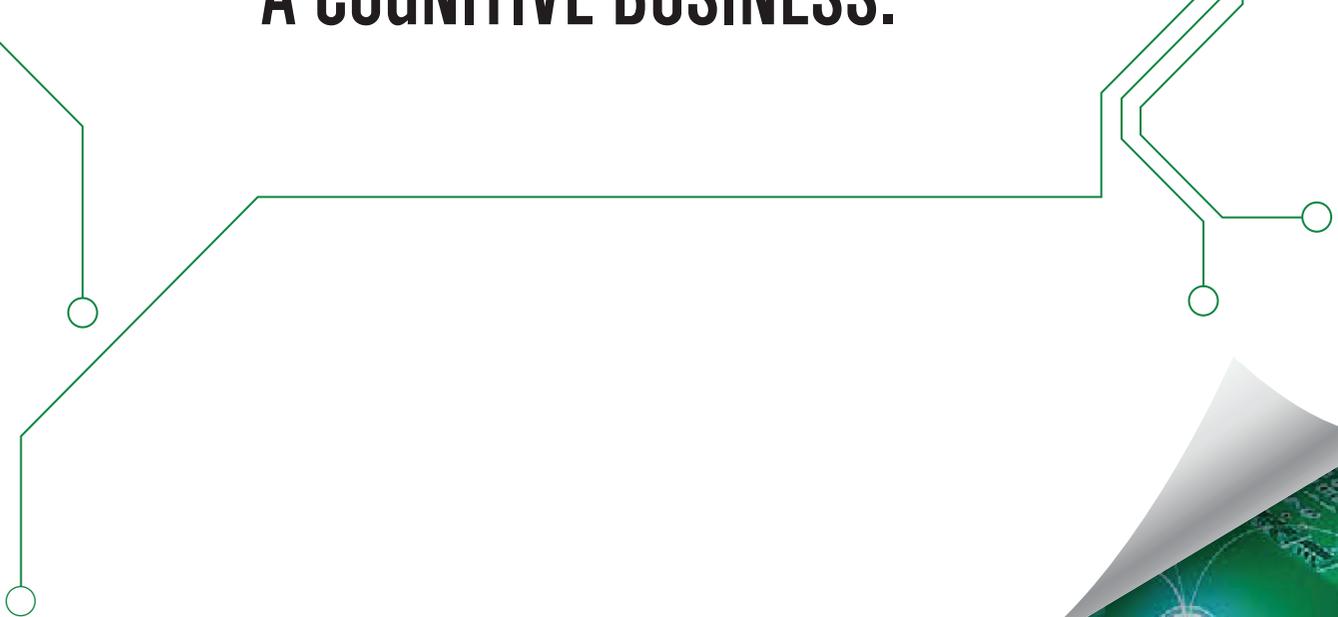


MANTHAN

**DECISION-MAKING POWERED
BY ARTIFICIAL INTELLIGENCE -
THE FINAL STEP TO BECOMING
A COGNITIVE BUSINESS.**



WALK BESIDE YOUR CUSTOMER AT EVERY POINT IN THE PATH TO PURCHASE.

Our AI-powered analytics solutions for retailers and marketers can influence your customers' shopping lists and then provide recommendations along every inch of their shopping journey.

You can also understand the nuances of customer preferences that help you sharpen your product, your allocations and your assortments - thus ensuring that every step of your customers' journey is customized.

It is our focus on retail that has helped us create the ultimate in customer-centricity - an ability to give customers exactly what they want, where they want it, when they want it, in the way they want it.



RETAIL KNOWLEDGE

Over 13 years' experience in retail and customer marketing for some of the world's biggest brands.

COMPREHENSIVE PORTFOLIO

Analytics products and services that address all the analytics needs of retail.

CONVERSATIONAL INTERFACE

A unique conversational user interface, makes sophisticated technology easy and accessible to all.

ON CLOUD

Packaged, on-tap applications that are ready to onboard and offer fastest time-to-benefit.

FOR ALL ROLES

Solutions designed with specific roles in retail and marketing in mind.

READY TO SCALE

Accessible to all stages of analytics maturity; add capabilities as you go along.



TOMORROW, THE BEST RETAILERS AND MARKETERS WILL RELY ON AI-POWERED DECISION-MAKING. YOU COULD BE ON IT TODAY.

This is the best of times - your consumers offer you a whole lot of information about their preferences. Insights that you can mine to reach them with relevance and with impact. This is also a challenging time - the sheer amount of data available across channels is difficult to integrate and analyze with disparate tools.

Manthan's AI-powered analytics solutions convert all these data silos into one, integrated self-service platform - to collect and connect all data and provide you the perfect recommendation and action for each consumer, each business process.

Make yours a cognitive business - continually iterate data models to benefit from real-time events.

MANTHAN'S AI PROMISES

COGNITIVE DECISIONS

Take decision-making to a higher level by modelling users' cognitive thinking.

COGNITIVE PROFILING

You can now map users with cognitive thinking.

CONVERSATIONAL INTERFACE

Sophisticated technology is accessible to all roles now, with a conversational UI.

REAL-TIME PREDICTIONS

Consume real-time events from multiple sources to predict and trigger recommendations.

CONTINUOUS OPTIMIZATION

Continuously optimize results by understanding changes in context.

ACTION RECOMMENDATIONS

Have the capability to pre-empt and guide decisions based on evolution of context.

CUSTOMER ANALYTICS

Customer360 is an AI-powered customer analytics solution that can transform marketing with an unparalleled, unified understanding of each customer from across offline and online channels. It helps you understand the path to purchase, uncovers engagement opportunities, reveals intent early, and accurately attributes marketing contribution of channel and promotion.

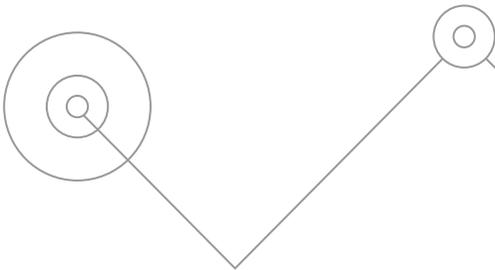
- **360° understanding**
Data-driven, complete understanding of customer behavior and preferences.
- **Actionable insights**
Recognize trends and predict behavior to devise profitable marketing strategies.
- **For analysts and business users**
Packaged and custom algorithms for the data scientist, easy-to-use for the marketer.



RETAIL ANALYTICS

Built exclusively for retail enterprises, Retail Analytics addresses all your merchandising and in-store analytics needs. Retail Analytics empowers retail business users to make profitable, analytics-driven decisions related to assortment, pricing, promotions and operations across channels. The solution's advanced analytics capabilities span the entire spectrum of discovery, descriptive, prescriptive and predictive analytics. Retail Analytics is a highly scalable, high-performance solution that offers a high ROI at a low TCO.

- **AI-powered Predictive Analytics**
Out-of-the-box predictive algorithms for forecasting, inventory, assortment, buying, pricing decisions.
- **3rd Prescriptive Analytics**
Simulation capabilities to simulate course of action and make informed choices.
- **Decision tree based Guided Analytics**
Decision tree based guided analytics that constitute a flexible learning system based on global best practices.
- **Data Exploration**
Self-service ad-hoc data exploration combined with rich visualization capabilities for business analysts.
- **Views by Function**
Pre-configured metrics and analytics views organized by retail functions and roles.



SUPPLIER COLLABORATION

Supplier Collaboration Analytics creates a mutually profitable relationship with improved visibility and intelligent, data-driven collaboration. The only collaboration platform built specifically for retail, it integrates all vendors on a web-based, self-service portal that assists retailers and vendors to align goals and strategies for greater customer satisfaction.

- **Full lifecycle support**
Provides complete support from supplier on-boarding to strategic collaboration.
- **Supports each role**
Helps eliminate inefficiencies, and collaborate and manage suppliers easier.
- **Data-driven decisions**
Workflow engine with in-built process governance, document exchange and content management.

WHAT CLIENTS, ANALYSTS AND EXPERTS SAY

Customer Quotes

“Manthan’s solutions help us take informed decisions across formats and functions. Timely and accurate data helps us plan better, manage customer marketing better.”

Group IS Manager - Analytics, Robinsons Retail Group

“With Manthan’s tools, our merchants are able to ensure a better customer experience at the store and online. At present, we are strengthening our personalization and targeting capabilities with Manthan’s Customer Analytics solution.”

VP - IT, Charming Charlie

RIS Leaderboard ranking

#1 Leader in Technology Innovation

#1 Leader in Overall Performance

#1 Customer Satisfaction for Tier One Retailers

Analyst mentions

Customer-centric Merchandising & Marketing Provider 2016 - *Gartner*

Magic Quadrant for Business Intelligence & Analytics Platforms 2016 - *Gartner*

Strong performer in Customer Analytics Wave - *Forrester*



Manthan's analytics portfolio powers over 200 customers across 23 countries on their path to becoming a cognitive business.

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A decorative graphic consisting of a green line that starts with a small circle, moves horizontally, then vertically down, then diagonally down and right, then horizontally right, and finally vertically down to another small circle. The line is styled to look like a circuit board trace.

Manthan brings retailers and marketers a comprehensive portfolio of AI-powered analytics products and services; delivered on cloud for easy access, affordability and scalability. With these, every retailer and consumer business, regardless of size and analytics maturity, can tap into the most sophisticated AI-powered solutions. Today, over 200 businesses across 23 countries make better decisions every day with sophisticated analytics from Manthan. Talk to us, let's make yours a cognitive organisation.

