Symphony EYC customer-centric retailing solutions and expertise help retailers and manufacturers transform their businesses.

We offer strategic planning, process improvement and software solutions to move merchandise efficiently through the supply chain to optimally create, manage and fulfill customer demand across all channels. Symphony EYC is serving over 1,200 customers in 70 countries helping to transform their businesses to grow sales, de-risk execution and maximize margins.

Highlights:

- **Customer Insights** Driving Execution

- **Unified Retail Platform** for Omni-Channel Commerce

- Unrivaled Speed to **Value**

- **Innovative** Approaches + Thought **Leadership**

- Deep **Heritage** and Retail **Expertise**

Symphony EYC solutions move merchandise efficiently through the supply chain to optimally create, manage and fulfill customer demand across all channels.

Aldata

Retailing Excellence
Supply Chain
Merchandising
Store Operations
Replenishment
Forecasting

EYC

Customer Excellence
Purchase Analytics
Behavior Analytics
Promotions Analytics
Product Analytics
Loyalty Analytics

Customer Insights

Omni-Channel Fulfillment and Supply Chain Optimization

Pricing Insights and Execution

Localized Assortment and Store-Specific Space Planning

Demand Forecasting and Shaping

Customer Marketing and Loyalty

Merchandise Management and Store Operations

Promotion and Trade Funds Effectiveness

The Connected Customer

eyc.com

Customer Insights

Symphony EYC provides market-leading behavioral analytics and insights to help you better understand who your customers are, their value, preferences and how they can be influenced to purchase more, profitably. We give merchants and category managers better information enabling them to make more customer-driven decisions, resulting in better assortments, as well as more effective pricing and promotions that grow customer loyalty, increased sales and new customers.

Localized Assortment and Store-Specific Space Planning

Symphony EYC's solutions drive increased profits with full visibility tools and management analytics to better control inventory, local assortments, local store clusters, space planning and planograms. We give you more accurate forecasts based upon category trends, insights and opportunity analysis – enabling you to prioritize your actions based on the value of expected returns. Having the right information at your fingertips maximizes profits with optimized inventory levels - minimizing overstocks and out-of-stock situations.

Merchandise Management and Store Operations

Symphony EYC enables seamless, omni-channel commerce by unifying and optimizing merchandising, vendors, inventory and channel operations. With a single, real-time view of product and inventory across all customer and personnel touch points, you have all the information you need for effective assortment and space management, purchasing, inventory and price management, operations, supply chain and warehouse management. Our solution suite is designed to speed decision making and help you seize strategic opportunities. Designed on an integrated, modular platform, Symphony EYC solutions support easy scalability, multiple formats, business models, languages and currencies.

Omni-Channel Fulfillment and Supply Chain Optimization

Symphony EYC provides global inventory optimization for all channels with an agile, integrated supply chain and customer-driven fulfillment network. Our integrated supply chain and logistics solutions provide a unified view of customer insight, loyalty and segmentation information along with channel forecasts, customer demand and promotional demand. Having proactive visibility into every aspect helps you prioritize actions, optimize availability and automatically fulfill customer orders based upon their collection choice and delivery preferences – anywhere, anytime.

Demand Forecasting and Shaping

Symphony EYC provides solutions that help you better understand omni-channel customer buying behavior which enables you to optimize global inventory levels to meet demand. We apply customer insight data, segmentation and loyalty information and overlay it with predicted demand and inventory needs. Our solutions integrate with merchandising, supply chain, inventory and replenishment to give you the most accurate real-time information in time to make the most strategic and profitable decisions.

Promotion and Trade Funds Effectiveness

Symphony EYC's Promotion and Trade Funds solutions evaluate promotional and trade activities against your success metrics. We provide a clear understanding into how and why your customers are responding to promotions – whether it's by expanding purchases, pantry loading, trying new products, trading down, etc. We utilize a standardized set of metrics and reports based upon a single source of data for every promotion to help you evaluate and rank promotions on their effectiveness. Our solutions incorporate customer segmentations to understand a promotion's effect on key customer groups and enable you to compare single or grouped promotions during different time periods.

Pricing and Insights Execution

Symphony EYC provides solutions to track and evaluate price and promotions across all channels. We are unique in how we profile targeted customers and track response to events and promotions. Our solutions feature customer conversion-rate metrics and track price sensitivity for customer segments across any channel, whether it's in-store, kiosk, digital or via on-line interactions. We provide evaluation analysis tools for tracking advertisements, in-store demonstrations as well as modeling the impact of price and promotional changes. Once price strategies are defined, price management ensures accurate execution to all selling channels.

Customer Marketing and Loyalty

Symphony EYC's Customer Marketing and Loyalty solutions are multi-channel tools for more accurately matching customer engagement activities with each customer. Our robust customer insights and automated segmentations provide the most accurate understanding of your customers' shopping patterns, demographics and psychographics so you can more successfully target and engage customers how and where they prefer to shop - at home, in-store, on-line and via mobile devices. Our solutions help you create individual customer strategies with personalized, real-time offers and rewards to increase customer loyalty, retention and purchase frequency.

The Connected Customer

When you engage customers in a more personal, relevant and convenient way, you see exponential results in customer retention and purchase frequency. Symphony EYC offers mobile and in-store solutions to enrich customers' shopping and purchase planning. We bring together product, customer and inventory master data to enable more productive direct engagement with customers through personalized, behavior-specific offers that enrich the shopper experience through every channel: in home, in-store, on-line and via mobile devices.

symphony **EYC**