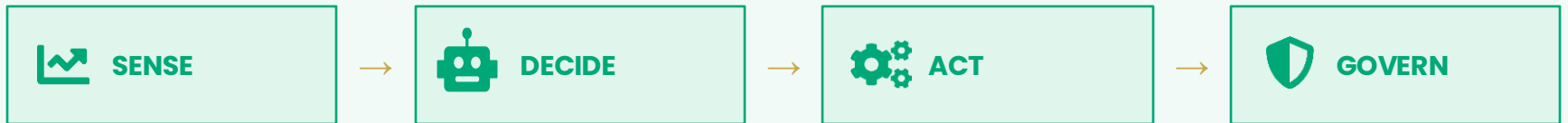


# Agentic AI for Retail, CPG & F&B

From Shelf Signals to Autonomous Decisions

*Real-time demand, inventory, and in-store intelligence – executed autonomously*



# Retail is moving from planning cycles → real-time execution

*Your systems plan weekly — your customers decide daily*

## PLANNING HAPPENS:

- Weekly or monthly cycles
- Batch forecast updates
- Manual category reviews



## REALITY CHANGES:

- Daily demand shifts by SKU
- Hourly in-store execution gaps
- Real-time competitor signals

*Your systems plan weekly — your customers decide daily*

# What retail and CPG teams are dealing with

*Direct from category and operations teams*



*Forecasts lag behind real demand signals – we're always catching up*

**CATEGORY PLANNING**



*Inventory mismatch leads to markdowns or stockouts every season*

**SUPPLY CHAIN**



*In-store execution gaps are invisible until sales drop*

**FIELD OPERATIONS**

*This is not a forecasting problem – this is a real-time execution gap*

# The margin leak nobody sees

*Where revenue disappears between planning and execution*

## 25%+

### Perishable Waste

Lost due to demand lag and poor allocation decisions

## \$\$\$\$

### Seasonal Stockouts

Revenue missed during peak periods due to forecast errors

## High

### Markdown Losses

Excess inventory cleared at margin-destroying discounts

## Low

### Shelf Efficiency

Wrong SKUs, poor planograms, OOS invisible until too late

# Why planning systems fall short

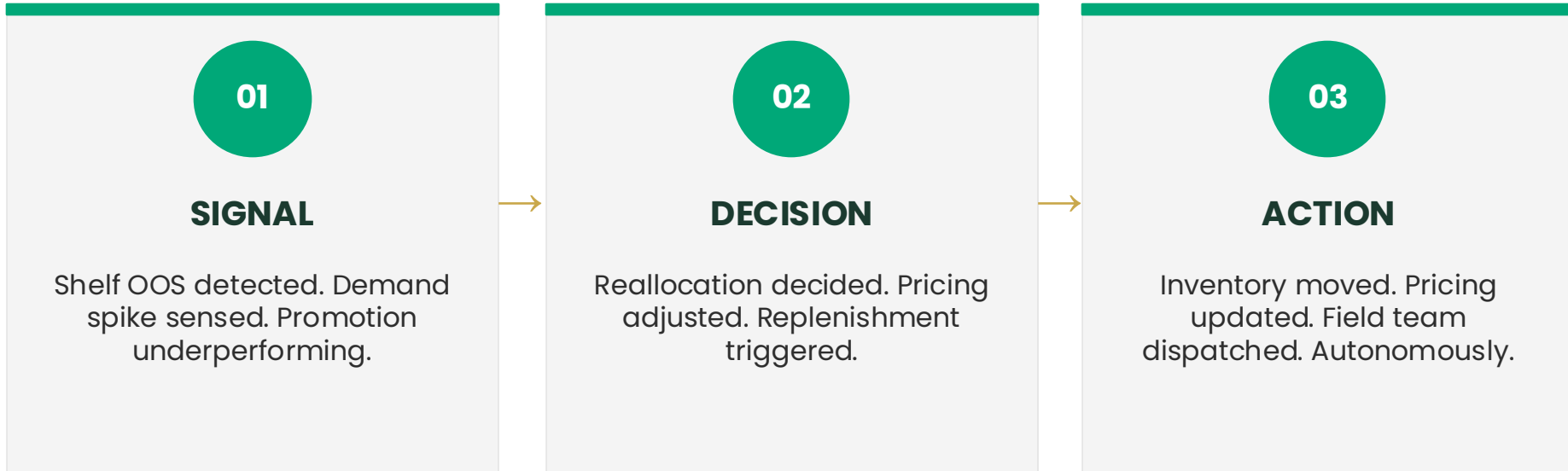
*They plan and report – but nothing closes the loop*

| SYSTEM                  | PRIMARY FUNCTION                           | CRITICAL LIMITATION                          |
|-------------------------|--|--|
| <b>SAP / IBP</b>        | Static planning and demand forecasting     | Static – cannot respond to real-time signals |
| <b>Blue Yonder / o9</b> | Forecasting and replenishment optimization | Forecasting only – no autonomous execution   |
| <b>POS Data</b>         | Point-of-sale transaction recording        | Lagging signals – too slow to act on         |
| <b>Manual Audits</b>    | Field team store visits and checks         | Delayed visibility – execution gaps persist  |

*No system closes the loop between shelf → decision → action*

# From shelf signals → autonomous execution

*AI that doesn't just predict demand — it acts on it*



*AI that doesn't just predict demand — it acts on it*

# The Reasoning Infrastructure Stack

Three integrated layers – built for governed, autonomous decisioning

## ElixirData

*SKU-Level Intelligence*

Real-time demand + shelf intelligence. SKU-level signals from POS, sensors, and field data unified in one context layer.



## ElixirClaw

*Agentic Execution*

Autonomous decisions: allocation, replenishment, dynamic pricing. Connected to ERP, WMS, and in-store systems.



## ElixirHub

*Retail Agents*

Demand sensing + shelf intelligence agents. Pre-built for retail, CPG, and F&B deployments.

# Demand Planning & Distribution Intelligence

*Real-time demand sensing with autonomous inventory reallocation*

## PROBLEM

- Forecast errors causing waste and stockouts
- Planning lag — always behind real demand



## SOLUTION

- Real-time demand sensing by SKU and region
- Autonomous inventory reallocation decisions



## OUTCOME

- Perishable waste ↓ 25%
- Stockouts eliminated

# Assortment & Shelf Optimization

*Real-time SKU performance tracking with automated assortment decisions*

## PROBLEM

- Wrong SKUs on shelf reducing productivity
- Slow delisting of underperformers



## SOLUTION

- Real-time SKU performance tracking
- Automated assortment and planogram decisions



## OUTCOME

- Higher shelf productivity
- Faster SKU delisting

# In-Store Execution Intelligence

*Computer vision shelf monitoring with real-time compliance tracking*

## PROBLEM

- No real-time store visibility between visits
- Manual audits with delayed, expensive results



## SOLUTION

- Computer vision-powered shelf monitoring
- Real-time OOS and compliance tracking



## OUTCOME

- OOS detected and resolved instantly
- Field team efficiency significantly improved

# Promotion & Pricing Intelligence

*Real-time promotion performance tracking with dynamic pricing signals*

## PROBLEM

- Promotions disconnected from real demand
- Revenue leakage from poor promotion timing



## SOLUTION

- Real-time promotion performance tracking
- Dynamic pricing signals by region and channel



## OUTCOME

- Better promotion ROI
- Reduced margin loss

# Supply Chain Traceability (Retail Context)

*Tier 1–3 supplier mapping with autonomous compliance workflows*

## PROBLEM

- No visibility beyond Tier 1 suppliers
- ESG and compliance risk growing rapidly



## SOLUTION

- Tier 1–3 supplier mapping and monitoring
- Autonomous compliance and audit workflows



## OUTCOME

- Audit-ready supply chain
- Compliance confidence and ESG reporting

# Measurable Retail Outcomes

*Quantified results from live retail and CPG deployments*

## 25%

### Waste Reduction

Perishable waste reduced through real-time demand allocation

## Zero

### Stockouts

Stockouts eliminated through autonomous replenishment

## Better

### Promotion ROI

Real-time tracking and dynamic pricing improve every campaign

## Higher

### Shelf Productivity

Right SKU, right place, right time — automatically

# Proven Across Retail & CPG

*Real deployments delivering measurable commercial outcomes*

## CPG

### Beam Suntory

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AI-powered shelf audits with real-time compliance and execution tracking.

## CPG / SUPPLY CHAIN

### P&G

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Global data governance platform managing SKU-level supply chain decisions.

## OMNI-CHANNEL

### LifeData

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Omni-channel analytics connecting online and offline demand signals.

# Fast Time to Value

*A structured, time-boxed path from proof-of-concept to full rollout*

**01****PHASE 01: PILOT****4–6 Weeks**

- Priority use case scoped
- Stack integration completed
- Agents configured
- First outcomes validated

**02****PHASE 02: FULL ROLLOUT****8–12 Weeks**

- All agents deployed
- Compliance layer enabled
- Audit trails live
- Team onboarded

*Works with existing ERP, WMS, and POS systems — no rip and replace*

# Structured, Predictable Investment

*Three clear tiers — aligned to how value is delivered and realized*

**01****ONE-TIME**

## Implementation

Scoping, integration, configuration, and deployment of the decision intelligence platform into your environment.

**02****ANNUAL**

## Platform License

Full access to ElixirData, ElixirClaw, and ElixirHub — including domain-specific agent packs.

**03****ONGOING**

## Continuous Intelligence

Model tuning, compliance updates, new agent packs, and dedicated success engineering.

# Why not traditional retail platforms?

*Planning tools predict. BI tools report. We detect, decide, and act.*

| PLATFORM                       | WHAT THEY DO                                  | WHAT THEY MISS                                |
|--------------------------------|---|---|
| <b>Planning Tools (IBP/BY)</b> | Demand forecasting and replenishment planning | Predict — no real-time execution layer        |
| <b>BI / Analytics Tools</b>    | Reporting and dashboard visualization         | Report — no autonomous action capability      |
| <b>CV / Detection Tools</b>    | Computer vision detection and alerts          | Detect — no decision or action follow-through |
| <b>XenonStack</b>              | <b>Detect → Decide → Act autonomously</b>     | <b>Nothing — this is the complete loop</b>    |

*We detect → decide → act. the only platform that closes the retail execution loop*

# Map this to your demand + supply chain

*I can map this to your SKU-level demand and inventory flows in 15 minutes*

**I can map this to your SKU-level demand and inventory flows in 15 minutes — and show you exactly where autonomous execution will recover margin.**

*No slides. No pitch. Just a direct mapping of your pain to our architecture.*

**BOOK YOUR 15-MINUTE SESSION →**

# Where are you losing margin today?

*Pick your biggest pain — we'll start there and expand*

01

## Stockouts

Lost revenue during peak periods from demand forecast lag and poor allocation

02

## Waste

Perishable write-offs and markdown losses from excess inventory misplacement

03

## Promotions

Promotions not driving expected ROI — disconnected from real-time demand

04

## Shelf Productivity

Wrong SKUs in wrong places — execution gaps invisible until sales drop

# Strategic Cloud & Technology Partnerships

Deep integrations across cloud, data, and enterprise platforms



**AWS**



**Microsoft Azure**



**Snowflake**








**Databricks**




**ServiceNow**

## **AWS ADVANCED TIER PARTNER**

-  4 AWS Competencies: DevOps, ML, Cloud Ops, Data & Analytics
-  AWS Managed Service Provider
-  Amazon Kinesis Delivery Validation
-  50+ AWS Certifications
-  20+ Customer Launches

## **MULTI-CLOUD MARKETPLACE**

 **80+** Solutions on AWS Marketplace

 **30+** Solutions on Azure Marketplace

*Enterprise-ready · Accelerated procurement*

### **WHAT THIS MEANS FOR CO-SELL:**



Faster enterprise deal closure



Pre-integrated cloud ecosystems



Drives cloud consumption



Scalable AI transformation

# From shelf signals → to autonomous retail execution

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*Agentic AI for Retail, CPG & F&B — XenonStack*

*Ready to map this to your operations? Let's talk.*