SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Hey Retailers - Your Competition Just Dropped Prices

15%

Using **AI-powered** dynamic pricing



While you're still updating Excel sheets, they're stealing your margin-sensitive customers.

Your $2M AI pilot from last year? Still in PowerPoint.

Time for some retail therapy →

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The Industry Reality

Retailers Having an AI Initiatives



78%

Real EBITDA impact



20%

The other 60%?

Funding their competitors' advantage

Why the gap?

Most retail AI focuses on:

- ✔ Cool tech demos
- ✔ Future possibilities

But misses:

- ✘ Today's margin pressure
- ✘ Tomorrow's survival

**McKinsey Global Retail AI Survey 2025*

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Challenge #1

The Excel Spreadsheet Addiction

Your reality:

Merchandising team exports to Excel because "the AI doesn't understand seasons"

Meanwhile:

Your competitor's AI just moved 10,000 units from Boston to Miami before the weather hit

Result:

By the time insights arrive, the season's over and inventory's stale

**NRF Digital Transformation Report 2024*

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Challenge #2

The IT Black Hole

Your AI timeline:

Month 1-6: Vendor selection
Month 7-18: IT integration queue
Month 19+: "Coming soon"

VS

Their timeline:

Week 1: Cloud setup
Week 4: First predictions
Week 12: Beating you on price

18 months waiting for IT integration

=

18 months of lost revenue

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Challenge #3

The Data Dumpster Fire

Your "360° customer view:

- Sales data in Oracle
- Customer data in Salesforce
- Inventory in SAP

Actually talking to each other

The painful truth:

40% of SKUs have different names across systems

Your 22-year-old competitor?

Unified cloud data from day one.

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Where AI Actually Drives Comps

90-Day Retail Wins That Matter



The Netflix Experience

Each shopper sees their store

→ 35% higher AOV, 4x email conversion



Inventory Crystal Ball

AI predicts TikTok trends

→ 65% fewer markdowns



Price Optimisation

React in minutes, not days

→ 5-10% margin protection



Service That Doesn't Suck

AI handles the basics

→ 40% cost reduction, NPS +15

Real client results →

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Success Story

Major Retailer Marketing Transformation



The Challenge:

- Manual campaign analysis
- Slow optimisation cycles
- Rising customer acquisition costs

3 Months with AI Analytics:

- CAC reduced by 1-3%
- 10% efficiency gains via LTV:CAC optimisation
- Real-time performance insights

Annual Impact:



$4.2M

in marketing savings

How we do it →

**SynaptyX verified client case, 2024*

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Why Retailers Choose SynaptyX

Built by Retail Operators, for Retail

- Ex-Walmart, Target, Tesco team - We've lived your pain
- No comps improvement? No invoice - Aligned incentives
- ROI in 30 days, not 30 months - Quick wins first
- Works with your 15-year-old POS - No rip & replace

Our promise:

Your Excel-loving buyers can keep their spreadsheets. We'll make them smarter.

Next step →

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Your Competitors Aren't Waiting

Delays = Real Loss of $$$

While you delay, they're:

- Capturing price-sensitive shoppers with AI
- Reducing inventory costs
- Delivering Amazon-like experiences

Retail's AI winners will be decided in 2025.

Which side are you on?

Contact Us

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