



POI European Summit

Successfully Navigating Growth in the New CPG and Retail World

Don't Optimize, Automate!

Carst Vaartjes

Visualfabriq & me

visualfabriq

Unleash your excellence

- AI Driven Business Planning
- From Business People for Business People
- True SaaS Player
- Strong Growing (Europe, North America, South America, Africa)

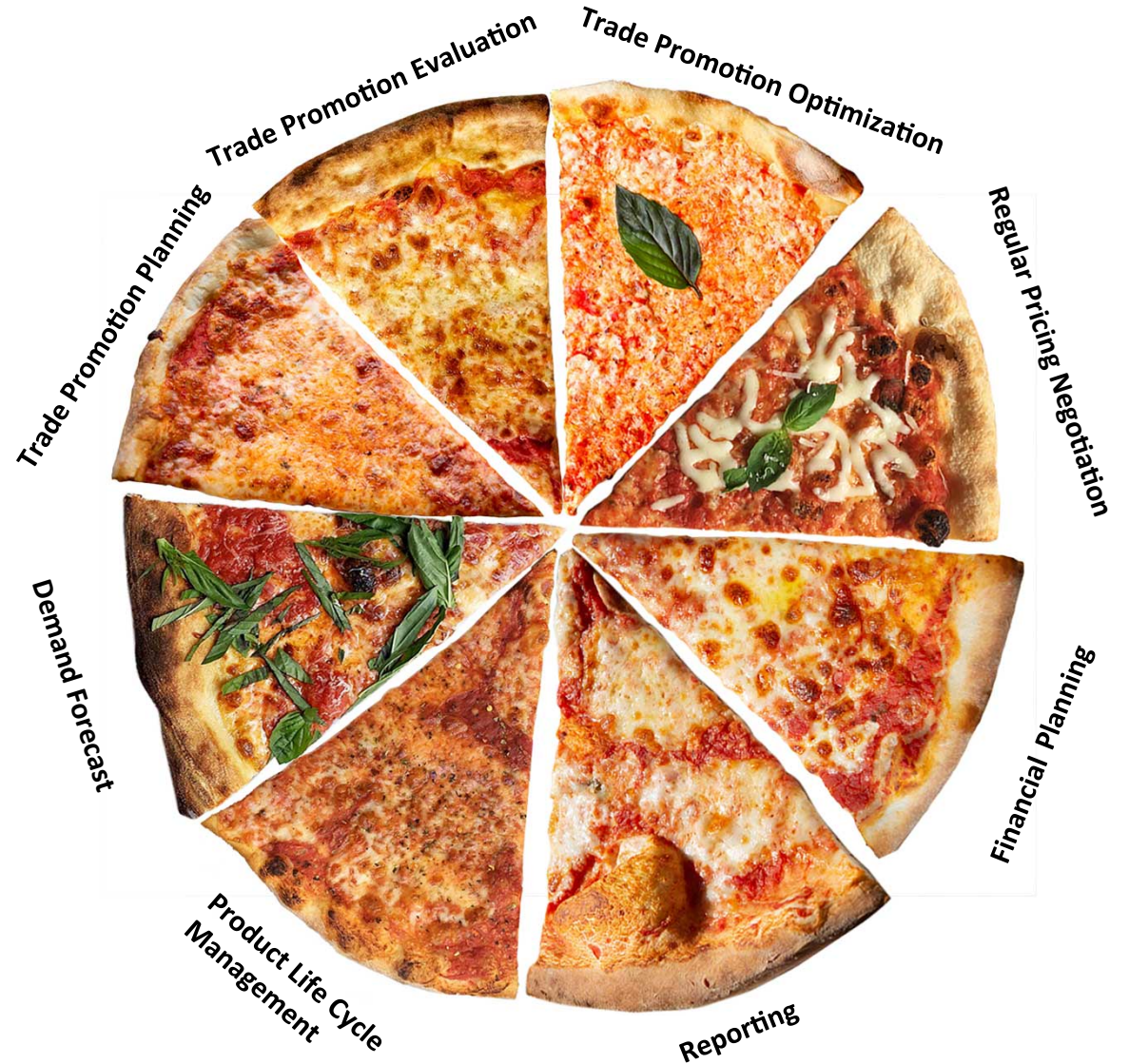


Carst Vaartjes

- Co-founder of visualfabriq
- Responsible for Product Strategy & Development
- Former CPG & Analytics Consultant
- Business Economist who loves Math & Programming
- Mentor at Rockstart AI

TPx Solutions are bought slice by slice

- The S&OP process as well as the promotion life cycle are cut up into different systems and places
- Many manual or special built integrations
- No overarching security and functionality such as product life cycle mgmt
- Most are no SaaS, meaning additional costs & effort for new releases



**Our philosophy is optimization
directly integrated in planning**

Optimize while negotiating

Before

Devise the ideal starting point for the negotiation

During

Real-time AI driven advice & insight on volumes + financials

After

What can we learn to do the next time hopefully better?

“

Life is what happens while you are making other plans.

John Lennon



The moonshot

The
fully automated,
self-learning,
optimal promotion
planning & execution

Realism is needed

Do we have the input necessary?

- Reliable and feature complete promotion history
- Do we even input at SKU level?
- Reliable baselines on a detailed level (commercial account – product level)

Do we have everyone on board?

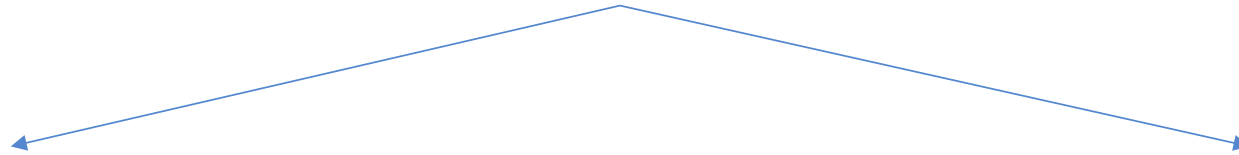


Limitations to actual zero based plans

- Are we ever in a Ceteris Paribus situation?
- What are real possible slots at retailers?
- How do promotions over retailers interact?

A tale of two promotion worlds

*maximalization of incremental margin
with a marketshare minimum*



Traditional Promoted

Continuously Promoted



AI related
change is long
and full of
fears

But AI delivers

Automate Every Prediction



For both promoted and cannibalized products

Zero Touch Planning

90%

of baselines automatically created

80%

of promotions automatically detailed

99+%

of promotions automatically evaluated (including sell-in, sell-out and pos data)

10-30%

Increase in accuracy



Faster Integration then ever with RPA

**We learned something
very important
along the way**

Optimization is better and smarter promotions

Efficiency

Automation

Accuracy

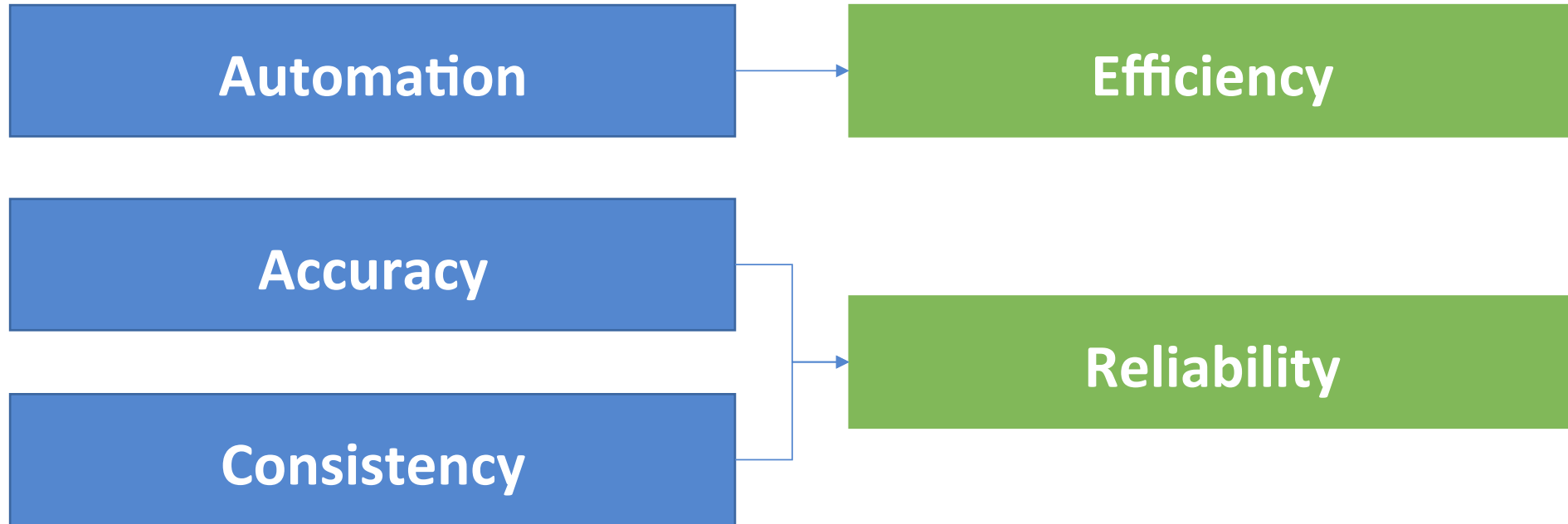
Consistency

Optimization

Prevent Mistakes

Better Plans

Sparking joy for manufacturers



The efficiency side is the true change

Efficiency

Automation

Accuracy

Consistency

Optimization

Prevent Mistakes

Better Plans

**AI Driven Automation delivers
new possibilities
on how to organize your enterprise**



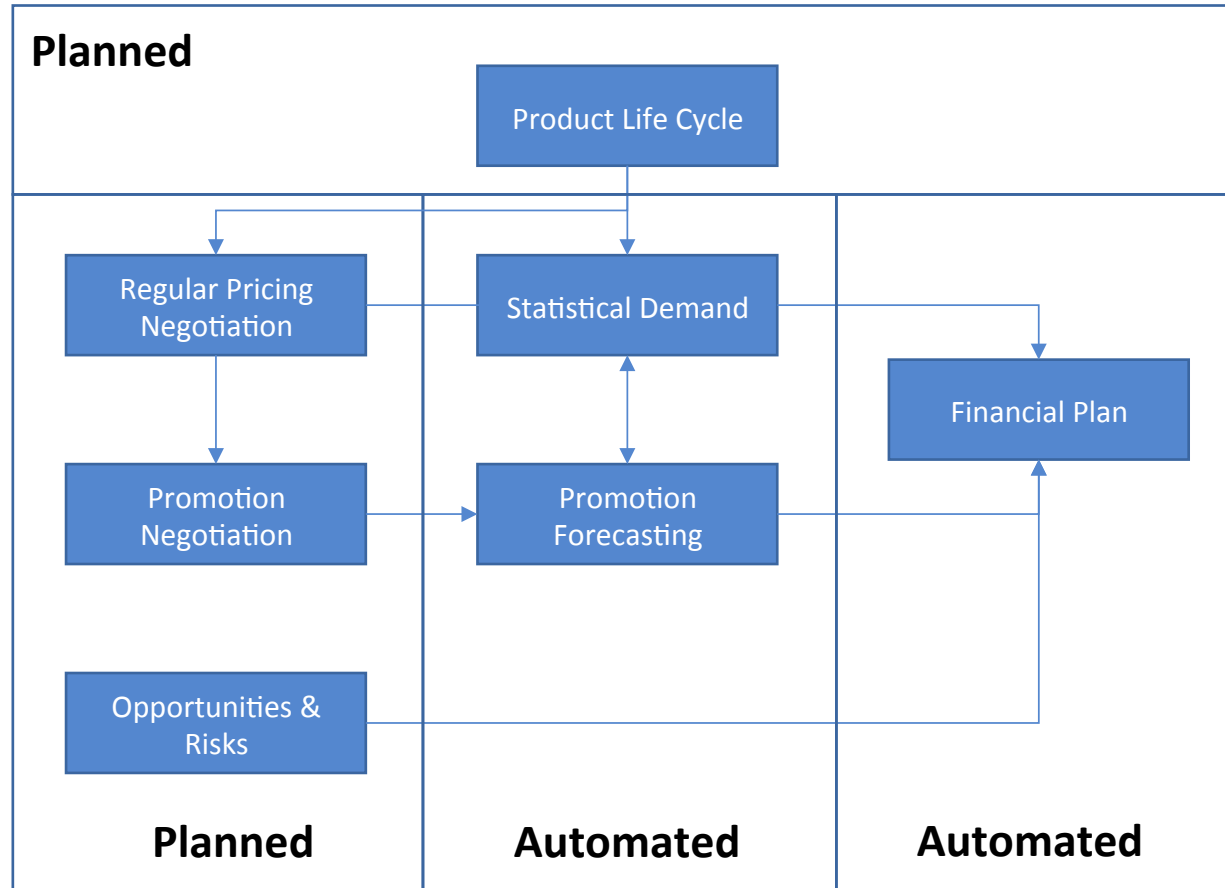
The Reinvention of the Account Manager

From best administrator &
organizer to great tactical
planner and negotiator

The Rise of the Operational Scientist

Data Science switching from advisory staff function to operational responsibility

Leading to AI driven processes being guided by humans



- This enables a single, clear and reliable plan with integrated volume and financials
- It is driven by a detailed, bottom-up baseline and promotion plan at commercial account-product level and based on objective trends from historical sales
- It is not build on top-down hope but clearly identifies expectations as opportunities and risks
- There is a significant amount of complexity not present on this slide (such as proposals, accruals & interface automation) that also are addressed

Thank You!

Carst Vaartjes

Chief Product Strategy @ visualfabriq

www.visualfabriq.com

<https://www.linkedin.com/company/visualfabriq>

cvaartjes@visualfabriq.com

<https://www.linkedin.com/in/carstvaartjes/>

<https://twitter.com/cvaartjes>



visualfabriq.com