

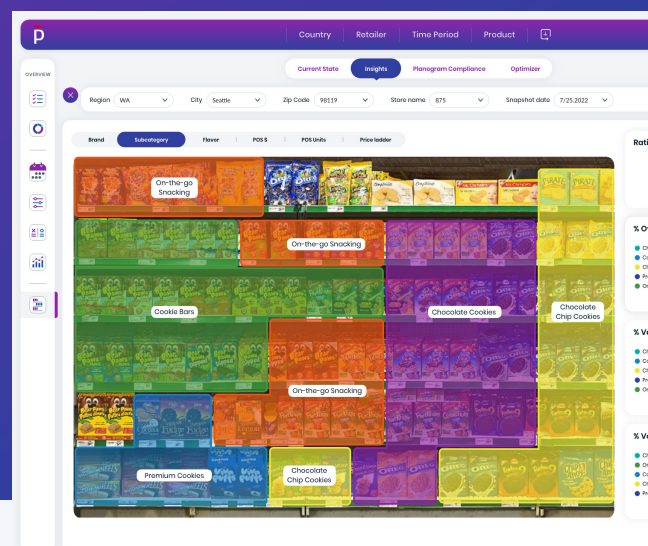
# The all-in-one demand planning, pricing, promotion, and assortment optimization AI Engine

**\$129.5B**

in annual losses from stock shortfalls

**4%**

of total retail revenue is lost to OOS issues



Inventory outages, chaotic distribution centers, underperforming sales channels, and poor shelf strategy cost the consumer goods industry billions annually. CPGs and Retailers need solutions that address replenishment, On Shelf Availability (OSA), product spillage, and financial waste.

Meerkat improves trade investments, decreases waste, and optimizes operations, helping CPG companies and retailers hit revenue and KPIs targets.

## Key Features and Benefits

### Demand Forecasting

delivers unprecedented accuracy and enterprise-level scalability

### Demand Shaping

reveals endless scenarios to understand demand

### Reduce Supply Imbalances

to optimize inventory to meet demand requirements

### Low Touch Automation

with easy model training, and painless deployment

### Simplifying a Complex System

with simple, fast planning cycles

### Integrated Actionable Insights

evaluate the ROI of your promotions

Integrates with

POS Technologies

3rd Party Data Systems

Marketing Management Tools

CRM Tools

Inventory and Supply Systems

**20-30%**

Reduce lost sales

**15%**

Increased forecast accuracy

**60%**

Reduced planning time

**1-3%**

Improve fill rates

# Accelerating Insights

<b>System Issues</b>	Poor Forecast Accuracy	Slow response to events	Inability to isolate errors	Long forecast cycle time	Inability to anticipate
<b>Consequences</b>	High OOS Lost Sales	Inventory Pileups	OTIF Penalties	Low promotion ROI	Resource Capacity Issue

<b>Improved System</b>	High Forecast Accuracy	Optimizes inventory	PNL impact	From months to day cycles	Anticipate events
<b>Consequences</b>	Improved Sales	Inventory Reduction	Reduced logistics cost	High promotion ROI	High-capacity utilization

## Enabling Opportunities

Meerkat solves demand-related revenue leakage, answering questions like:

- How can we optimize product assortments within the available shelf space?
- How much product do we need to meet demand for the holidays?
- What type of promotions result in net wins?
- When should we run promotions to increase topline and projected ROIs?
- BOGO vs Half price – what do customers respond to?
- What price point will grow market share and maintain margins?
- How can we reduce wasted effort in managing long-tail SKU lists?
- What level of replenishment is needed to avoid lost sales due to OOS?

## Why Centific

Centific helps global companies solve their toughest customer experience challenges with data-driven, people-centric solutions.



### Reach

With teams in the **Americas, Europe, APAC, and around the world**, Centific has the **global support** and resources to help your brand succeed in any market.



### Scale

Our **OneForma platform** gives you access to **1M+ users across 230 countries and territories**, giving you more insight into your customers around the world.



### Technology

We leverage the latest in **AI, ML, and cloud technologies** to help you deliver best-in-class customer experiences powered by people.