

March Highlights from the Marketing Team



A Busy Start to 2023!

Hello all,

As 2023 gets into full swing, we're pleased to share our latest marketing update—another successful trade show, contributions to our blog published media articles and other content—all helping to increase our visibility among the retail and CPG communities.

As usual, you can help us promote these items on your social media accounts via the links provided below. And we're always receptive to ideas for new content—spotlighting our company achievements or anything else that helps us tell the antuit.ai story.

RILA LINK 2023 in Review

Antuit.ai enjoyed another successful trade show appearance at RILA LINK, February 19-22 in Orlando.

In addition to meeting attendees at our booth on the expo floor, **Siva** reprised our popular co-presentation from NRF with Walgreens Group VP Andy Kettlewell, highlighting our role in Walgreens' AI-powered demand planning transformation.

Our presence at the show generated **11 new leads** from interested retail companies. Thanks to everyone from our Product, Sales and Marketing teams who traveled to Florida to man the booth!



Our Next Events

Following our early-year successes at NRF and RILA, we're looking forward to the next steps on our [2023 event calendar](#):

[ProMat 2023](#)

March 20-23

Chicago



[Shoptalk](#)

March 26-29

Las Vegas



Highlights from Our Blog

[The Best Replenishment System... Might Be the One You Already Have](#) – **Stefano Alberti** provided an overview of our AI/ML replenishment solutions—and how they could be a low-touch, profit-optimizing upgrade of a retailer’s *existing* data systems. Thanks, Stefano, for coming forward with this very insightful topic for our retail audience!



[Consumer Sentiment is Plummeting—How Will Your Company Adapt?](#) – Published survey results and industry forecasts painted a less-than-rosy picture of consumer attitudes closing out 2022---all the more reason for retailers to leverage granular-level data science to optimize sales in this still-volatile economy, says **Parth Thakker**.



[A Closer Look at Walgreens’ AI-Powered Demand Planning Transformation](#) – Additional coverage of our presentations at NRF and RILA.

Note: If you haven’t already, you can also see the full video of the NRF presentation [here](#).



Antuit.ai In the News

[Retail Today](#) – A summary of **Siva’s** co-presentation with Walgreens’ Andy Kettlewell is included among a recap of noteworthy takeaways from NRF.



“New and Improved” – Our Other Newsletters

In addition to our monthly updates for you, we also create two external email newsletters—separate versions targeting our lengthy retail and CPG mailing lists. After “experimenting” with revamped formats over the past few months, we’ve pleased to report significantly improved “open rates” for the newsletters in general, as well as click-throughs to our blogs and other Antuit resources we present.

Antuit.ai Blogs at Zebra

Zebra’s [Your Edge](#) Blog reposts many of our original blog articles for their broader audience:

[Struggling to Manage CPG Supply Chain Variability? This is What You’re Probably Missing](#) – Our Vinay Chaturvedi introduces Zebra readers to the advantages of Intelligent Order Promising (IOP).

[How AI is Redefining Direct Store Delivery](#) – A repost of Jasneet Kohli’s article discussing the impact of AI on direct delivery of baked goods and other perishable grocery products.

[How to Forecast During Unprecedented Uncertainty](#) – Jasneet also looks at demand forecasting for retailers and CPGs amid the post-pandemic economy—challenging, but hardly impossible.

Also...antuit.ai is now featured prominently on Zebra Software Suite’s Forecasting, Planning and Pricing solutions page.

Our Latest Ebook

One of our goals for 2023 is to expand our library of ebooks and other downloadable resources for current and prospective customers. The first is our newly revised ‘Markdown & Promotion Optimization: Eight Critical Lessons’. We offer a fresh perspective for retailers looking to fully leverage AI/ML solutions.



What’s Next—Your Ideas?

The best company blogs and other useful content start with you! Contact Derek Squires to share any new ideas—general industry observations, highlighting your role, or otherwise helping tell the antuit.ai story. Feel free to reach out to Derek directly via Teams or derek.squires@zebra.com whenever you’d like to contribute to the blog.