

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



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

Product Substitution - see how real shoppers are making real choices about your brand, and your competitors'.

SKU Rationalization - leverage a consistent total category view to forecast cannibalization and decide which products to drop.

POG Compliance - a continuous view of actual planogram execution to increase sales and share made stronger by our BlueYonder (JDA) partnership.

SALES

Retailer Performance - elevate retailer conversations beyond fill rates with a continuous view of actual shelf conditions.

Inventory Management - accurate, total category shelf visibility tunes inventory decisions for optimal growth.

Omnichannel - understand how omnichannel dynamics are impacting your brands to reduce substitution and maintain loyalty.

OPERATIONS & SUPPLY CHAIN

Demand Forecasting - see true demand to help correct inventory drift and errors to drastically improve demand forecast accuracy

Product Allocation - provides you the data you need both across and within retailers to make fact-based allocation decisions.

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Pensa Overcomes the Challenges of Outdated Shelf Visibility Technology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

*Innaccurate, manual with
reference images required*

LEGACY AUTOMATION



Ground Robots



Shelf & Ceiling Cameras



RFID

*Innaccurate with reference
planograms required*

Pensa is fast, accurate, automated and easy to implement