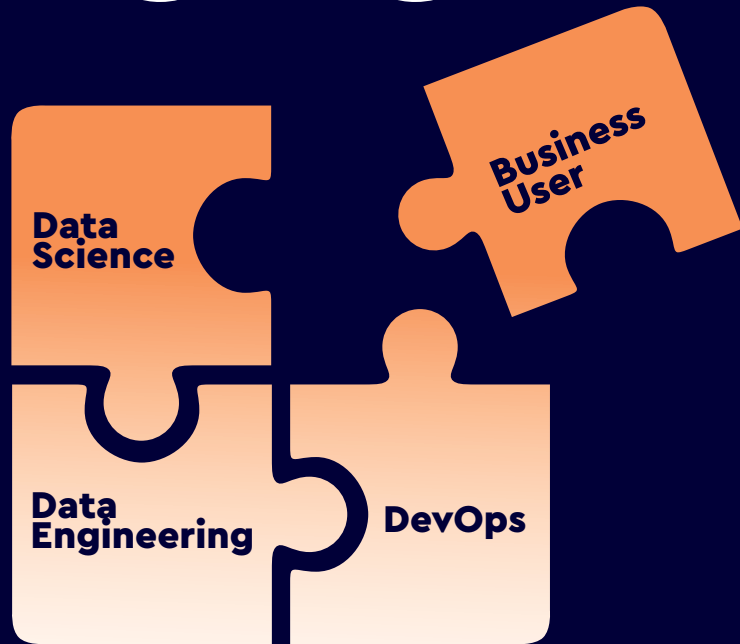


Meet Aiola for CPG



The impact: Drive growth and improve efficiency

+ SALES

- > 3%-5% sales growth
- > 10%-20% improvement in promotions yield
- > 30% increase in product launch success

+ SUPPLY CHAIN

- > 5% procurement savings
- > 5% manufacturing cost reduction
- > 3-4X efficiency increase in raw material utilization

+ KNOWLEDGE

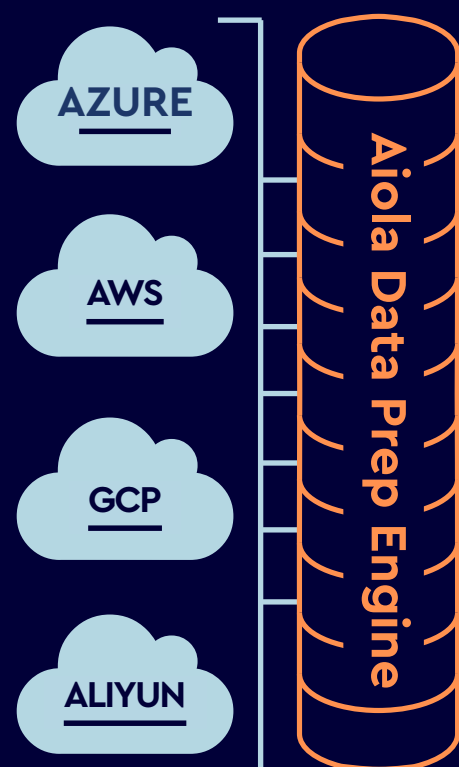
- > Sustained and improved organizational knowledge
- > Evidence-based decision support

Solving the puzzle: Powering business users

CPG companies struggle to capture value from Artificial Intelligence (AI) mostly due to a disconnect with business users. Aiola serves as your virtual AI expert, powering core business processes and communicating with your teams using natural language.

The solution

DATA PREPARATION



AIOLA CPG - VIRTUAL AI SKILLS

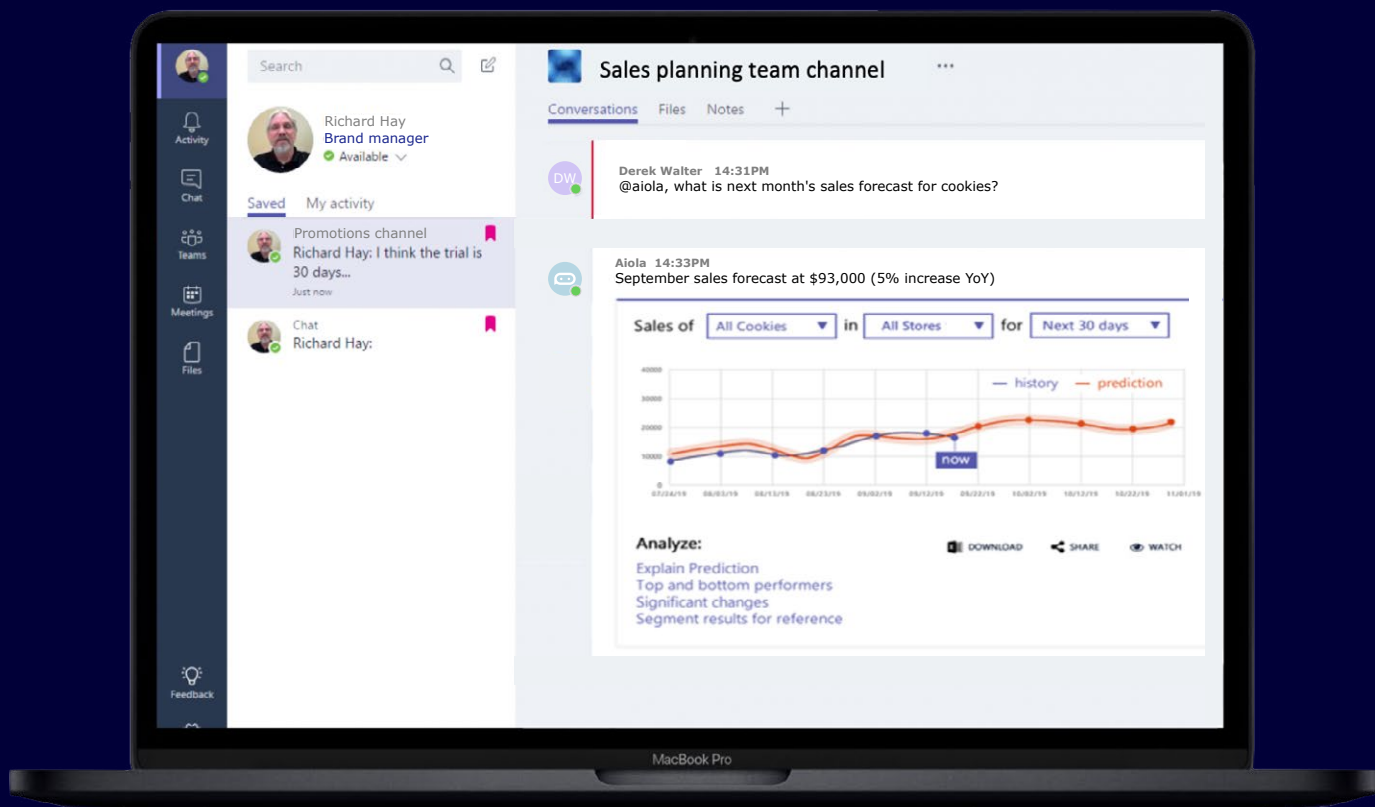


BUSINESS USERS



Case study

Global CPG



Aiola was deployed to power an international CPG company's core sales and marketing processes, including trade promotions, sales management, product launches, trends and market share analysis. Aiola integrated with Microsoft Teams to allow easy collaboration with managers and users across multiple departments.

Deploy AI effectively into core CPG business processes

- > Integrates into workflows
- > Actively learns from experts
- > Quick on-boarding, zero training
- > Supports usage of existing models
- > Promotes cross-team collaboration

Pre-packaged CPG skills (use cases)

- > Sales forecasting
- > Pricing and promotions
- > Marketing ROI Optimization
- > Product launch planning
- > Supply chain optimization
- > Fraud detection and prevention
- > Adding new skills is easy

Supported skills

- > Sales forecasts
- > Promotions/Pricing recommendations
- > Trends and change point analysis
- > Product launch assessment
- > Explainability provided for every skill

Benefits

- > Provided actionable insights that increased sales
- > Boosted cross-organizational knowledge-sharing
- > Adopted by various team members: from C-level to analysts
- > Utilization required near-zero training

Our named clients

