

Press Release

STRATEGIX OFFERS SYMPHONY RETAILAI CATEGORY PLANNING EXPERTISE TO THE DACH AND RUSSIA-CIS RETAIL SECTOR

New partnership means extended reach and value-added consulting for retail customers striving to increase customer satisfaction at the shelf and attain profitable growth targets

DALLAS, 23 May 2019, [Symphony RetailAI](#), the leading global provider of AI-enabled revenue growth management solutions and customer-centric insights for retailers and CPG manufacturers across the entire value chain, today announced the new partnership with leading firm Strategix CFT GmbH, a boutique consulting company and systems integrator in the areas of category management and supply chain management.

As part of this new partnership, [Strategix](#), with offices in Germany, Poland and Russia, will distribute Symphony RetailAI's offerings and provide local support and customer relationship management. Strategix, which has over 20 years of experience in category management solutions, will also distribute Symphony RetailAI's supply chain management and personalized marketing solutions.

"We are pleased to onboard Strategix into our EMEA Channel Partner network. Their expertise in the retail sector and their geographic proximity to their customers allows us to offer our latest AI-enabled solutions for the supply chain, category management and personalized marketing to a much wider network," **said Arnaud Gauthier President & CCO EMEA**. "The complementary knowledge and services of Strategix enrich our solutions and bring significant added value to our mutual customers."

Symphony RetailAI has a strong global partner ecosystem which depends on consistent and diverse expertise by partners who add local knowledge of markets and trends and a specific awareness of the needs of local clients.

"We're proud to be partnering with Symphony RetailAI and to be able to offer their unique solutions that use AI to drive faster, more profitable decisions," **said Jan Hanussek, Managing Partner, Strategix**. "Today, it's critical for our customers to make fast and accurate decisions, and artificial intelligence plays a key role in leveraging all available data to make significant strategy and execution decisions that result in profitable revenue growth and higher customer satisfaction at the shelf".

As part of this new partnership, Strategix and Symphony RetailAI took part in the annual customer conference, [sxConnect 2019](#), that took place at the GS1 Knowledge Center in Cologne on May 8th.

About Symphony RetailAI

Symphony RetailAI is the leading global provider of role-specific, AI-enabled revenue growth management solutions and customer-centric insights for retailers and CPG manufacturers across the entire value chain. Our proven, industry-leading, AI-enabled software, coupled with the industry's only conversational natural-language AI interface, CINDE, provides key users with proven prescriptive and preemptive recommendations that make it easy to identify end-to-end growth opportunities, activate plans, and realize measurable profit and revenue growth. Our solutions are specific to key decision-maker roles focused on profitable growth across the retail value chain from source to consumer. With our strong global partner ecosystem, we serve more than 1,200 organizations worldwide – including 15 of the top 25 global grocery retailers, 25 of the top 25 global CPG manufacturers, thousands of retail brands, and hundreds of national and regional chains – all through the Microsoft Azure Cloud. Symphony RetailAI is a SymphonyAI company. More at www.symphonyretailai.com.

Connect with Symphony RetailAI and CINDE on social media:

Twitter: [@CINDE_AI](#)

LinkedIn: <https://www.linkedin.com/company/symphonyretailai/>

Facebook: <https://www.facebook.com/SymphonyRetail/>

About SymphonyAI

SymphonyAI is a group of companies that provide the leading AI-centric solutions for transforming the business enterprise by driving revenue growth and operational excellence, for the retail, CPG, healthcare and industrial verticals, and for finance, IT and other key enterprise horizontal functions. Founded by Dr. Romesh Wadhvani, SymphonyAI is one of the fastest growing companies in the business-to-business AI solutions sector with revenue this year of \$275 million and 1,500 employees. More at www.symphonyai.com.

Media Contact

Fourth Day PR

Chloe Roberts

Chloe.roberts@fourthday.co.uk

Tel: +44 (0)20 7403 4411

About Strategix

Strategix CFT is a boutique consulting company and system integrator in the areas of Category Management and Supply Chain Management. With more than 20 years of experience Strategix relies on a deep subject matter expertise of technical and business process related themes. In order to ensure the solutions meet customer needs in the best possible way Strategix provides hybrid/ multi-vendor solutions. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management. Find out more at www.strategix.eu/en/.

CONTACTS

Strategix CFT

Tel: +49 (211) 758 4740

contact@strategix.eu

