Operationalized Agentic Retail Execution

PepsiCo
and effie.ai
webinar

Oct 29, 2026



Agenda

1.	Tech Trends Review	5 min
2.	Operationalized Agentic Retail Execution	10 min
3.	PepsiCo Case Study	15 min
4.	Q&A and discussion	5 min



Nataliia Freidrich

AI Strategy Lead at effie.ai

freidrich.n@effie.ai

When the machine outperforms the benchmark, the question isn't whether to adopt AI – it's how much longer you can afford not to.

Source: Stanford AI Index, 2026 | Chart: 2026 AI Index report

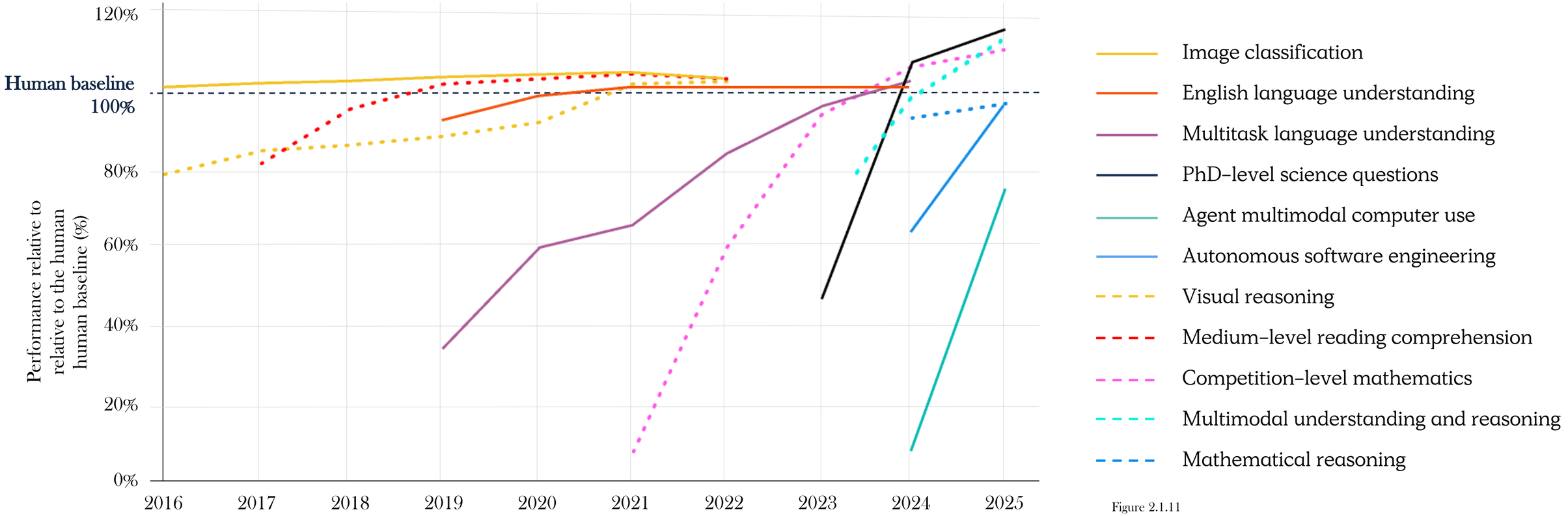


Figure 2.1.11

Effie.ai operationalizes agentic retail execution by embedding AI agents directly into live workflows **to execute all tasks of the visit except physical merchandising**



New Category: AI That Acts, Verifies, and Learns – not Just Recommends



5 of 13 best-in-class awards, new category recognition, Forbes, trusted by 65 clients

Promotion Optimization Institute CPG Vendor Panorama 2026 in Retail Execution:

- Retail Merchandising
- Predictive & Prescriptive Analytics (AI/ML/Agentic)
- Advanced Imaging Technology (IR/AR)
- Analytical Insights
- Guided Selling



Forbes

"AI agents bridge the gap between corporate trade marketing strategy and real-world retail execution."

Ruslan Okhrimovych, CEO effie.ai

CNN NEWS18

Coca-Cola · PEPSICO · teva · Red Bull · DURACELL · Nestlé · Unilever · JTI · Pernod Ricard

The Transformational Impact

+16%
Sales growth

–67%
Reduction in the time of shelf audit

–40%
Supervisor workload

+20%
Promo SKU Uplift

95%
Promo Availability vs 84%

+6%
Coverage

Source: Nestle Case Study 2026

effie.ai

Oleksandr Hryn

Chief Product Officer at effie.ai

ho@effie.ai



effie.ai capabilities

Effia.ai system of curated actions VS system of records

Capability	Competitors/Standard RetX	Effie.ai – Operationalized Agentic RetX
Business context used	Planograms Customer Agreements - - - - - - -	Planograms Customer agreements Promotional calendars Perfect Store rules Product priorities Store-specific assignments Visit objectives Historical execution data Other unstructured data (PDF, PPT)
Action plan curation	By Merchandiser	By Agent
Next Best Actions	Limited by few actions	Complete store-level, context aware action plan
Action Scope	Merchandiser	Enterprise-wide
Closed loop/issues resolution	7 days to 14 days	During the visit
Data visibility	Fragmented data silos	Verified at source, structured, AI-ready
Need to train field force	yes	no
Launch of new market initiatives	7-14 days	1 day

One Data Foundation. Multiple AI Agents. End-to-End Retail Execution.

AI Agents	AI Merchandising Agent	AI Perfect Store Agent	AI Supervisor	AI Insight Agent	CCTV Vision Agent
Merchandising	Store-level Merchandising Compliance Perfect Store Compliance Trade Promo Management Visit & Route Builder	Trade Equipment Management Coaching Gamification Planogram Management	Sales/Van Sales/ Delivery	Visit & Route Builder Store-level Guided Selling Order & Returns Live Stock & Order Sync Promo, Discount, Budgets Debt & Payment Mileage Tracker Van Inventory	Mobile Invoicing Focus Lists Monthly Priorities Store-self Ordering Gamification Coaching
Computer Vision	On-Device AI AR/IR Cloud AI IR CCTV AI IR Next Best Actions	Recognition of SKU, Price, Competitors, POSM, Bulk, etc. Analytics (Shelf & Planogram Compliance)			
Analytics	Execution dashboards Compliance reporting Sales reporting Drill down to store/visit/SKU	Team performance Report Builder Virtual Store Audit Alerts → Assignments	Distributor Management System	Near-real-time data exchange Master Data Harmonization Store Master Data Management	Distributor Performance Sales Performance
Tech Partners	Microsoft Azure	Google Cloud	iOS	Android	OpenAI Gemini

AI-ready infrastructure & data

PepsiCo Case Study

EUGENE LUBIMOV

Strategy & Transformation

PepsiCo Ukraine



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ABOUT US

Part of PepsiCo Eastern Europe

3 Production sites

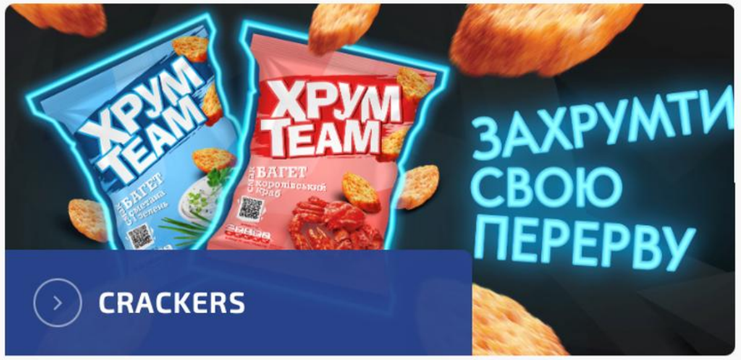
4 Product categories

14 Brands













WHY EFFIE:
OPERATIONAL EFFICIENCY & MERCH COST SAVINGS

From manual forms to photo audits: delivering a 10% net reduction in merchandising costs

01 Structured route management

02 Verified execution tracking

03 Seamless task delivery

-10%

MERCHANDISING COSTS

Store-level visit time dropped up to 30 minutes with even better in-store execution

STORE-LEVEL DATA, IMAGE RECOGNITION & COMMERCIAL ANALYTICS

Unlocking a single source of truth across 60+ automated AI reports to power RGM and promo strategies

01 Total in-store execution

02 Shelf health and compliance

03 Commercial Initiatives performance

60+

AUTOMATED
AI REPORTS

> Today, we rely on **automated reports** spanning virtually all our commercial functions, all powered by Effie-collected, AI-recognized data.

STRATEGIC MERCHANDISING TRANSFORMATION

Moving from paid presence to Pay-for-Performance: Driving a 4,5% Net Revenue boost

Total labor and route efficiency

Concrete in-store execution metrics

4,5%

NET REVENUE BOOST

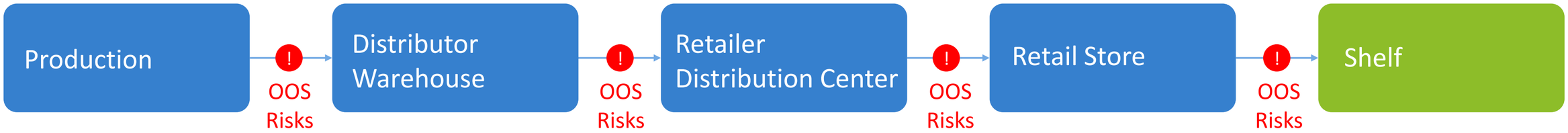
We are completely flexible in GTM models and leverage variable-based compensation algo.

KEY ACCOUNT ENGAGEMENT & CUSTOMER AGREEMENTS AT STORE LEVEL

Eliminating shelf out-of-stocks through joint AI data

- **Single source of truth**
- **Commercial execution synergy**

UP TO **10%** Volume growth



EUGENE LUBIMOV



Strategy & Transformation

Eugene.Lubimov@pepsico.com

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Operationalized Agentic Retail Execution

01 AI-Ready Data

02 Execution with Evidences

03 Instant Closed Loop

14–16%
Sales growth*

–10%
Merchandising cost

–67%
Shelf time reduction

–40%
Supervisor workload

* - based on several independent cases

Q&A

sales@effie.ai

https://effie.ai

LinkedIn