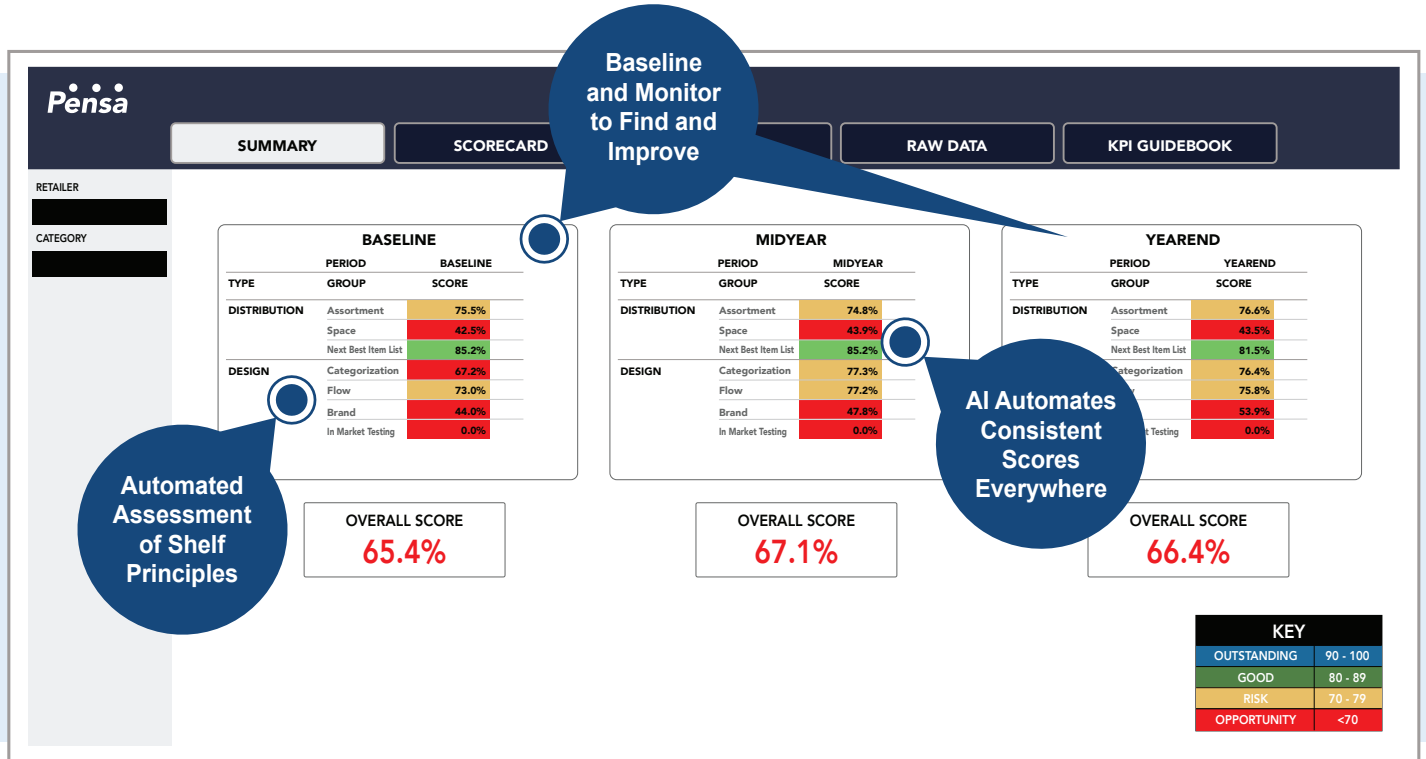# Pensa

Shelf Scorecard

Improve product placement & channel performance with automated scorecards

Your actual shelf is only as good as your ongoing tracking of its execution…
which is generally manual, inaccurate, and cost prohibitive.

Continuous Dashboards to Monitor & Improve

Baseline and Monitor to Find and Improve

Automated Assessment of Shelf Principles

AI Automates Consistent Scores Everywhere

Fully Automated Scorecards Mapped to Your Needs

Pensa AI fully automates scorecards for your existing shelf principles or quickly customize and borrow from ours. Get accurate, automated measurement of shelving principles at the store level to:

✓ **IMPROVE CONSISTENCY OF SHELF EXECUTION ACROSS REPS AND MARKETS**

✓ **GUIDE DIRECTED ACTIVITIES FROM YOUR STANDARDIZED ASSESSMENT OF THE SHELF**

Pensa

Easy to Get Started & See Impact

1
Tell us which categories & retailer locations

2
Give us your scorecard approach or use ours

3
Access the live dashboard

Pensa Does the Rest

- Map any existing scorecard measurements to our key shelving principle KPIs
- Pensa's extensive network already has visibility for you (or we add it at our expense)
- Store sampling (~60-80% of the locations that matter) or you tell us
- Frequency of scans (generally 4-6x a year) or you tell us

Pensa is the **first fully automated AI solution** to sense and score the placement of your products at retail. Including out-of-the-box and continuous measurement of these key shelf performance indicators.

AVAILABILITY	BLOCKING	ADJAENCY	SIZING	FLOW

A If you have a Perfect Store methodology, we'll follow it.

Import your existing rules for Perfect Store or other scoring metrics to automate in Pensa.

Typical business case improvements:

60%	**20%**	**30%**
increase in labor efficiency	increase in in-store effectiveness	increase in execution consistency

B If not, we'll tell you how well you are placed anyway.

Leverage our AI measures out-of-the-box automatically, at scale.

Typical business case improvements:

20%	**30%**	**5pts.**
improvement in shelf placement	increase in execution consistency	overall lift in sales revenues

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Pensa

Unlocking Your AI Strategy for Retail

Digitizing the Physical Shelf

Shelf Intelligence

In-Store Execution

In-Stock Improvement

Demand Forecasting

Omnichannel

HQ Planning

Task Execution

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

HQ Planning

No hassle & unprecedented access to data

We do the work

Get <u>continuous access</u> 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