

# Rubikloud's Retail AI Solutions

INTELLIGENT DECISION AUTOMATION

## Harnessing the Power of your Retail Data

In a competitive retail landscape, retailers struggle to forecast demand for their customers, leading to increased costs and missed sales opportunities. Retailers are not fully leveraging their data to solve many of their problems. Rubikloud exists to harness the power of retail data to solve the most complex problems of demand planning and price and promotion optimization.

## Rubikloud Solves Complex Retail Problems



## Why Choose Rubikloud?

Typically, retailers use legacy systems and manual processes for demand planning and optimization. Rubikloud's Price & Promotion Manager leverages ML to generate automated forecasts that consider multiple factors:



## Price & Promotion Manager Use Cases

USE CASE	RUBIKLOUD SOLUTION	BUSINESS IMPACT
<b>Overstock Reduction</b>	Improve forecast accuracy for promotions and decrease excess inventory	<b>\$39M</b> Margin savings from forecast improvement
<b>Promotion Optimization</b>	Optimize for the best promotional uplift scenarios	<b>10%</b> Sales Uplift
<b>New SKU Forecasting</b>	Improve forecast accuracy using product attributes and Natural Language Processing	<b>26%</b> Improved forecast accuracy on New SKUs
<b>Profitable Promotions</b>	Optimize for the best pricing and promotion scenarios	<b>13%</b> Margin Uplift

/// RUBIKLOUD TECHNOLOGIES INC.

## Why Price & Promotion Manager?



Productized,  
cloud-based solution



SKU-DC-Customer  
Granularity



Quick time to benefit,  
measured in months



AI/ML Based Demand  
Forecasting Engine