



# RETAIL DATA CLOUD PARTNER SOLUTIONS GUIDE

Enable Data-Driven Merchandising Decisions with the Snowflake  
Partner Ecosystem



PARTNER GUIDE



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# ENABLE DATA-DRIVEN MERCHANDISING DECISIONS WITH THE SNOWFLAKE PARTNER ECOSYSTEM

The Retail & CPG Data Cloud helps retail, ecommerce, and consumer processed goods (CPG) companies leverage data to deliver more personalized customer experiences, optimize supply chains, and make data-driven merchandising decisions. Industry organizations are taking advantage of Snowflake's platform, as well as our extended partner network, to achieve borderless data access, secure data sharing capabilities, and stringent data security and governance.

According to McKinsey, to succeed in today's volatile retail market, "retailers that have natural depth and breadth of assortment on their shelves ... and in their warehouses are well positioned in the case of unforeseen supply shocks."\* To make these decisions, retail merchandisers must influence cross-functional teams to optimize category as well as dynamic placement, pricing, and promotion decisions. However, without access to granular product sales information and customer insights, merchandisers are forced to influence teams and make decisions based on instincts. As a result, teams are left paralyzed with indecision and second-guessing, and can end up making suboptimal decisions, impacting sales.

Snowflake enables merchandise leaders to make faster and smarter decisions by bringing many types of data across business silos together in one place. With the Snowflake Data Cloud, they can access near real-time product sales insights and enrich this data with consumer demographic, foot traffic, category, and other data insights used in predicting consumer needs and buying habits. As a result, they can drive sales growth through timely, data-driven decisions around which products to prioritize, how to price and promote products, and how to lay out stores and ecommerce sites.

Snowflake's partners are an indispensable part of our ability to help retail, ecommerce, and CPG companies make data-driven decisions throughout the merchandising process with the Retail & CPG Data Cloud. Here are a few ways partners are offering unparalleled knowledge and expertise to customers looking to enable data-driven merchandising.

\*Source: [mck.co/3H64zTe](https://mck.co/3H64zTe)



## THE DATA-DRIVEN IMPERATIVE IN RETAIL

### COLLABORATING WITH BRANDS TO POWER REAL-TIME PERSONALIZED CUSTOMER EXPERIENCES

How consumers, retailers, and brands interact has changed dramatically. Business success hinges on providing hyper-personalized customer experiences, taking advantage of new digital channels, making smarter merchandising decisions, and delivering with agility.

Data is the crucial resource for all these capabilities and the key is for retailers to seamlessly collaborate around data—both their own and third-party data—to provide insights for their own business and to share with their partners.

Learn how Accenture leverages Snowflake Data Cloud and Snowflake Data Marketplace.



### SECURE DATA-SHARING AND DATA CLOUD

Access data sets that enrich retail data with suppliers' first-party data and other third-party data to generate actionable customer insights and new revenue streams for retailers.



### UNIFIED DATA GOVERNANCE AND DATA CLEAN ROOM

Advanced capabilities for governance and PI-compliant data sharing across the data lifecycle, from data classification and tagging to encryption and dynamic masking.



### SCALE WITHOUT LIMIT

Cloud-based insights-sharing platform to create "virtual warehouses" that can scale large volumes of data for loading and processing, with KPIs and dashboards for internal users and partners.



### OPEN TECHNICAL ECOSYSTEM

Standards-based to support integration with multiple third-party solutions for data integration, data governance, data science, and/or BI.

### ABOUT ACCENTURE

Accenture is a global professional services company with leading capabilities in digital, cloud, and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer strategy and consulting, interactive, technology, and operations services—all powered by the world's largest network of advanced technology and intelligent operations centers. Visit us at [accenture.com](https://www.accenture.com).



# ENHANCE THE CUSTOMER EXPERIENCE WITH ACCUWEATHER DATA

## EMPOWER YOUR ORGANIZATION WITH ACTIONABLE INSIGHTS THAT IMPROVE PERFORMANCE AND DRIVE EFFICIENCY

Every day, AccuWeather enables businesses to make the best weather-impacted decisions by providing trusted data and insights globally. Using historical and forecasted weather data, your teams can create new brand experiences and increase revenue, to build a weatherproofed business that can sustain the challenges affecting retail today—from reimagining the customer journey to tracking consumer demand. AccuWeather's data enables teams to cross-functionally make decisions and get customers the products they need before they need them!



### MINIMIZE LOSS WITH SEASONAL INVENTORY

Use AccuWeather's data within Snowflake to discover the best product mix and determine the best time to stock shelves for seasonal items.



### USE WEATHER DATA TO DETERMINE THE PRICE POINT

Retailers can leverage AccuWeather's data in Snowflake to enable pricing decisions and determine markdown strategy faster when timing is critical.



### INNOVATE WITH ACCUWEATHER DATA

Reduce the complexity in innovation and leverage AccuWeather's data on Snowflake to create predictive analytical tools to understand the correlation between weather and products.



### TRACK WEATHER'S IMPACT ON SALES

Uncover insights for brick-and-mortar locations and determine how weather affects sales and customer demand.



### MAKE WEATHER-DRIVEN PRODUCT RECOMMENDATIONS

Customize POS displays and enhance your app experience with weather-triggered messaging to inform consumers about weather-related products.



### DETERMINE BEHAVIORAL TRENDS

Determine consumer behavioral trends in a rapidly changing environment and develop insights to unlock business opportunities.

## ABOUT ACCUWEATHER

AccuWeather is recognized and documented as the most accurate source of weather forecasts and warnings in the world, and serves more than 1.5 billion people daily to help them plan their lives and get more out of their day. AccuWeather serves thousands of businesses globally and turns the most accurate weather forecasts and warnings into actionable business insights.



# DATA-DRIVEN INSIGHTS OFFER HUGE IMPACTS FOR CPG MANUFACTURERS

## SNOWFLAKE AND ATLAS PROVIDE THE ULTIMATE IN FLEXIBILITY AND CUSTOMIZATION CAPABILITIES

Combining the power of ATLAS's best-in-class ETL solution and the cloud-computing power of Snowflake enables suppliers to be fully self-sufficient, allowing them to quickly access their data when, how, and where they need it. We integrate with retailer data portals to automate the extraction and storage of POS data.

Leveraging the Snowflake platform, ATLAS enables the next generation of retail analysts and data scientists with the most flexible and comprehensive CPG data sets to drive business in the 21st century.



### ACCURACY ABOVE ALL ELSE

With ATLAS's best-in-class ETL system, you can be confident your data matches the source and any changes made therein.



### SPEED TO INSIGHTS

With ATLAS's ETL engine, you can measure the time until data is available in hours instead of days or weeks.



### BUILT FOR ANALYTICS

Leveraging ATLAS's deep history in analytics-as-a-service, data sets are optimized for rapid reporting and analytics.



### BIG DATA

Lots of companies advertise "big data." ATLAS fact tables are typically measured in hundreds of millions to billions of records.



### WIDE DATA

An ATLAS standard data set includes hundreds of metrics and dimensions to give you an unparalleled level of customization capabilities.



### EXPERTISE AS A SERVICE

Custom consultation services help tailor the data to your specific needs and leverage the knowledge built upon using the same data sets in our own services.

## ABOUT ATLAS

ATLAS is your data expert! We are the best-in-class CPG data provider sustaining market dominance within leading retailers. Built on a foundation of superior data cleansing, harmonization, and excellence.

We gather brand analytics from the world's largest retailers and within ATLAS you can make more informed decisions for your CPG business and the brand's represented.



# IMPROVE DEMAND FORECASTING AND DELIVERY WITH AMAZON.COM

## IMPORT AMAZON VENDOR CENTRAL DATA TO IMPROVE FORECAST ACCURACY AND DELIVERY

Consumer packaged goods (CPG) companies must accurately forecast and anticipate variable demand to provide sufficient time to manufacture and deliver products to Amazon's fulfillment centers. AWS enables automatic ingestion of [Amazon.com](https://amazon.com) Vendor Central purchase order data and uses machine learning (ML) algorithms delivered by Amazon Forecast to generate future time-series demand forecasts to improve on-time in-full (OTIF) performance. Once the data has been processed, customers can analyze, act on, and syndicate the data directly in their Snowflake environment.



### IMPORT AMAZON VENDOR CENTRAL DATA

Easily import Vendor Central data into Snowflake to better access, govern, and share data seamlessly across the organization.



### TRACK PRODUCT CHANGE IMPACTS

Track product weight or dimension changes to ensure they adhere to manufacturer standards.



### ENSURE HIGH-VELOCITY SKUS IN STOCK

Match correct probabilistic forecasts with SKU sales velocity to ensure key products will stay in stock and improve revenue.



### INCREASE FORECAST ACCURACY

Improve forecast accuracy using ML from Amazon Forecast to create a probabilistic forecast to predict demand for variable vendor purchase orders weeks ahead of time.



### REDUCE OTIF PENALTIES

Improve OTIF metrics to enhance organic ranking on [Amazon.com](https://amazon.com), reduce chargeback expenses, and help ensure products are in stock for consumers to buy.

## ABOUT AWS MACHINE LEARNING AND AI SERVICES

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster. To learn more about AWS, visit [aws.amazon.com](https://aws.amazon.com).



# STREAMLINED VISIBILITY ACROSS YOUR ECOMMERCE OPERATIONS

## UNIFIED ANALYTICS PROVIDES DATA-POWERED INSIGHTS FOR EVERY ASPECT OF YOUR ECOMMERCE BUSINESS—ALL IN ONE CENTRALIZED ANALYTICS SUITE

Cart Unified Analytics solution allows customers to get end-to-end insights of their ecommerce operations, all in one centralized location. Powered by Snowflake, the solution integrates metrics from sales and marketing data, web traffic, advertising spend, fulfillment channels, proprietary first-party data, and third-party sources. The solution uses proven techniques across both interactive reporting and advanced analytics including but not limited to ML-based attribution, demand forecasting, and customer segmentation. Cart Unified Analytics performs all the way through the shopper journey, allowing brand executives to focus on the most important aspects of their business: attracting, converting, fulfilling, supporting, and retargeting their most valuable shoppers.



### CART PIXEL

Harmonize your rich website click-stream data with inputs from advertising channels, OMS, or CRM, transforming it into consumable formats. Leverage the power of AI to measure the incrementality of your marketing efforts.



### WEB ANALYTICS

Investigate conversion rate optimization opportunities with real-time statistics such as page views and bounce rate. Understand the entire micro-conversion funnel and page pathing.



### MARKETING INTELLIGENCE

Warehouse disparate channels and segment critical marketing KPIs by campaign, channel, brand, or time period to capitalize on emerging trends to adjust marketing strategies and maximize impact.

### ABOUT CART

Cart.com is the world's first end-to-end ecommerce platform, built to help brands of all sizes grow and thrive online. Our fully integrated suite of software, services, and infrastructure accelerates business growth while allowing our customers to retain control of the brand promise and customer experience that makes them unique. [Cart.com](https://www.cart.com)'s approach gives ecommerce brands the ability to tap into data-driven insights that focus on optimizing product sales.



### STOREFRONT ANALYTICS

Get key insights into your order history, product penetrations, and customers with data for customer acquisition, customer retention, customer lifetime value, geographical trends, and seasonality.



### FULFILLMENT ANALYTICS

Combine demand forecasting with inventory levels across fulfillment centers, monitor delivery times on specific SKUs, and review shipping costs to improve profit margins.



### DATA CONNECTORS

Unify the various platforms across your ecommerce value chain into one central location with frictionless onboarding of disparate data sources.





## LIVE RETAIL INSIGHTS IN THE DATA CLOUD WITH CRISP

### ACCESS TIMELY RETAILER POS, INVENTORY, AND SUPPLY CHAIN DATA DIRECTLY IN SNOWFLAKE

With Crisp, CPG brands can access live, ready-to-query sales and inventory data across retail channels within their existing cloud infrastructure. Crisp automatically ingests and aggregates data across retailer, distributor, and syndicated data sources including Walmart, Whole Foods, UNFI, NielsenIQ, and more, making mission-critical retail data available directly in Snowflake.

Crisp combines and consolidates up to two years of backfilled data into a consistent, ready-to-use format, saving analysts an average of 16 hours per week to focus on more value-added insights.



### UNDERSTAND AND DRIVE SALES PERFORMANCE

Unify and harmonize sales and inventory data across 30+ retailers into a ready-to-use format to help brands drive sales and share trends with buyers.



### DRIVE MARKETING AND ADVERTISING ROI

Utilize a timely feed of on-shelf product availability to enable programmatic campaign activation, driving measurable store-level sales where product is in stock.



### MONITOR KEY OPERATIONAL METRICS

Ingest up-to-date data to track sales and velocity trends, helping brands manage replenishment and run a more efficient supply chain.



### DECREASE WASTE

Optimize supply chain efficiencies through timely product delivery and targeted promotions.



By leveraging Crisp to pull our retail sales data into Snowflake, Sunday is able to track both DTC and brick-and-mortar sales in the same place. This enables Sunday to identify leading indicators by geography from one channel and apply learnings to the other in near real time.



**Jesse McClure, VP of Technology | Sunday**

### ABOUT CRISP

Crisp leverages the power of the cloud to connect and analyze retail data sources to provide teams with real-time insights and trends. CPG brands use Crisp to uncover sales opportunities, streamline operations, reduce waste, and skyrocket profitability.



# EVERYDAY AI, EXTRAORDINARY PEOPLE

## SCALING AI WITH DATAIKU AND SNOWFLAKE

With Dataiku and Snowflake, retail and Consumer Packaged Goods (CPG) companies can build and deploy AI at scale to increase personalization, predict consumer behavior, forecast supply chain operations, and optimize merchandising decisions.

Dataiku provides an easy-to-use, visual interface where coders and non-coders can analyze data stored in Snowflake and collaborate to build production-ready data products, data pipelines, and explainable AI and machine learning applications. Dataiku offers industry solutions for market basket analysis, demand forecasting, buying behavior prediction, data-driven recommendations, and omnichannel marketing.



### SCALE AI IN THE DATA CLOUD

With Dataiku and Snowflake, retail and CPG companies build and scale trusted AI by getting more models into production faster.



### LEAVE YOUR DATA IN SNOWFLAKE

Dataiku uses Snowflake compute, so you can build AI but leave the data in a governed Snowflake environment for data integrity, security, and compliance.



### FORECAST DEMAND AND OPTIMIZE SUPPLY CHAINS

Retailers need accurate forecasts of demand and revenue per store to optimize inventory and staffing. Dataiku offers industry solutions with sophisticated, AI-based time-series forecasting.

### ABOUT DATAIKU

Dataiku is the platform for Everyday AI that enables companies to leverage one central solution to design, deploy, govern, and manage AI and analytics applications. More than 450 companies worldwide use Dataiku to integrate and streamline their use of data and AI, including MandM Direct, Showroom Prive, Pricemoov, and JTI. Click here to [learn more](#) about Dataiku and Snowflake.



### MARKET BASKET ANALYSIS FOR PERSONALIZATION

With Dataiku's Market Basket Analysis solution, retailers can model purchase history, build relevant cross-sell and upsell business scenarios, and start the personalized recommendation process.



### RUN AI MODELS IN SNOWFLAKE

With Dataiku and Snowflake, you can prepare and enrich data, build data pipelines, and score AI models in a single, integrated, and governed environment for MLOps.



### MAKE YOUR PEOPLE EXTRAORDINARY

Dataiku offers an easy-to-use, visual interface for coders and non-coders to analyze data stored in Snowflake for real-time insights into consumer behavior, demand, and sales.



## POWERING THE FUTURE OF INTELLIGENT RETAIL

### ANTICIPATE DEMAND SPIKES, PREDICT AND PREVENT SUPPLY CHAIN DISRUPTION, AND DELIVER DEEPLY PERSONAL ENGAGEMENTS WITH AI

The DataRobot AI Cloud is designed specifically for today's retail challenges and opportunities. With the AI Cloud you can extract deep signals from the Snowflake Data Cloud to foresee changing demand patterns before they occur, anticipate and prevent potential supply chain shocks, and retain brand loyalty through hyper-personalized offerings. Retailers globally use DataRobot as their AI backbone to build, deploy, monitor, and manage any AI model—even those built outside of DataRobot—and ensure a single source of AI-truth across every department.



#### HYPER-PERSONALIZED CUSTOMER ENGAGEMENTS

Combine the Data Cloud and AI to deliver hyper-personalized offerings. Drive growth and retention, predict customer lifetime value, next-best-offer, churn probability, and more at the individual level.



#### MULTI-LEVEL, MULTI-CHANNEL, SKU-LEVEL FORECASTS

Gain a complete picture of demand across every channel with hyper-granular, AI-driven demand forecasting. Prevent shocks by foreseeing demand spikes with automated monitoring and alerting.



#### INTELLIGENT OPERATIONS

Build AI-driven optimization models across the entire supply chain, then share these insights with suppliers, fulfillment centers, and distribution teams to prevent and predict disruption.



#### ACTIONABLE AI FOR ALL

Quickly and easily deploy, monitor, and manage any AI model—even those created outside of DataRobot—into existing applications, business tools, and processes.

### TRANSFORMING THE FUTURE OF RETAIL WITH THE AI CLOUD

Saving **+\$300M** annually from demand forecasting

Delivering **1 billion** personalized offers

Increasing targeted marketing revenue by **+\$1M**

### ABOUT DATAROBOT

DataRobot AI Cloud is the next generation of AI. DataRobot's AI Cloud vision is to bring together all data types, all users, and all environments to deliver critical business insights for every organization. DataRobot is trusted by global customers across industries, including a third of the Fortune 50, delivering over a trillion predictions for leading companies around the world. Learn more at [datarobot.com](https://datarobot.com).



## MAKE YOUR ADS CPG (ENIUS)

### UNLOCK CPG ADVERTISING WITH DYNAMIC CPG PURCHASE INSIGHTS

Our mission is to improve the effectiveness of all media. How do we do it? We're constantly developing new and powerful ways to target, optimize, measure, and enable sales-based outcomes—across almost every platform, channel, and device. It's an evolving combination of data-rich insights, proven strategies, and new innovations in leveraging state-of-the-art technologies—all working together to help you improve incremental sales and drive better results.



#### TARGET YOUR CPG BUYERS

Increase your return on ad spend (ROAS) with proven CPG buyer segments, representative of all U.S. households and channels.



#### OPTIMIZE IN REAL TIME

Hit your KPIs by optimizing your campaigns in real time using incremental CPG buyer insights, and make every step of your campaign an opportunity for a new beginning.



#### MEASURE IMPACT

Begin the next campaign by measuring the incremental sales impact of your current campaign. Let NCS help you to unlock new insights to grow your brand.



#### ENABLE NEW USE CASES

Enable and discover new use cases to grow and expand your brand by using purchase insights fueled by NCSolutions IP, people, and data.



Purchase-based targeting has 3x the ROAS of other targeting methods for CPG companies.\*

The NCS study includes results from 750 digital advertising campaigns for over 30 CPG brands, totaling \$258 million in online spend.

### ABOUT NCSOLUTIONS

NCSolutions (NCS) makes advertising work better. Our unrivaled data resources, powered by leading providers combine with scientific rigor and leading-edge technology to empower the CPG ecosystem to create and deliver more effective advertising. With NCS's proven approach, brands are achieving continuous optimization everywhere ads appear, through purchase-based audience targeting and sales measurement solutions that help pave a path to improve the outcomes of your next campaign. NCS has offices in NYC, Chicago, Tampa, and Cincinnati. Visit us at [ncsolutions.com](https://ncsolutions.com) to learn more.



# DESTROY RETAIL DATA SILOS AND UNLOCK POTENTIAL

## PACKAGED RETAIL DATA WAREHOUSE, RAPID IMPLEMENTATION, COMPREHENSIVE AND CONFIGURABLE

Retail is changing so rapidly. There has never been a more urgent time to understand your business and customers.

Robling's state-of-the-art, fully managed platform is built atop the Snowflake Data Cloud, leveraging all its industry-leading capabilities. With pre-built connectors to best-of-breed retail systems, Robling quickly and efficiently integrates retail data into a central analytical data platform. The system enables unified reporting and analytics across all business subject areas, from marketing and merchandising to ecommerce and supply chain.



### DESIGNED FOR RETAILERS

Field proven, configurable, and flexible for each retailer's uniqueness.



### RAPID IMPLEMENTATION

Packaged retail system connectors, data model, data transformation, and analytic components all standardized for retail best practices.



### COMPREHENSIVE

Spans all relevant analytic subject areas for retailers across omnichannel, merchandising, supply chain, customer, and more.



### FULLY MANAGED

We offer a fully managed service on your instance of Snowflake.



With Snowflake and Robling, we can maintain a lean reporting and technical group, even as we unleash all our critical data and support the connected, omnichannel experiences our customers have come to expect.



**Mike Yerkes, Chief Operating Officer | Hot Topic**

## ABOUT ROBLING

Robling helps retailers unite data across silos and unlock insights that generate millions in new revenue, increased margins, and enhanced productivity across the enterprise. Customers such as Belk, Hot Topic, and WiggleCRC use Robling to put data and analytics at the fingertips of everyone who needs it.



## TAKE YOUR DATA INSIGHTS TO THE NEXT LEVEL

### MONETIZE THE DATA YOU HAVE, ENRICH THE INSIGHTS YOU CREATE

In a market that can no longer rely on historical trends as a predictor to future success, getting ahead means having the most up-to-date view of changing customer behavior as well as supply chain and other pressures impacting your ability to plan and execute. Exchanging data is key to unlocking these insights quickly.

With Snowflake, companies can exchange data sets that enrich their intelligence in a secure way. Slalom brings the necessary experience and retail industry depth to help you explore and realize this vision.



### SHARE AND MONETIZE YOUR DATA

Leverage your first-party data by packaging and publishing it to a global Snowflake audience for access or sale. We help curate and publish it for you.



### ENRICH YOUR DATA FOR DEEPER INSIGHTS

Challenge your business to get smarter by blending contextual data into your business intelligence products, like competitive landscape, market share, and department store performance.



### CREATE COMPELLING INTEGRATED DATA SETS

Leverage Snowflake's native connectors to numerous cloud technologies to stitch all first- and third-party data into packaged, enterprise-class models that everyone can use.



### MOVE FROM HISTORICAL REPORTING TO PREDICTIVE AI

With a unified Snowflake environment, transform your reporting to predictive insight on pressing topics such as a responsive supply chain or conversion forecast.

“

Gartner predicts that by 2023, organizations that promote data sharing will outperform their peers on most business value metrics. At the same time, less than 5% of data sharing programs will correctly identify trusted data and locate trusted data sources.

”

Gartner, May 20, 2021

73% of U.S. customers report that they use multiple channels to shop for the same products.

### ABOUT SLALOM

Slalom is a global consulting firm focused on strategy, technology, and business transformation. In 41 markets around the world, Slalom's 1,500+ retail consultants are actively delivering solutions for 150 retail clients, leveraging their expertise in supply chain, customer insights, enterprise planning, and digital innovation. They are backed by regional innovation hubs, a global culture of collaboration, and partnerships with the world's top technology providers.



# EMPOWER EVERYONE WITH RETAIL INTELLIGENCE

## UNLOCK AGILITY, INNOVATION, AND RESILIENCY WITH STORE-LEVEL ANALYTICS

The Retail Intelligence Solution, in partnership with Salesforce and Snowflake, arms your locations with real-time, granular data that helps streamline operations, increase profits, and deliver exceptional customer experiences.

Empower store-level associates with the real-time, actionable insights they need to manage inventory and meet evolving customer expectations.

Strengthen vendor relationships in real time to provide better inventory visibility, encourage collaboration, and increase supply chain agility.

Automate the restaurant and curbside experience. Optimize the kitchen and overcome labor shortages with state-of-the-art computer vision and IoT analytics.



## MAXIMIZE PERFORMANCE WITH STORE ANALYTICS

Digitize store operations with in-store, real-time data and analytics to increase profit, streamline operations, and deliver exceptional customer experiences.



## AUTOMATE THE RESTAURANT

Optimize the kitchen and overcome labor shortages with state-of-the-art computer vision and IoT analytics.



## MEET SHOPPERS WHERE THEY ARE

Serve customers while maintaining a seamless, omnichannel shopping journey. Provide a frictionless journey for consumers, match your physical footprint to consumer preference, and increase basket size.



## STRENGTHEN VENDOR RELATIONSHIPS

Share transaction-level data with your vendors in real time to provide better inventory visibility, encourage collaboration, and increase supply chain agility.



## ACHIEVE INTELLIGENT FULFILLMENT

Optimize existing fulfillment channels, monitor performance, and predict omnichannel demand. Increase fulfillment speed with real-time views of inventory levels while identifying new revenue streams.



## EMPOWER ASSOCIATES TO ASSIST FROM ANYWHERE

Empower employees to deliver insights-driven experiences from online to in-store. Increase associate sales numbers and ensure employees can manage merchandise, orders, and returns with confidence.

## ABOUT TABLEAU

As the business intelligence platform for more than 90% of Fortune 500 financial services companies, Tableau is the proven solution for organizations focused on leading with data. Tableau provides a complete, integrated analytics platform that enables teams to work collaboratively and gain deep insights from their data using machine learning, statistics, natural language, and smart data prep. Organizations that choose Tableau can be confident their deployment will be a success and lead them to data-driven culture.



# AI-POWERED, CONNECTED STRATEGIC INTELLIGENCE PLATFORM

## LEVERAGE AI FOR STRATEGIC BUSINESS DECISIONS BY EASILY BUILDING DATA SCIENCE BUSINESS PRODUCTS WITH TCS OPTUMERA™

TCS Optumera™ is an award-winning, AI-powered, connected strategic intelligence platform which leverages AI for strategic business decisions by easily building data science business products. It helps to unlock exponential value with dynamic, real time, pan-enterprise strategies enabled by a holistic value chain perspective and contextual data models; readily deployable business capabilities and UX components; actionable transparent, simulative, and prescriptive insights; and a composable architecture.

TCS Optumera has helped tier-1 retailers drive a 3-5% increase in sales and profitability, 30%-50% reduction in time spent, execute 5x more strategies, and achieve a 20-30% reduction in costs by leveraging AI in its core business processes.



### INCREASED SALES AND HIGHER MARGINS

Drive 3-5% increase in sales and margins by localizing product mix, rightsizing space, and pricing competitively.



### BETTER ROI

De-risk investments through quick simulation, analysis, and accurate forecasting.



### ENHANCED PRICE IMAGE WITHOUT GROSS MARGIN EROSION

Improve price competitiveness and mitigate margin erosion through strategic, responsive, and pre-emptive pricing.



### SHORTER TIME-TO-MARKET

Improve business process efficiency by 30-50% and gain the ability to execute over 5x more strategies.



### INVENTORY COST SAVINGS

Reduce out-of-stock and overstock across channels, lower inventory-holding costs, and improve product availability.



### SNOWFLAKE INTEGRATION

Pre-built connectors with Snowflake enable seamless integration, making it easy to leverage the Snowflake Data Marketplace for data enrichment.

## ABOUT TATA CONSULTANCY SERVICES

Tata Consultancy Services is an IT services, consulting, and business solutions organization that has partnered with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive-powered, integrated portfolio of business, technology, and engineering services and solutions.





## DATA-DRIVEN LEADER OF MODERN EUROPEAN CONVENIENCE

### HOW ZABKA USES SNOWFLAKE TO CREATE THE BEST CUSTOMER AND FRANCHISEE EXPERIENCE

The Advanced Customer Insight Tool is an online self-service platform providing 24/7 access to sales data of the entire Żabka chain. It gives wide access to up-to-date and real sales data. This is a way to align the level of knowledge between the Żabka chain and suppliers and support them in making optimal business decisions. The result of this solution is joint work on insights leading to increased sales.



#### AUTONOMOUS STORE INSIGHTS

Data is gathered, processed, and analyzed to create new solutions for customers of the largest independent convenience store chain in Europe.



#### ADVANCED CUSTOMER INSIGHT TOOL

Creating an application on Snowflake enables Żabka to share data such as sales numbers, consumer profiles, and customer behavior in different locations with 6,000 CPG vendors.



#### SIMPLIFY FRANCHISEES' LIVES WITH DATA

AI and algorithms free up time for over 6,500 franchisees by offering them recommendations on tasks, orders, and everyday duties.



#### MORE EFFICIENT TECH STACK

Maintaining one analytical environment allows for scalability and ease of integration and use.

“

Snowflake not only changed the way our technology works behind the scenes at Żabka, but as a business we are now unlocking new opportunities everywhere using data.

”

**Tomasz Blicharski, Vice-President, Managing Director | Żabka Future**

### ABOUT ZABKA

Żabka Group is an ultimate modern convenience ecosystem with a mission to simplify people's everyday life. Żabka is the largest convenience chain in Europe with almost 8,000 run by franchisees and one of the most recognizable brands in Poland.



### ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud.

[snowflake.com](https://www.snowflake.com)

### ABOUT SNOWFLAKE'S PARTNERS

Snowflake's partners have been essential to helping organizations harness the power of the Retail & CPG Data Cloud to enable data-driven merchandising. To learn more about how we can help your organization unlock the power of data, visit [\*\*Snowflake for Retail & CPG\*\*](#).

