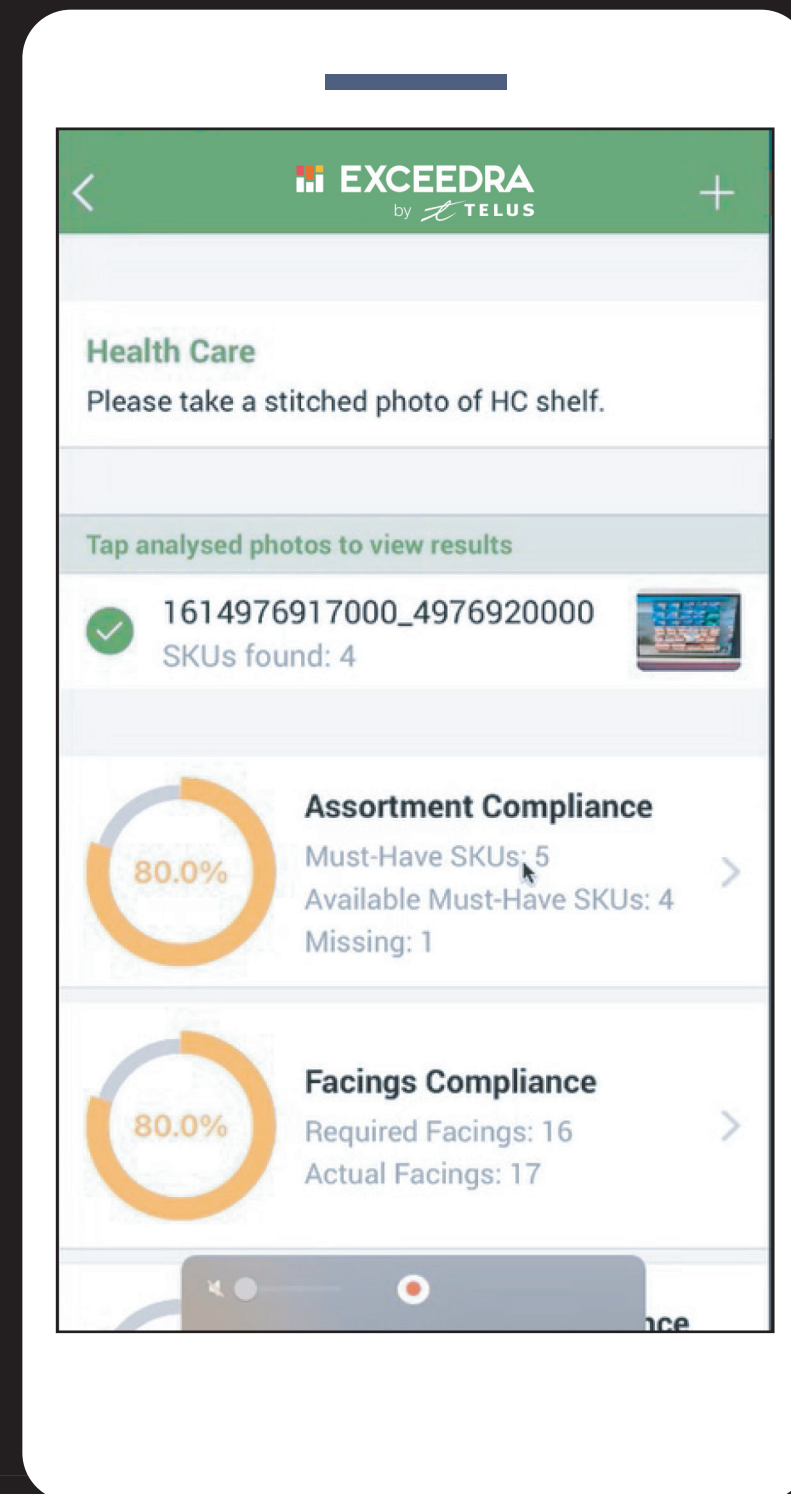
HOW WILL YOU USE EXCEEDRA RETAIL EXECUTION?

Exceedra Retail Execution is a mobile, flexible, and robust software solution designed to support field sales and merchandising in the execution of tasks that deliver on both the Perfect Store as well as field efficiency.

Field Sales Reps like Corey are empowered to quickly perform daily in-store tasks, while those in management, like Samantha, are able to analyze, execute, and optimize various sales strategies focused on shelf and category share.

Whether it's Retail Execution or Trade Promotion Management, we'll leverage the power of AI and the robust offerings of Microsoft Azure to boost productivity across your organization while saving you time and money.

EXCEEDRA
by TELUS

Health Care
Please take a stitched photo of HC shelf.

Tap analysed photos to view results

✓ 1614976917000_4976920000
SKUs found: 4

Assortment Compliance
80.0%
Must-Have SKUs: 5
Available Must-Have SKUs: 4
Missing: 1

Facings Compliance
80.0%
Required Facings: 16
Actual Facings: 17

Predict Supply and Demand

Deliver the Perfect Consumer Experience

Automate Planning

Eliminate Wasted Time

Communicate Insights Instantly

11

SCHEDULE A DEMO TODAY!

BUILD YOUR PERFECT STORE AND BE A SUPERHERO FOR YOUR SALES TEAM!

Contact us for a personalized demo and see exactly how our AI-powered Retail Execution solution will boost efficiency across your organization: https://exceedra.com/

ANALYTICS & DATA MANAGEMENT

SALES & DISTRIBUTION SOLUTIONS

RETAIL EXECUTION & OPTIMIZATION

TRADE PROMOTION MANAGEMENT & OPTIMIZATION

OMNI-CHANNEL MANAGEMENT

REVENUE MANAGEMENT

INTEGRATED PLANNING & OPTIMIZATION

EXCEEDRA
by TELUS

FOR CONSUMER GOODS MANUFACTURERS AND DISTRIBUTORS

SALES AGENCY & DISTRIBUTOR MANAGEMENT

SETTLEMENT SERVICES

WAREHOUSE MANAGEMENT

DEMAND PLANNING

SUPPLY CHAIN SOLUTIONS

SERVICES & SUPPORT

For more than 35 years, Exceedra by TELUS has been serving consumer goods companies with software solutions developed specifically to meet the needs of this industry. As the largest pure play software provider, we equip our customers with smarter sales and distribution capabilities that improve agility, optimize efficiency, and enable better decisions in order increase profitability. With Exceedra, you know you are partnering with a trusted industry expert who understands your business and is committed to continuously creating value for your company.