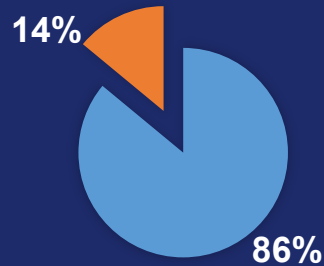


AI Impact Assessment Presentation

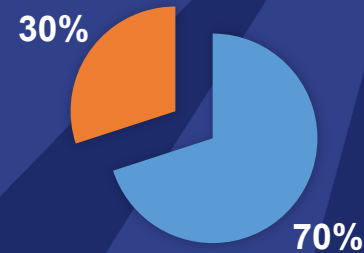
> FOMU: The Fear of Missing Up

retalon¹



86% of retail executives believe digital transformation is **essential** for their survival and success in 2023.

Pulse of Retail 2023 Report



But, according to McKinsey, a whopping **70%** of digital transformation projects **fail**.

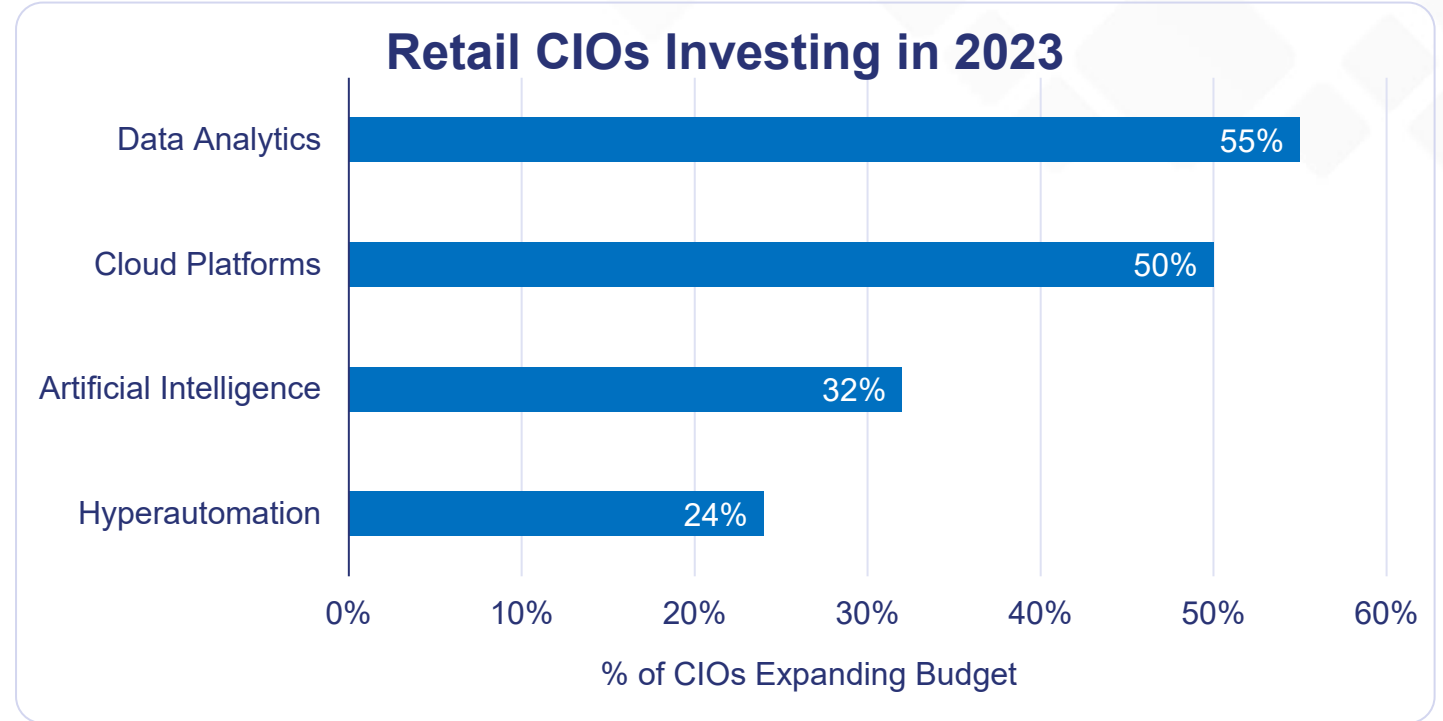
McKinsey & Co



Everyone wants to be a forward thinker, but **no one wants to be a cautionary tale.**

> Inaction - Not an Option

- **53%+** of Retail CIOs are planning to invest in operational excellence technologies like **data analytics** and **AI**.
– *2023 Gartner Survey*
- The best-performing companies during a recession are those that **invest in technology**.
– *Harvard Business Review*
- Your competitors are investing in **analytics** and **AI** that will help them **increase margins and reduce operating expenses**.
- **Are you keeping up?**



“There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves — those that don’t adapt, will fail.”

Jeff Bezos



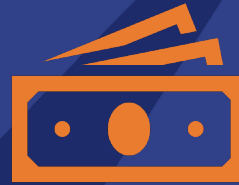
> What's Stopping You

retalon¹



Long Implementation Cycles

It's difficult to commit to a **12-month project** when you don't know what next week will look like.



Budget Justification

Economic uncertainty means more **budget scrutiny**. Every dollar needs to be **justified**.



Risk Mitigation

Before you make *any* decision, you want to have **all the facts**, weighing the **pros** and **cons**.

AI Impact Assessment

Run your data through an award-winning **retail AI engine**. Get a **comprehensive, unbiased, data-driven** report on your best optimization opportunities – rank ordered in dollars.



In less than
6 weeks
from start to finish...



At a
fraction of the cost
of a consultant...

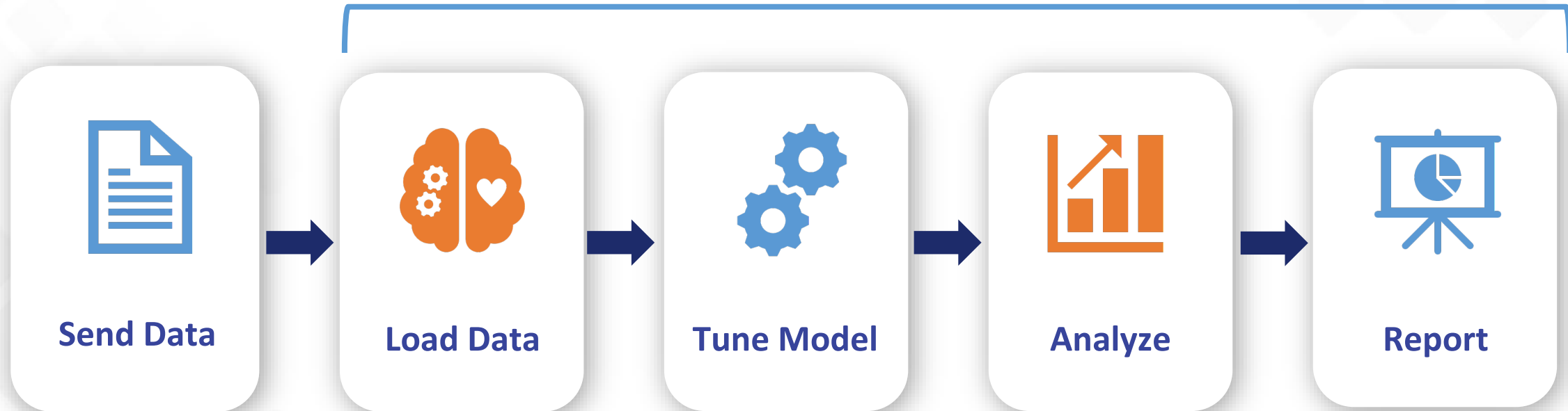


Get **hard data**
to make the
best decision.

> How it Works



~6 weeks



You send Retalon a snapshot of your data.

Your data is loaded into Retalon's AI engine.

Engine is tuned to your unique business rules.

Your data is analyzed, and a report is generated.

Stakeholders meet to present findings.

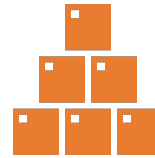
> What You Get: Data-Based Insights

retalon¹



Assortment Planning

- Optimal **depth** and **breadth**
- **Shrink** or **expand** assortment?
- Optimal number of **unique items** for next season
- Optimal **size** and **style distribution**



MFP and Allocation

- Reasons for overstock at **DCs** and **stores** and the **cost to your business**
- Reasons for **out-of-stocks** and **impact on sales**
- Verify accuracy of **SOQ** – suggested order quantities



Pricing

- Impact of your **campaigns** and **discounts** on margins
- Impact of **cannibalization** and **halo effect** on complementary products
- How to minimize **unnecessary markdowns**

> The Benefits



Uncover your biggest
profit opportunities.

Justify your digital
transformation
budget.

Get unbiased
benchmarks for future
RFPs.



Next Steps

retalon¹

1. Choose plan

2. Execute NDA

3. Send Data



Bouclair





Questions?