The Future of Retail Execution

From In-Store Robots to Image
Recognition and Dynamic Planning

COLLABORATIVE MARKETING SUCCESS VIA NEXT
GENERATION TRADE AND REVENUE OPTIMIZATION!

SPRING
SUMMIT 2018

"Winning with TPx, Retail Execution,
and Advanced Analytics Capabilities
Across Channels"

POI
PROMOTION OPTIMIZATION INSTITUTE

SWITCH ON GROWTH

Welcome to the age of Ubiquity

Smart coolers

Store Drones

Crowdsourcers

Field Forces

Store Robots

Smart Glasses

Smart Shelves

KANTAR CONSULTING | Microsoft | planorama   POI Spring Summit – Chicago – April 2018   POI PROMOTION OPTIMIZATION INSTITUTE "Winning with TPx, Retail Execution, and Advanced Analytics Capabilities Across Channels"

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Get a million eyes in one click
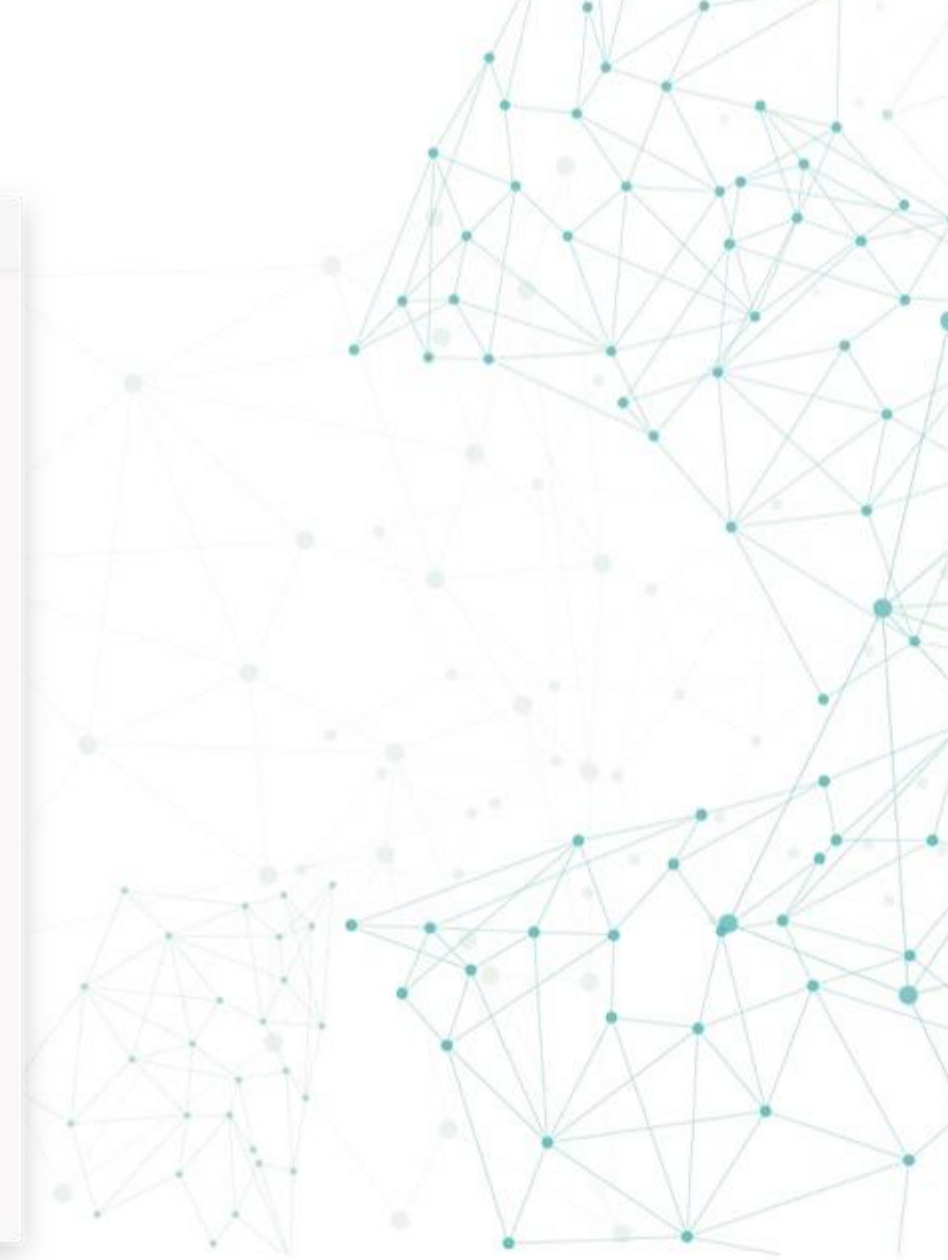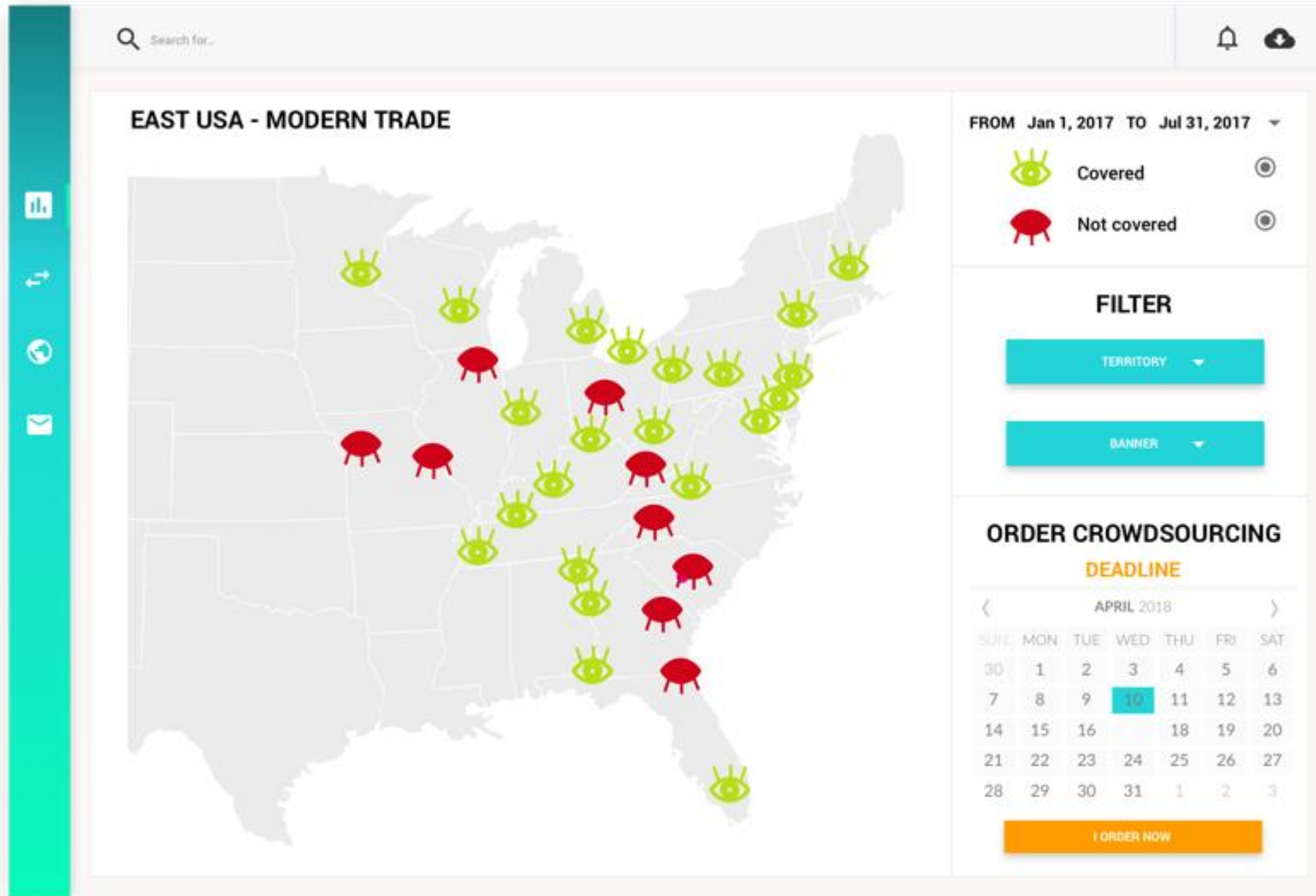
Add a splash of A.I. to get Shelf-Data Intelligence

A very short history of AI: Handcrafted Knowledge

1st Wave

The 1st wave systems enable reasoning over narrowly defined problems but they have no learning capability and poor handling of uncertainty.

Perceiving
Learning
Abstracting
Reasoning

A very short history of AI: Statistical Learning

2nd Wave

The 2nd wave systems have very good capabilities to classify data and predict the consequences of data.

Perceiving

Learning

Abstracting

Reasoning

The Future of A.I. will be Contextual Adaptation

3rd Wave

The 3rd wave systems will be built around contextual models.

- Perceiving
- Learning
- Abstracting
- Reasoning

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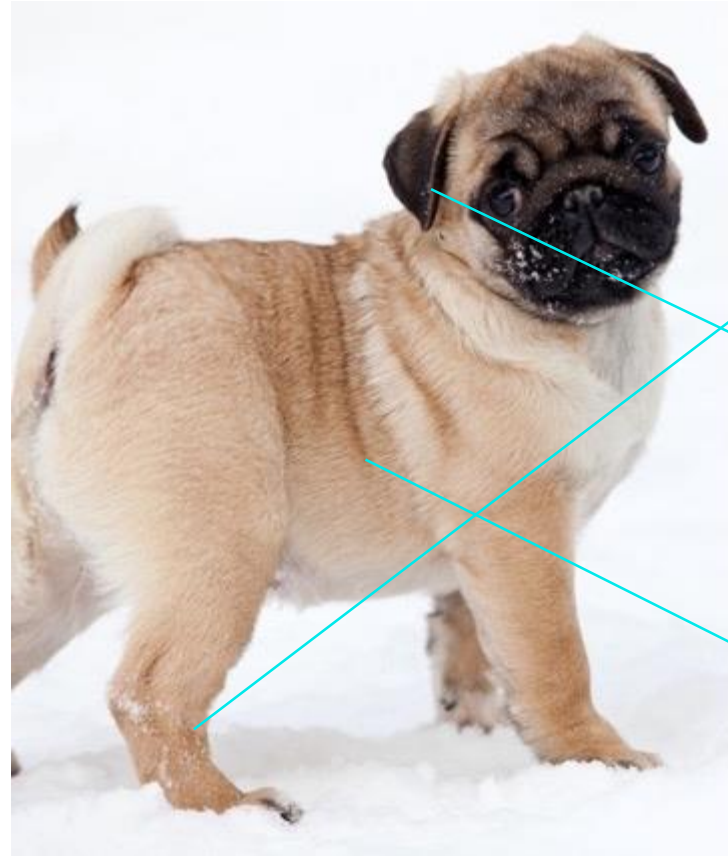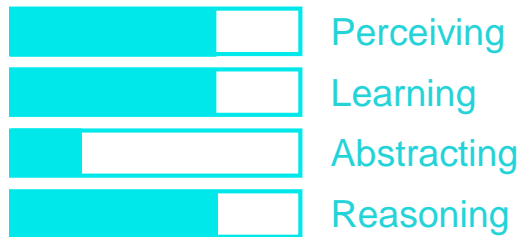
Comprehend the incomprehensible
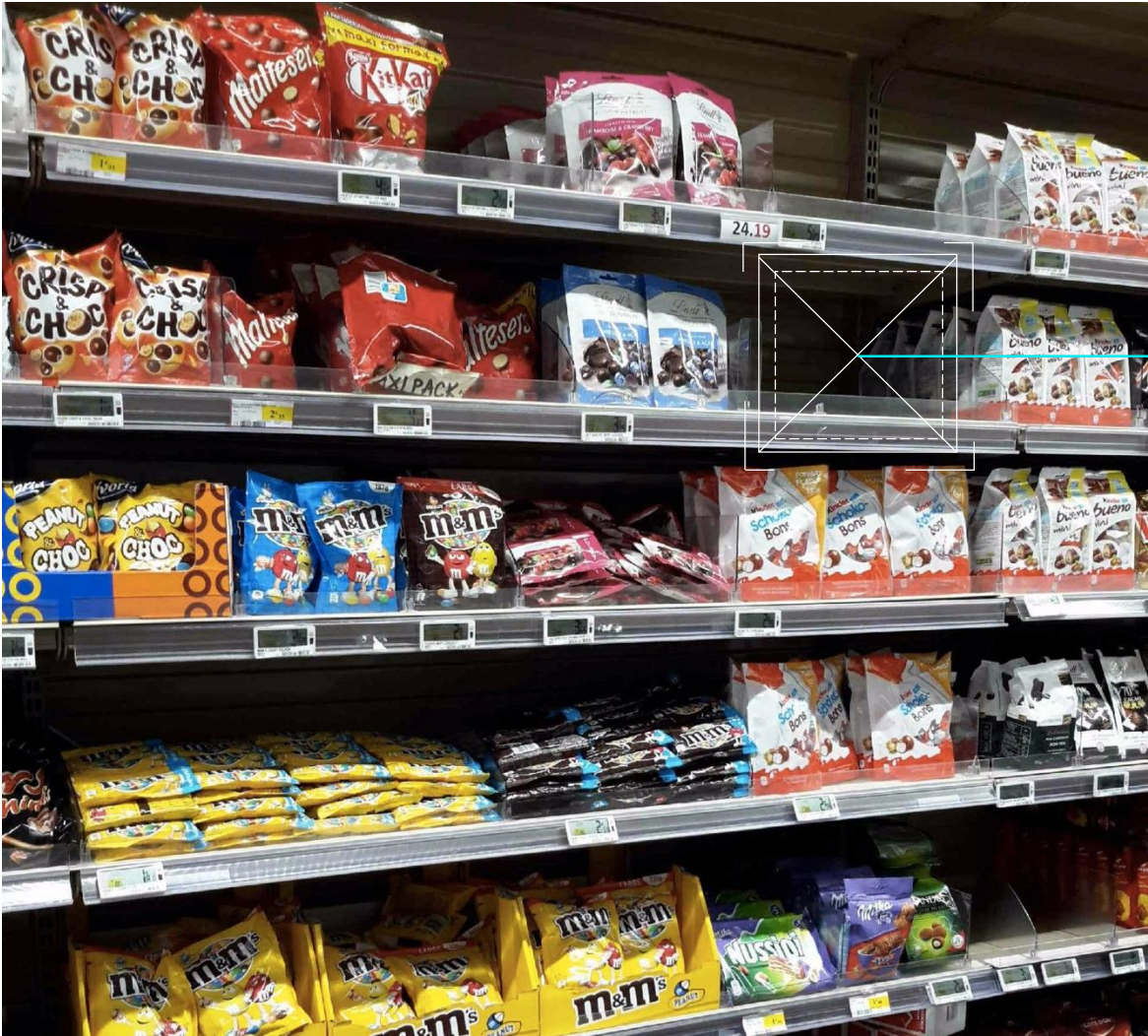
Big Data for Digitally-empowered Field Forces

Combining, integrating and filtering data from many sources

Staffing / Resource data

e-Pos data / Sell-out data

Inventory data

Shelf data

Real-time GPS for Sales Reps

The Future of Retail Execution is at hand…

Jarrod Cederquist
Global SFA Lead
Mondelez International