

For CPG Brands

Compliance

Flag compliance against expected planograms where available and get observed planograms otherwise

You know the planograms you receive aren't really followed at the store level. You need to know the reality. Even worse, when you don't get the planogram at all, you are left completely blind - resulting in a lack of clarity around store execution and limited ability to influence changes.

See Compliance for Plan versus Execution at Store

Pensa Compliance - Plan to Reality									
			POG Assortment Compliance Score % 77,4		POG Facing Compliance Score % 61,9		Over/Under Facing Score 51% Over Facing		
Store Id	Store	Category	POG Assortment Compliance Score %	POG Facing Compliance Score %	Over/Under Facing Score	# of unique SKUs in POG	# of unique SKUs in Pensa	# of unique SKUs in POG not in Pensa	# of unique SKUs in Pensa not in POG
1060		Cat 1	82,5	64,1	67% Under Facing	142	139	39	36
1218		Cat 1	56,7	39	97% Under Facing	164	101	71	8
1220		Cat 1	69,4	64,7	50% Under Facing	173	148		28
1949			75,2	67,5		206			6
2362			89,7	71,1		204	198		15
2362			87,6	80		185	197		35

See Compliance By Store and By Shelf

Flags Discrepancies in Facings and Assortment

Drill Down to Individual Items and End Caps

See Automatically Generated Store Planograms for Anywhere Needed

Visual Planogram as Executed (Realogram)

Converted to Blue Yonder Space Plan (PSA format)

Offset Table for Spatial Layout of Every Item, Row And Segment Position

Pensa gives you full compliance for the shelf plan versus store by store execution. And provides you with fully automated store-level planograms everywhere you don't have them, enabling you to:



GET THE SHELF PLACEMENTS YOU EXPECT



ENSURE CONTRACT TPM DOLLARS ARE IMPLEMENTED



KNOW ROOT CAUSE FOR UNDER-PERFORMS

Easy to Get Started & See Impact

1

Tell us which categories to include



2

Tell us which retailers and banners to include



3

Access the live dashboard



Pensa Does the Rest

- Pensa's extensive network already has visibility for you (or we add it at our expense)
- Store sampling (~10-20%) or you tell us
- Frequency of scans (generally 1-2x a month) or you tell us

Typical Business Case Improvements

Tracking compliance to planograms where provided or receiving planograms otherwise results in increased OSA and sales

10%

Overall increase
in OSA

5%

Overall increase
in category sales

2 pts.

Overall increase
in shelf share

Unlocking Your AI Strategy for Retail



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



Pensa is Equipped to Meet you Where you Are

No hassle & unprecedented access to data

We do the work

Get continuous access to our AI output and to out-of-the-box dashboards.

Receive constant shelf visibility, up to every week, every day, every month, and up to every store location.

Leverage the vast and growing Pensa Network of 400k affiliates calling on nearly every retailer up to every week or every day.

You get the visibility

See your reality in your categories and retail banners already available. Or, if not, can be added quickly.

Get the data in a cost effective, efficient manner, done by Pensa, syndicated so you don't pay for custom projects or one-off audits.

(Pensa AI makes this possible for the very first time by being insanely fast to digitally collect and interpret, used by the Pensa Network already in place.)

Learn more at pensasystems.com