

Driving Growth for Retailers

PENSA IS THE SOURCE OF TRUTH FOR THE RETAIL SHELF

Pensa's automated retail shelf intelligence provides retailers a quantitative and continuous understanding of in-stock levels and shelf conditions

Device Independent Computer Vision
visually captures the shelf in seconds



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

- True on-hand inventory
- Item location
- Omnichannel catalog accuracy
- Merchandising effectiveness

Business Impact

- Improve in-stock levels
- Reduce labor costs
- Optimize omnichannel operations
- Monetize data with CPG brands

The Pensa Advantage

98% ACCURATE

NO INSTALLATION OR HARDWARE

VIDEO CAPTURE (NOT IMAGE BASED)

FREQUENCY TO MATCH USE CASE

CAN BE CPG SUBSIDIZED

ACTIONABLE, GRANULAR DATA

How Pensa Unlocks Value for Retailers

MERCHANDISING

Space Performance - optimize planograms to maximize in-stock levels and alternative revenue through continuous shelf visibility.

Vendor Performance - measure actual planogram compliance to ensure vendor obligations are met and forecasted sales realized.

Promotional Effectiveness - make better promotional decisions and track vendor promotional support with accurate shelf-stock data.

STORE OPERATIONS

In-Stock Levels - improve on-hand perpetual inventory and vendor in-stock performance with an accurate shelf inventory signal.

Labor Costs - eliminate gap scanning and reduce replenishment time with a continuous view of the shelf

Root Cause Analysis - drive operational improvements with granular, actionable SKU-level inventory data within and across stores.

OMNICHANNEL

Order Fulfillment - reduce items not found and basket substitutions with accurate, "in-stock now" and "items carried" data.

Cost to Fill - reduce labor costs for omnichannel picking with accurate on-hand inventory and item location information.

Catalog Accuracy - differentiate omnichannel customer experience with a product catalog that reflects actual on-shelf inventory.



Partner with Pensa to Monetize Your Shelf Data

Pensa Shelf Data + Your Influence with CPG Brands = "Net New" Monetization

Pensa Overcomes the Challenges of Outdated and Ineffective Shelf Visibility Technology

TRADITIONAL METHODS



Scan Guns



Hand-written



Manual Audits

Slow with poor accuracy and high OPEX

LEGACY RECOGNITION



Phone Image Matching

Inaccurate, manual and people intensive

LEGACY AUTOMATION



Ground Robots



Shelf & Ceiling Cameras



RFID

Inaccurate, high CAPEX and expensive upkeep

Pensa is fast, accurate, automated and easy to implement