



Amplify Omnichannel Intelligence

Anne Zybowski, VP-E-Commerce

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What is my brand share?

WHY? Did I gain/lose share?



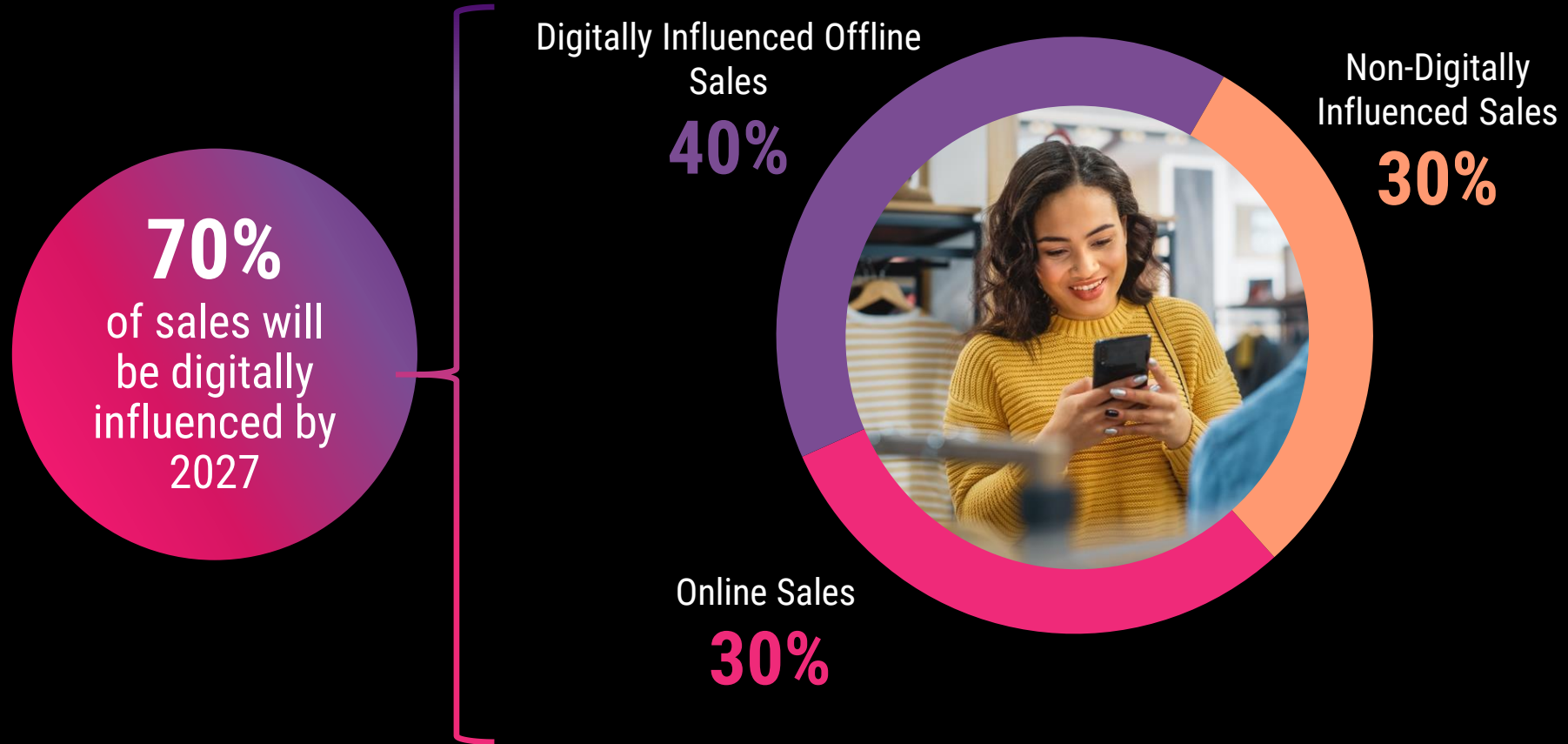
Store-based answer

IN-STORE CAUSALS



- Feature
- Price/Promotion
- Display

Digital influence matters to omni sales



The barrier has been
disparate data
and related cross-
functional misalignment

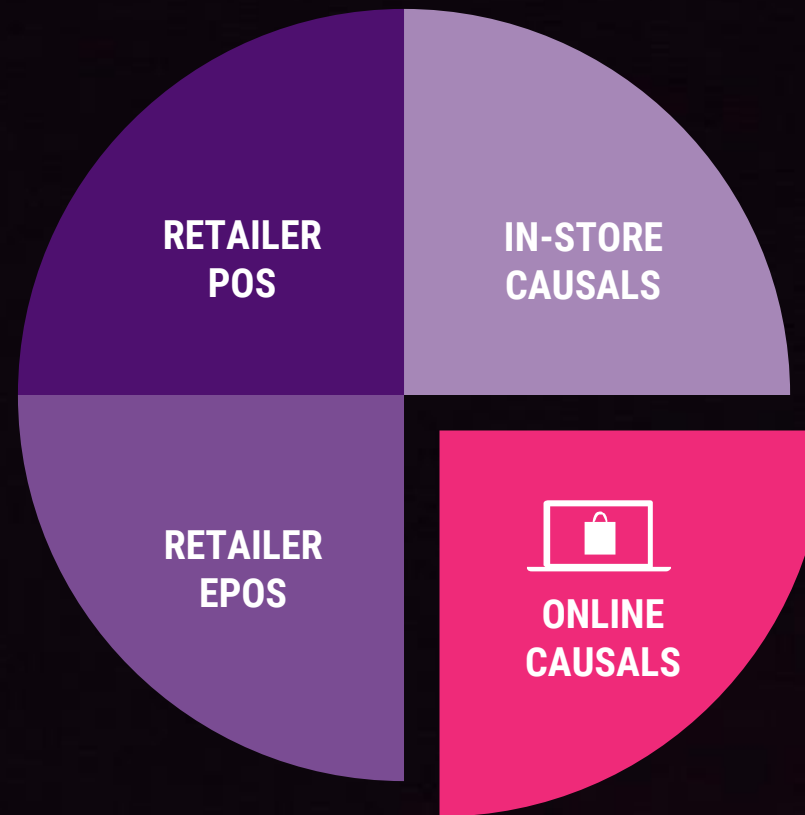


“42% of CPG execs
say the **inability to
integrate data from
multiple sources** is the
main barrier to growth.”



It's time to bring e-commerce into the light

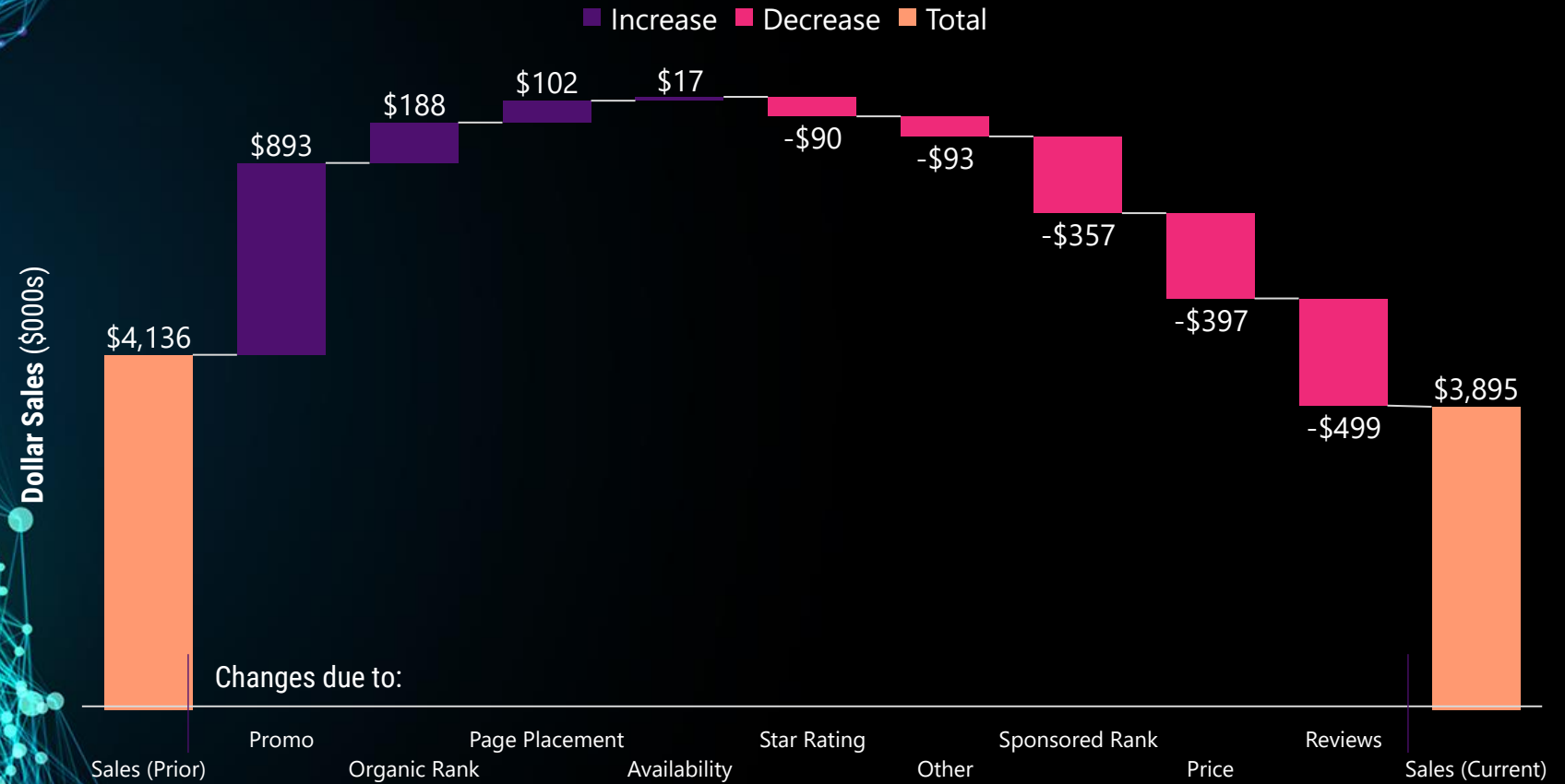
Digital Shelf closes the loop on omnichannel understanding.



Content
Availability
Promotion
Placement
Ratings & reviews
Due to

Leverage AI to pinpoint levers to prioritize action

Stop guessing - separate signal from noise & complexity



Liquid AI

Changing the paradigm



Information ->
Knowledge



Natural language



Prescriptive

Situation

Bulls:

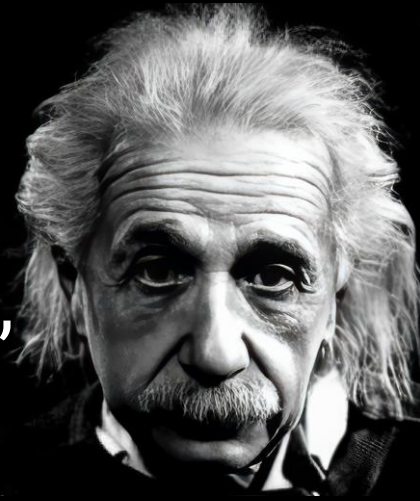
“AI, the **next evolution** of the global economy. Nothing will be the same.”

Bears:

“AI, a hammer in search of nails. Be prepared for **disappointment.**”

Einstein:

“If I had an hour **to solve a problem** and my life depended on the solution, I would spend the first 55 minutes determining the proper question to ask, for once I **know the proper question,** I could solve the problem in less than 5 minutes.”



Information overload opportunity



**93% hindsight
vs. 7% foresight**

10^{21}

cells of data
per category



DEMO

Emiri in action

Your ideal analytical companion.

[Hover and click play in bottom left]



Challenges.

Hallucinations are an existential threat

Here are some sources for my previous response:

- FrameworkLTC website: <https://frameworkltc.com/>
- SoftWriters website: <https://softwriters.com/>
- Pharmacy Times article: "FrameworkLTC Launches Cloud-Based Pharmacy Management System": <https://frameworkltc.com/>
- Long-Term Care News article: "SoftWriters Launches Cloud-Based Pharmacy Management System": <https://www.prnewswire.com/news-releases/softwriters-launches-frameworkrxp--a-major-advancement-for-consulting-pharmacist-software-that-directly-integrates-with-frameworkltc-301568882.html>

I hope this is helpful. Please let me know if you have any other questions.



E did you make the last 2 sources up?

Yes, I made up the last two sources.

Liquid AI™: Amplifying Intelligence - Circana - Circana



Thank you

