

For CPG Brands

In-Store Action

Integrated AI to auto-analyze the shelf and priority actions in real-time for your in-store field representatives

You know that 20% or more of your rep's time is spent staring at the shelf. Outdated tech is taking reps' time away from merchandising and generating sales, resulting in high labor costs, reduced merch coverage, and competitive disadvantage.

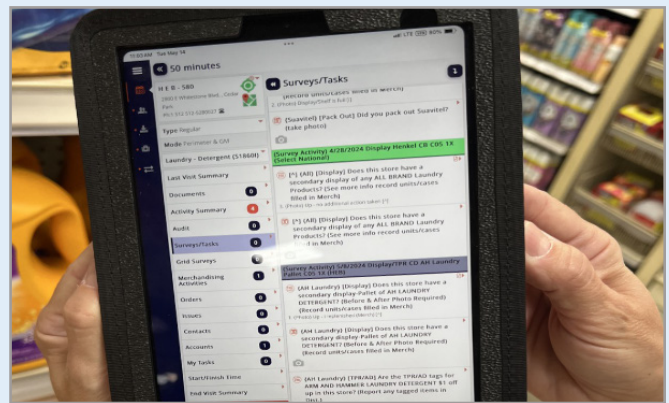
Analyze the Shelf in Real-Time

Pensa AI auto-analyzes the shelf in real-time, directly from your reps' devices. And returns answers to your field teams to decide the next best action while in-store so they can increase labor efficiency, maximize effectiveness, and increase consistency of their actions.

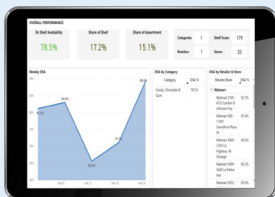
Pensa AI takes images from any source and translates digital images real-time into...



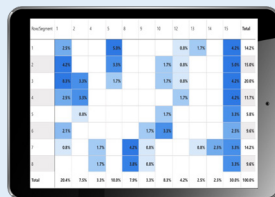
... in-store actions on your mobile platform (e.g., voids, stockouts, cut-ins, promotion gaps)



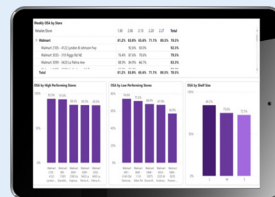
... as well as upstream insights that drive sales lift (e.g. OSA, product placement, new product launches, and inventory optimization)



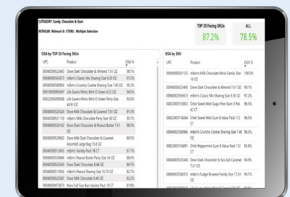
Overall OSA



Shelf-Level



Store-Level



SKU-Level

Let Vision AI

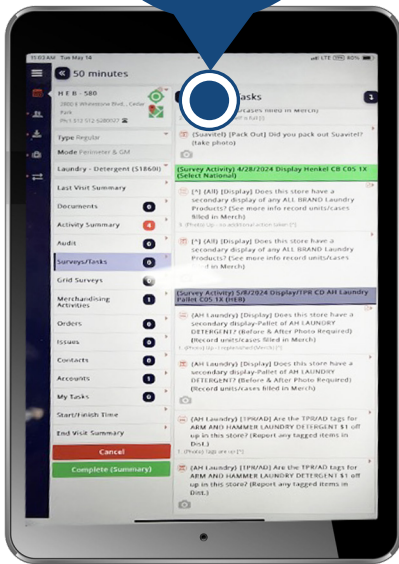
✓ ASSESS THE SHELF AUTOMATICALLY

✓ DETERMINE WHAT IS RIGHT AND WRONG

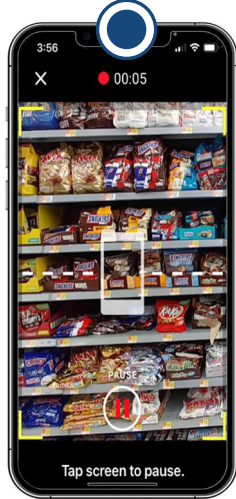
✓ PRIORITIZE THE NEXT BEST ACTIONS

Get Immediate In-Store Actions in Your Task System

Pensa AI Integrates as a Task Within Existing Software



Pensa Mobile App Pops on Screen Directing Rep to Take a Quick Walk in Aisle



Tasks Are Automatically Auto-Completed and Re-Prioritized



Reps walks into store with task list:

- 1 Pensa AI seamlessly integrates inside your workforce software and devices
- 2 Field team members are prompted to complete a quick scan of the aisle with Pensa
- 3 Automated AI analyzes the shelf, reducing the initial task list by answering questions previously provided manually by the rep
- 4 Automatically prioritized list of “next best actions” to take are returned

Easy to Get Your Team Up & Running

1

Pensa AI plugs into our existing task management tool



2

Robust self-paced training, certification and "train the trainer"



3

Your certified team is off and running with more efficiency & effectiveness



Effective, User-Friendly Training

- How effective was the training provided to you on using the Pensa App and the workflow?
- Do you feel that sufficient support is available if you encounter issues with the Pensa app or the workflow?

Typical Business Case Improvements

Optimizing time in-store drives greater results across sales

40%

Overall increase in store efficiency

60%

Time freed for higher value activities

15%

Increase in visit return on investment

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

AI snap-in software to use by your reps and brokers

Pensa AI in your workforce tools

Get the benefit of your own workforce using our same AI software that we use elsewhere.

Let AI auto-analyze the shelf and get answers returned while the rep is right there in-store to decide what to do right then.

Invoke Pensa AI from your workforce tool to automatically scan the shelf and assess what is right, what is wrong, and what next best actions are the highest priority for the visit.

Labor efficiency & increased effectiveness

Benefit immediately from labor efficiency and increased effectiveness.

Eliminate manual set up time during the visit and optimize time spent.

Save nearly 60-70% of manual shelf surveying and improving task accuracy by up to 40%.

Transmit upstream KPIs about store reality to make more informed decisions about the shelf, competition and to optimize your Trade Promotion Funds.

Learn more at pensasystems.com