

## Pensa Product Portfolio for CPG Brands

Helping brands operate retail at the speed of AI

All goods are managed as digital entities across the entire supply chain. Perfect visibility of demand, of supply, of on-shelf availability and with continuous planning and reaction to changes. AI and computer vision digitizes all aspects of physical inventory, location, and availability. AI automates repetitive and tedious tasks and agile workforces take the most efficient, best actions at each point of time.

For those who adopt: a monumental time, money, & competitive advantage.

**60-70%**

Time reduction

**20-30%**

Cost reduction

**20pts.**

Share shift

### Who is Pensa Systems?



Leading innovator in  
AI Transformation at Retail

- ✓ Industry's first scalable solution for computer vision and AI at retail
- ✓ Global, blue-chip customers and major partners
- ✓ Broad product portfolio for HQ planning & in-store execution
- ✓ Proven business cases and case studies
- ✓ Future-proof system to adapt with evolving business needs



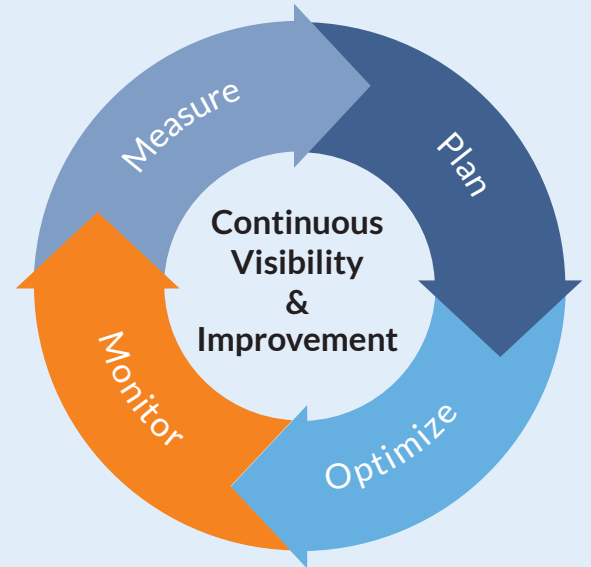
✓ KNOW WHAT'S ON THE SHELF

✓ EFFORTLESSLY  
EXECUTE IN-STORE

✓ OPTIMIZE COMPETITIVE POSITION

# Pensa's AI Playbook: Helping You Improve at Every Step

	Reality Today	With Pensa AI
<b>Measure</b>	Blind and ineffective to retail reality losing productivity and sales	Accurate view of availability and shelf reality for you and your competition
<b>Plan</b>	Planning with limited retail visibility is outdated and ineffective	Right space plans, right assumptions, effective promotions
<b>Optimize</b>	Wrong assumptions, time spent on tedious activities, getting limited results	Gain the fair share and efficiency and effectiveness of your workforce
<b>Monitor</b>	Too expensive to have much ongoing visibility	Monitoring in real-time and holding people accountable



## Pensa Portfolio of AI Products and Services

<p><b>Shelf Measure</b></p> <p>Improve product availability, out of stock and share of shelf</p>	<p><b>Shelf Scorecard</b></p> <p>Improve product placement and assess channel and rep performance</p>	<p><b>Space to Sales</b></p> <p>Maintain fair share of shelf, flag crucial under-spacing, translated to dollars and cents lost</p>	<p><b>Compliance</b></p> <p>Flag compliance against expected planograms where available and get observed planograms otherwise</p>	<p><b>Workforce Visits</b></p> <p>Send the right merch teams to the right stores to maximize efficiency and effectiveness</p>	<p><b>In-Store Action</b></p> <p>Integrated AI auto-analyzes shelf and returns answer in real time to decide best next action</p>
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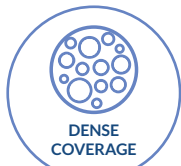
# Unlocking Your AI Strategy for Retail



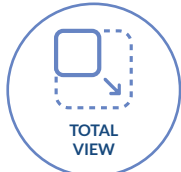
Pensa AI is the first industry scalable answer for managing across headquarters and in-store activities

## The Pensa AI Competitive Difference

### Across HQ Planning



**Pensa Network coverage for any location, category and frequency**  
(versus do-it-yourself)



**Item and position view for full category and competitors**  
(versus single brand view)



**Syndicated and already available**  
(versus custom audits)

### For In-Store Execution



**10x faster and more accurate 3D motion capture AI**  
(versus legacy "photo" AI)



**Zero setup, any device, self-learning AI**  
(versus extensive inputs)



**Full range of immediate AI outputs and actions**  
(versus raw "data")

Learn more at [pensasystems.com](https://pensasystems.com)