

Revolutionizing Category Management in Retail



HIVERY

Propel brings to our customers...



Financial
value

Optimized assortment
and space drive
increase in sales and
reduction in
out-of-stocks



Operational
value

Thousands of person
hours saved through
the automation of
assortment & space



Strategic
value

Rapid scenario
planning & highly
accurate prescriptions
deepens relationship
between supplier and
retailer

Introducing the dreaded planogram relay



150

Number of steps
necessary to take in the
current planogram
relay process



33

Number of weeks it
takes to complete a
planogram relay



15+

Number of people
required to do the
work of a single
planogram relay

Ripple effects of this cause a lot of collateral damage

Retailers can only handle 1-2 relays per year

All stores get changed all at once

- CPG suppliers have to adapt product innovation release schedule
- Shoppers only see new items once or twice a year
- Advisor team utilization inefficient - exceeding capacity for 33 weeks and underutilized for the other 19 weeks
- Massive labor strain
- Non-optimized use of labor
- Markdowns
- Shoppers hate change!

To solve the problem and revolutionize the category management industry, two things were missing...

Technology/Science

- AI / ML
- Advanced optimization
- Dynamic cloud computing
- Industry slow to adopt data science

Industry Vision

- Industry doesn't want to change
- Tradition of macro-thinking
- Silo mentality
- Solution thinking only within own industry

We are both inside and outside the box, practitioners and academics



We specialize in prescriptive analytics

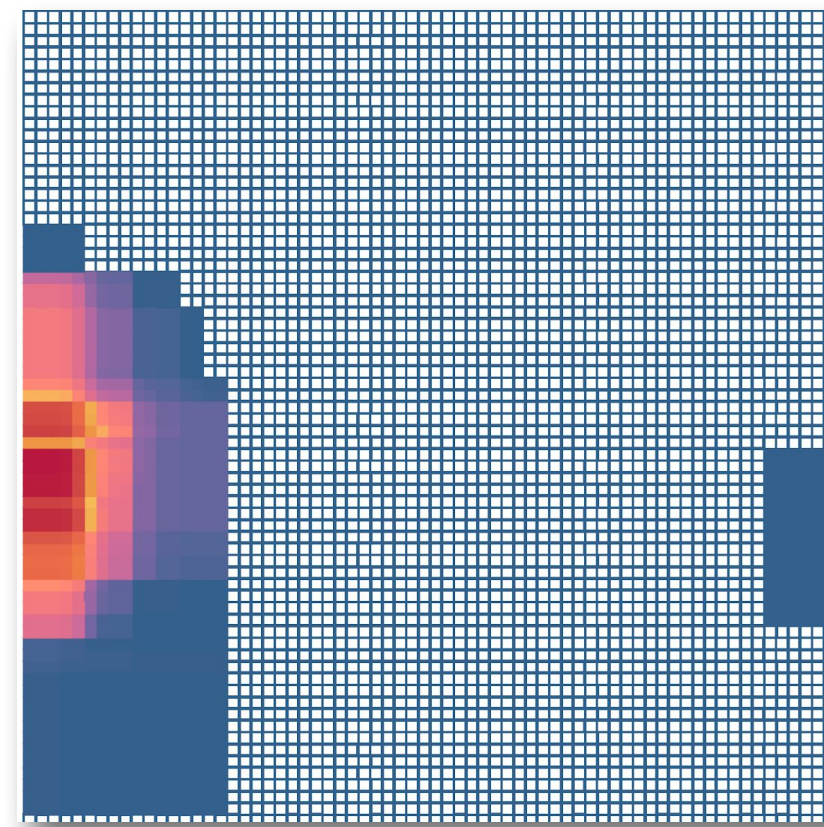
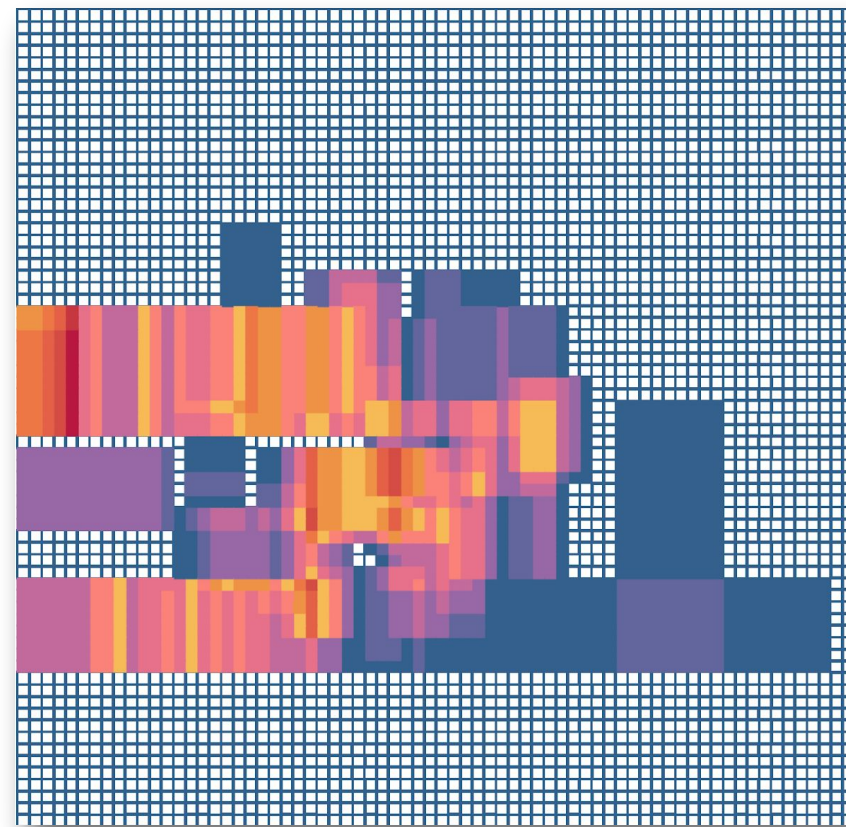


Our approaches are novel and based on latest academic thinking

We utilize an unique constraint programming modelling technique:
Specify what is to be solved, not how to solve it

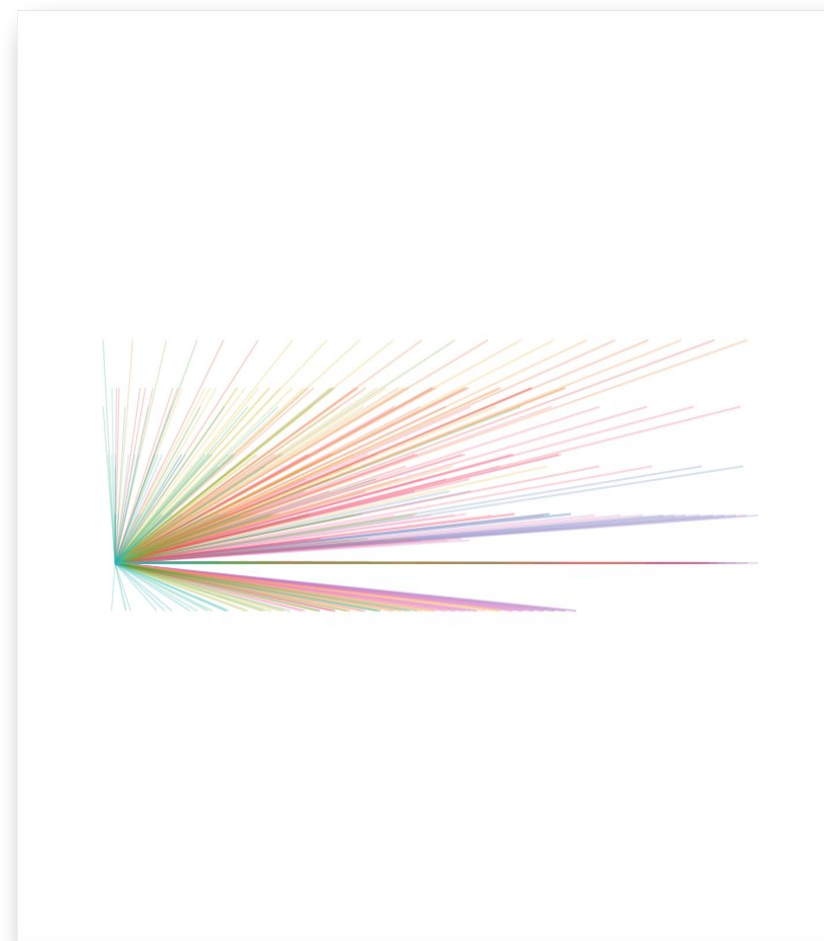
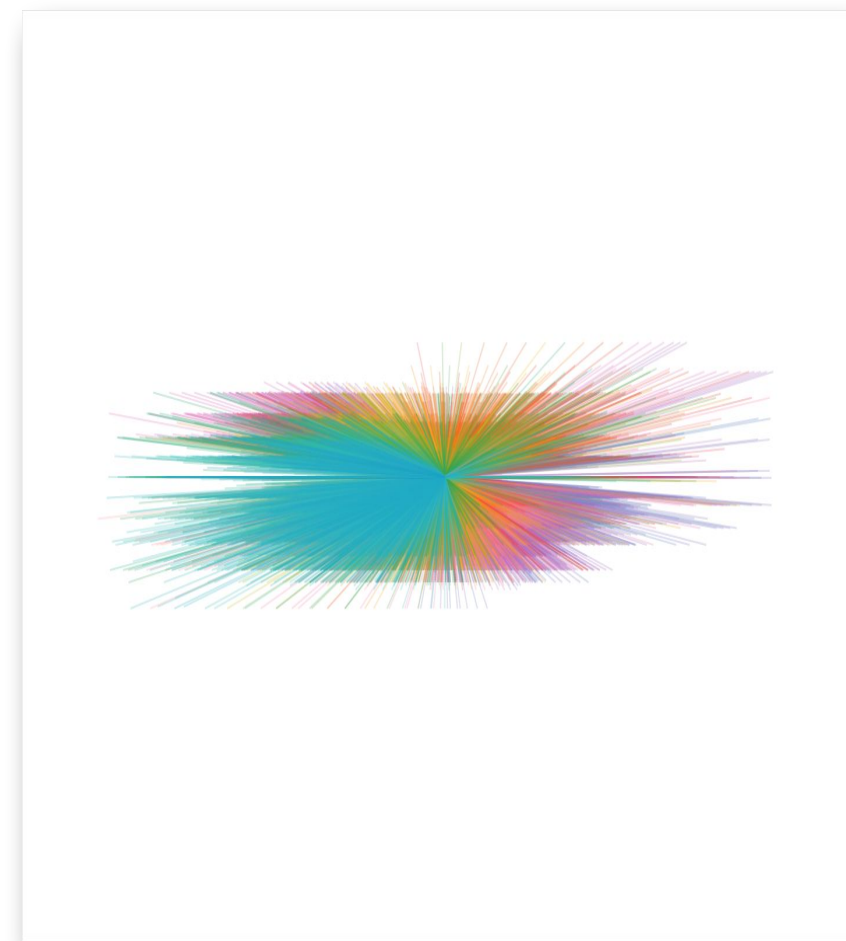


our algorithms 'learn' basic hard and soft rules of planogram aesthetics
- speeds up onboarding



Example hard rules:

- Allowable shelves



Example soft rules:

- Adjacencies

We quantify decision making, human judgement

Give me the highest possible DOS



DOS 5.1

Give me the highest possible DOS, but make it look pretty (and be safe for shoppers)

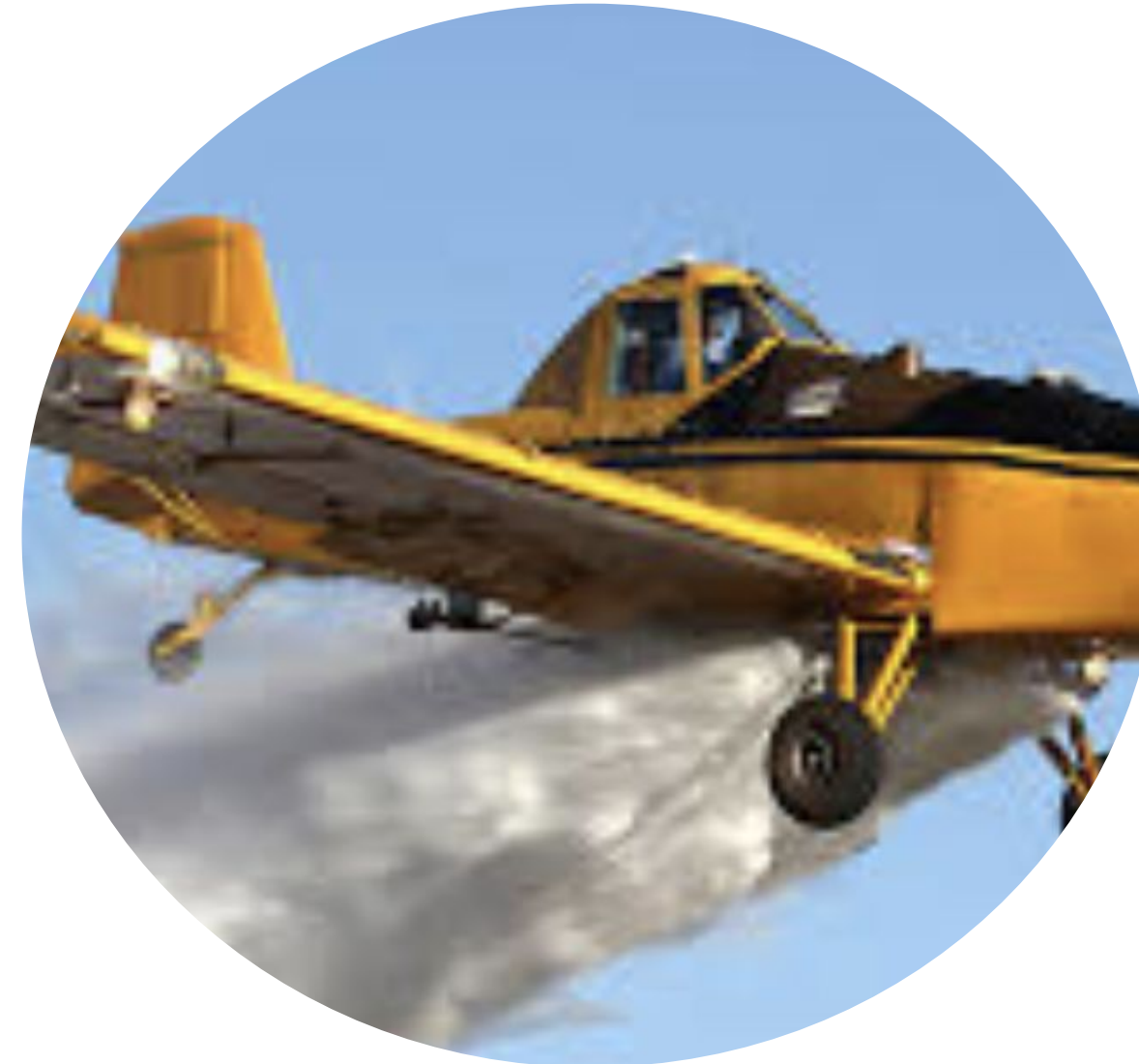


DOS 2.4

We are pushing the industry from national → market → clustered → store-specific



VS.



We nourish and treat individual trees, not crop dust the entire orchard

making mutually aware optimization



Space and assortment are now optimized together

Response has been overwhelming

We went to them

They came to us

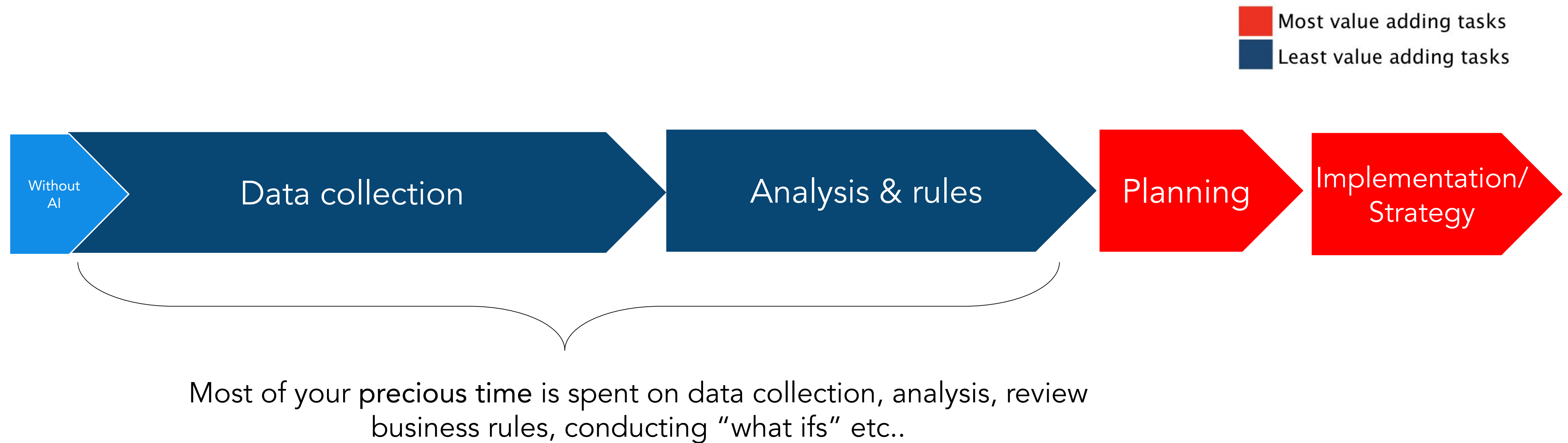


We remove quantification of human judgment or “bias” in near real time. This gives users, for the first time: “evaluate & execute” powers



Know with precision BEFORE you go all out

A lot of time is spent on activities/tasks that do not add value to your decision making process...



We swap this by automate & augment this allowing for more strategic thinking which humans are good at...

