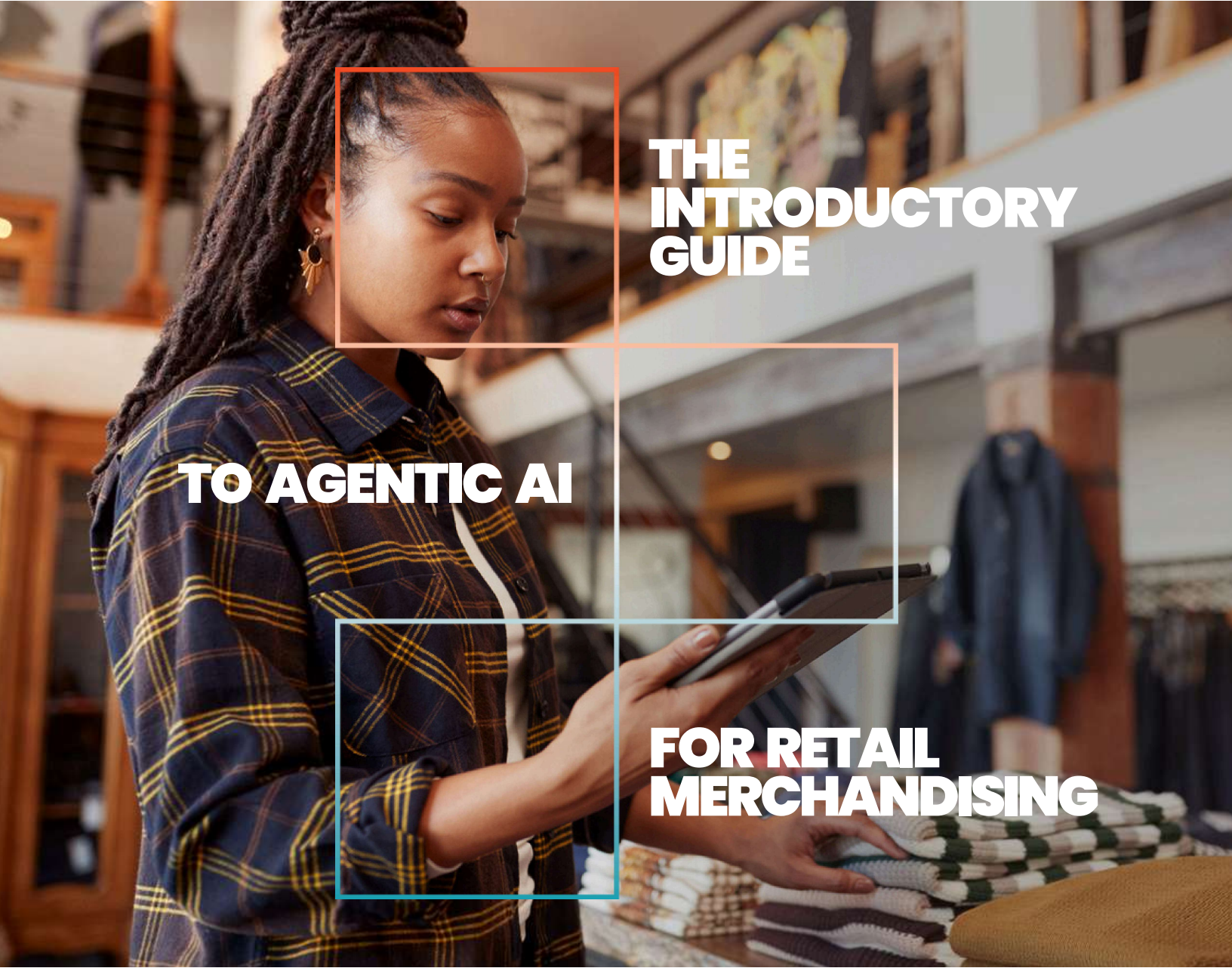


A woman with long dark dreadlocks, wearing a blue and yellow plaid shirt, is looking down at a tablet computer in a retail store. She is standing next to a display of folded sweaters. The background shows shelves with various items and a coat hanging on a rack.

**THE  
INTRODUCTORY  
GUIDE**

**TO AGENTIC AI**

**FOR RETAIL  
MERCHANDISING**

**Drive smarter decisions and greater efficiency across the entire value chain with the agentic-AI-powered UiPath Solution for merchandising.**

# Contents

- 3     **Introduction**  
The future of retail is agentic
- 4     **What are agents?**  
From insight to action: meet the AI agents behind the next era of retail
- 5     **Predict. Decide. Act.**  
The foundations of agentic merchandising
- 6     **Agentic merchandising**  
AI that runs your merchandising lifecycle, end to end
- 7     **The agentic UX**  
Designed for merchandisers, powered by agentic AI
- 8     **Building the future of agentic AI**  
The vision for intelligent retail
- 9     **Welcome to the age of agentic retail.**

# Introduction

## The future of retail is agentic

Merchandisers have always been at the center of retail trading. They balance margin, stock, and customer experience across thousands of products and dozens of stores. But that balance is becoming harder to maintain.

Unpredictable demand, global supply challenges, and shifting consumer behavior have made trading more complex than any spreadsheet or fixed calendar can handle. Teams are left reacting instead of leading, fighting to stay ahead of change.

Agentic AI changes that. It marks a shift from AI that advises to AI that acts. These systems don't just recommend what to do; they predict, decide, and execute in real time, at scale.

This evolution matters because retail now moves faster than ever. Prices, trends, and expectations shift daily, and traditional tools can't keep up. Agentic AI bridges that gap, managing complexity so merchandisers can focus on creativity and trading strategy.

We think about business performance through a simple equation:

$$\text{Output} = \text{Decision Accuracy} \times \text{Resource Performance}$$

Agentic AI improves each component of that equation. It makes every merchandising decision smarter and faster, while freeing teams from repetitive manual work to focus on what truly drives the business forward.

And it's already happening. Retailers are using agentic merchandising to optimize buying, pricing, and markdowns in real time, protecting margin while reducing waste.

**Welcome to the age of agentic retail, where merchandisers can think bigger, move faster, and trade smarter.**

# What are agents?

## From insight to action: meet the AI agents behind the next era of retail

Agentic AI represents a step forward, where AI doesn't just analyze, but also acts.

At the core of this evolution are AI agents: intelligent systems that plan, act, learn, and adapt within complex retail environments. They connect predictive models, decision logic, and automation so that decisions can happen continuously without manual intervention.

In merchandising, agents bridge the gap between strategy and execution. They turn data into action, coordinating everything from rebuys and replenishment to promotions and markdowns.

### Why agentic AI matters now

Retailers are operating in volatile conditions, with slimmer margins and higher expectations. Yet, most decisions—what to buy, where to place stock, when to discount—are still managed in spreadsheets and manual workflows.

Agentic AI changes this. It predicts what's coming, decides the best course of action, and acts instantly, transforming merchandising from reactive to proactive.

### The next evolution of automation

Traditional automation follows fixed rules: if A happens, do B. That works when the world is predictable, but retail is anything but. Agents think probabilistically. They evaluate context, weigh options, and adapt in real time. And they thrive in complexity, learning from experience and improving automatically.

Agents can:

- **Interpret context from unstructured retail data**
- **Handle exceptions and make judgment calls**
- **Collaborate with people and systems**
- **Learn and improve with every trading cycle**

## Agents don't replace merchandisers; they enhance them.

### Agentic AI at work: the UiPath Solution for merchandising

Agentic AI brings three capabilities together: **predict** what's likely to happen, **decide** the optimal course of action, and **act** autonomously while continuously learning.

This is the foundation of the UiPath Solution for merchandising: where every merchandising decision is predicted, optimized, and executed automatically.

# Predict. Decide. Act.

## The foundations of the UiPath Solution for merchandising

Our agentic merchandising solution combines predictive AI, decision optimization, and automation in a continuous cycle that never stops improving.

### 1. Predict: what's likely to happen?

Our merchandising solution allows agents to continuously leverage advanced, high-performing models to develop forecasts for demand, sell-through, and pricing sensitivity across every SKU, store, and channel. This allows agents to identify opportunities and risks early, surfacing insights before they affect margin or availability.

### 2. Decide: what should we do about it?

Agents can then run our optimization engines to simulate thousands of trading scenarios. These engines balance revenue, margin, and stock objectives, enabling agents to formulate the best actions across buying, replenishment, promotions, and markdowns.

### 3. Act: execute autonomously

Other specialized AI agents take those decisions and carry them out. They place orders, adjust prices, and trigger campaigns directly in business systems. Merchandisers can stay focused on strategy, stepping in only when needed.

The result is a merchandising process that runs continuously, adapting and optimizing as conditions change.

**This is agentic merchandising, where merchandisers spend less time reacting and more time driving growth.**

# Agentic merchandising

## AI that runs your merchandising lifecycle, end to end

No longer must merchandisers contend with inflexible planning cycles, siloed data, and only their gut instincts. Agentic merchandising replaces static calendars with dynamic, data-driven decisioning that continuously optimizes buying, pricing, and markdowns.

### Predict

AI agents leverage advanced models and real-time data to forecast demand at SKU and store levels, calculate price elasticity, and identify under- or over-performing lines early in the season—anticipating risks and opportunities before they impact sales.

### Decide

Optimization logic determines the best combination of rebuy, replenishment, promotion, and markdown actions to meet revenue and margin targets, all within a business' unique guardrails.

### Act

Agents execute seamlessly across the merchandising lifecycle. They manage supplier orders, monitor and adjust purchase orders, keep stores stocked at ideal levels, and plan and execute promotional activity.

### Results

This modern approach delivers higher sell-through, improved margins, and more agile trading.

And it can drive true differentiation for retailers, because rather than trawling through spreadsheets, merchandisers now have the time to focus on creativity and brand experience.

# The agentic UX

## Designed for merchandisers, designed into our solution

Our agentic user experience brings intelligence into the flow of everyday merchandising work. It gives teams a clear, personalized way to interact with AI, surfacing insights, tasks, and recommendations that guide action. Instead of managing data, merchandisers manage outcomes.

### Core features:

#### **AUTOPILOT:**

a conversational AI assistant that helps merchandisers automate repetitive tasks, get quick answers, and trigger agentic actions

#### **PERSONALIZED HOMEPAGE:**

a hub that highlights key trading priorities, exceptions, and opportunities, specifically tailored to the needs and priorities of each user

#### **CANVAS:**

a visual workspace that combines in a single place the performance dashboards, trend reports, and actionable insights needed to manage effectively

#### **AGENTIC ACTIONS:**

AI-powered prompts that guide users on the best next move, helping them resolve exceptions faster and optimize performance with confidence

The interface brings clarity to complexity, guiding users through exceptions, surfacing what matters most, and putting automation at their fingertips.

This is collaboration between humans and agents in its most natural form—intuitive, responsive, and built for speed.

# Building the future of agentic AI

## The vision for intelligent retail

The UiPath Solution for merchandising is a complete agentic ecosystem that connects data, insights, decisions, and execution within a single integrated capability. It empowers retailers to transform merchandising into a faster, always-on, real-time capability.

### Our solution delivers:



#### **SPECIALIZED AGENTS:**

purpose-built for complex retail merchandising workflows



#### **ENTERPRISE-SCALE INTELLIGENCE:**

domain expertise combined with leading agentic automation



#### **END-TO-END TRANSFORMATION:**

connecting insights, decisioning, and execution into a seamless flow

**The UiPath Solution for merchandising combines automation, orchestration, agents, applications, and analytics to deliver true transformation.**

**It accelerates execution, enables real-time analysis and rapid response, freeing merchandisers from manual work, and driving real results faster than ever before possible.**

# Welcome to the age of agentic retail

Agentic AI is redefining retail merchandising. It replaces static calendars and manual workflows with intelligent systems that predict, decide, and act continuously.

It's time to give merchandisers tools that match their ambition: systems that trade as dynamically as the market they operate in.

The UiPath Solution for merchandising transforms how retailers plan and trade, driving measurable performance across every SKU, store, and season. Discover how it can transform your trading performance today.

