Pensa

Driving Growth for CPG Brands

PENSA IS THE SOURCE OF TRUTH FOR THE RETAIL SHELF

Pensa's automated retail shelf intelligence provides brands a quantitative, continuous and syndicated understanding of out-of-stock and share-of-shelf metrics

Device Independent Computer Vision visually captures the shelf in seconds

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Patented AI and Machine Learning "learns" the shelf inventory

Pensa allows shelves to be accurately scanned in seconds and automatically translated into business impact within minutes

CLICK TO VIEW

Actionable Insight

- Planogram compliance
- Merchandising effectiveness
- New item speed to shelf
- Retail effectiveness

Business Impact

- Reduce stockouts
- Increase revenue
- Remove omnichannel substitutions
- Improve profit margin

The Pensa Advantage

98% ACCURATE	SYNDICATED DATA DELIVERED FAST
ALL CATEGORIES & CHANNELS	VIEW ACROSS COMPETITORS
NO PLANOGRAM REQUIRED	ACTIONABLE, GRANULAR DATA

How Pensa Unlocks Value for Brands

CATEGORY MANAGEMENT	SALES	OPERATIONS & SUPPLY CHAIN
Product Substitution - see how real shoppers are making real choices about your brand, and your competitors'.	*Retailer Performance* - elevate retailer conversations beyond fill rates with a continuous view of actual shelf conditions.	*Demand Forecasting* - see true demand to help correct inventory drift and errors to drastically improve demand forecast accuracy
SKU Rationalization - leverage a consistent total category view to forecast cannibalization and decide which products to drop.	*Inventory Management* - accurate, total category shelf visibility tunes inventory decisions for optimal growth.	*Product Allocation* - provides you the data you need both across and within retailers to make fact-based allocation decisions.
POG Compliance - a continuous view of actual planogram execution to increase sales and share made stronger by our BlueYonder (JDA) partnership.	*Omnichannel* - understand how omnichannel dynamics are impacting your brands to reduce substitution and maintain loyalty.	*Portfolio Rationalization* - accurate and timely SKU-level insights to make fact-based decisions and negotiate with confidence.

Pensa Overcomes the Challenges of Outdated Shelf Visibility Technology

TRADITIONAL METHODS

Scan Guns   Hand-written   Manual Audits

Slow to deliver data, inaccurate with a limited view

LEGACY RECOGNITION

Phone Image Matching

Innacurate, manual with reference images required

LEGACY AUTOMATION

Ground Robots   Shelf & Ceiling Cameras   RFID

Innacurate with reference planograms required

Pensa is fast, accurate, automated and easy to implement