

AI-Powered Innovation Across the Product Lifecycle

GROCERY, FOOD
& BEVERAGE



HOME GOODS
& ELECTRONICS

RETAIL, APPAREL,
FOOTWEAR & ACCESSORIES



COSMETICS &
PERSONAL CARE



The Reality Check

Most enterprise AI sounds impressive and changes nothing.

The gap between the demo and the enterprise, in four numbers.

95%

of enterprise AI projects
fail to deliver value.

PwC & MIT, 2025

12%

of CEOs report a cost or
revenue benefit from AI.

PwC CEO Survey

2–5%

hallucination rate on
raw model output.

Industry model benchmarks

99.99%

vs 95% delivered today

the reliability retail
actually needs.

What retail needs vs what AI delivers

Inside the Process

AI belongs inside the process — not beside it.

Raw model output

Reorder 4,000 units · SS26

Drop SKU 22931

Switch to Vendor B

Plausible. Confident. Unaware of the business.

Centric domain
model

~1,000
Business objects

Every suggestion filtered against —

Seasonality

Lead times

Capacity

Vendors

Landed cost

Margin

Grounded decision

✓ Reorder 2,600 · split vendor

Respects open-to-buy, lead time and SS26 phasing.

Executed in-process

Centric PLM™

Planning

Pricing

The Accuracy Bar

Enterprise won't grade on a 95% curve.

95%

INDUSTRY · DEMO-GRADE AI

VS

99.99%

THE ENTERPRISE BAR

Where most demos live

↑ THE LAST 5% — "WORK SLOP"

99.99%

The fix

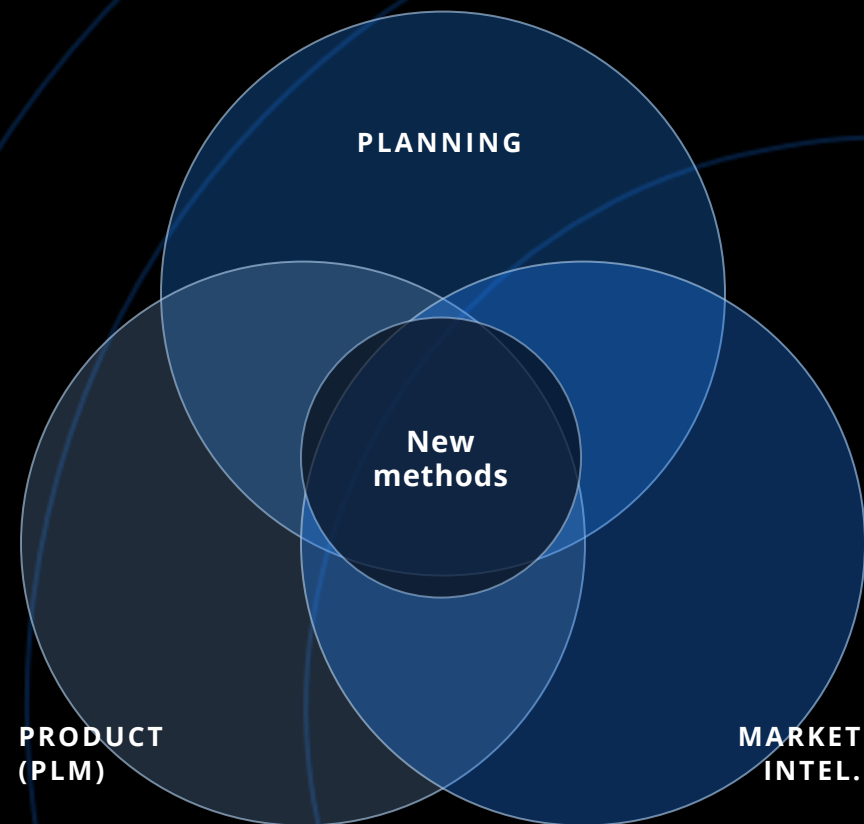
Domain-model filtration closes the gap — every output checked before it reaches a person.

The reframe

"Hallucination" is no longer a flaw to hide — it's the story that sells the system that prevents it.

System Fusion

Fuse the systems. New methods appear.



When planning, product and market data share one model, methods emerge that no single system could produce alone.

Two methods that only exist when systems fuse

Planning

+

Product (PLM)

Design Directions

Assortment intent flows straight into what gets designed.

Market Intelligence

Macro & Tariff Context

External macro and tariff signals enter the planning model.

One Platform

Productized AI, across the entire platform.

Every capability, connected — with a customer-facing AI layer on top.



One AI layer powers all of it



Productized MCPs

Customer-facing

One open protocol lets customers tap any capability — in production today.



Agents

Behind the scenes

Working across the platform to automate the busywork between systems.

Thank You!



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