Unique insights. Unparalleled speed. Verifiable accuracy.
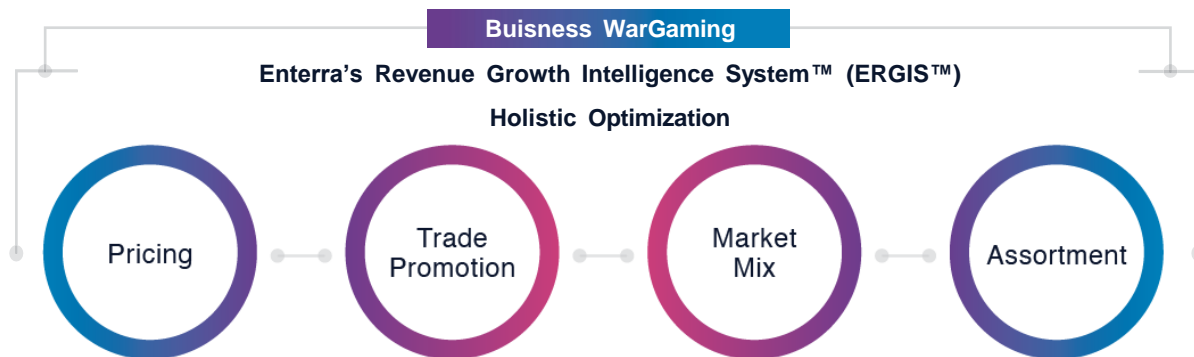
Unlock growth and profit with the power of total value chain intelligence.

Enterra's Revenue Growth Intelligence System™ and Business WarGaming Solution Give You a Competitive Advantage

Why wait weeks to turn data into insights that could help you now?

Enterra's Revenue Growth Intelligence System™ (ERGIS™) generates comprehensive trade plans in minutes—delivering recommendation accuracy and retailer feasibility rates of >90%.

Sitting atop ERGIS™ is our business WarGaming application, which understands the macro environment that your business operates in and generates the best scenario for ERGIS™ to optimize to maximize your corporate goals.

Buisness WarGaming

Enterra's Revenue Growth Intelligence System™ (ERGIS™)

Holistic Optimization

Pricing — Trade Promotion — Market Mix — Assortment

CASE STUDY

Global CPG Company Transformed Their Trade Promotion Practice with ERGIS™

With Enterra's TPO capability, the global CPG manufacturer was able to transform their trade planning process to respond at the speed of the market, autonomously replanning promotion calendars for entire categories against every retail planning account—cutting down a three-week manual process into just 5 minutes.

The Trade Promotion Optimization (TPO) capability of ERGIS™ optimized financial resource allocation and generated annual campaign plans that are at-scale more than 91%+ accurate and 90%+ feasible with retailers—helping the client unlock previously unimaginable value.

The client achieved an 11x ROI in the first full year of deployment.
(ROI is calculated as annual incremental profit to client / annual Solution-as-a-Service fee for Enterra's solution.)

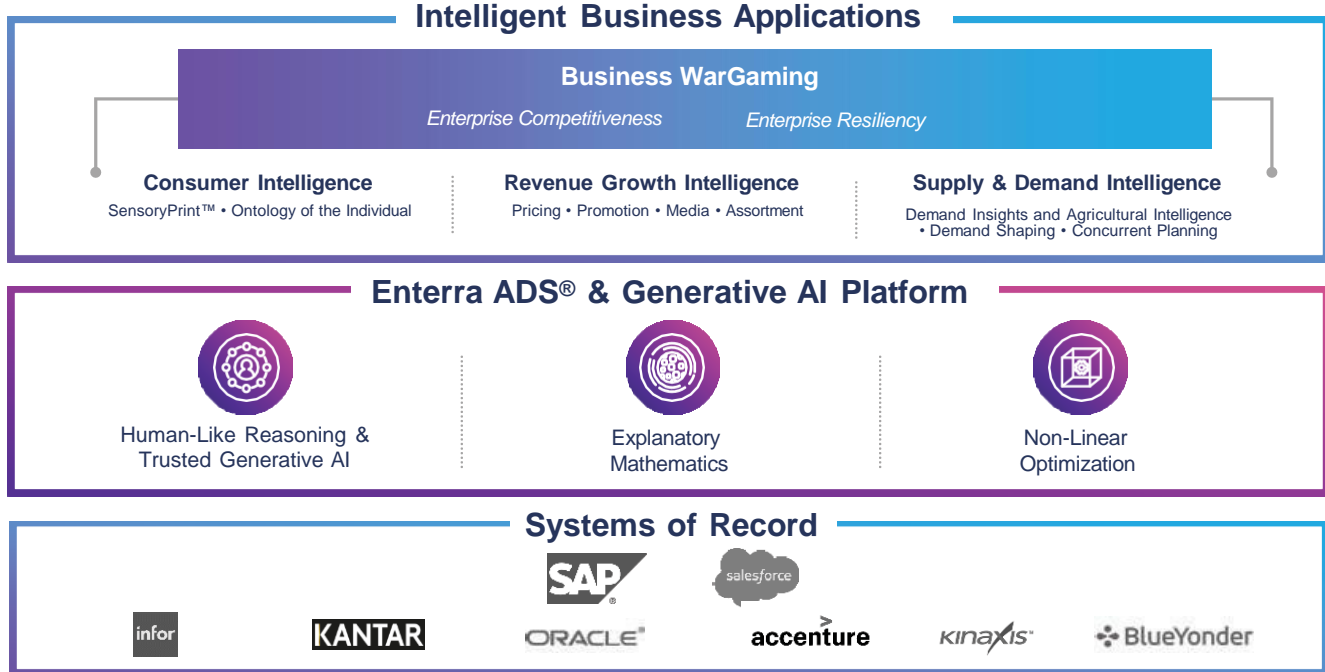| 91%+	90%+	99%+	11x*
Prediction Accuracy	Feasible with Retailer	Increase in Efficiency and Agility (3 weeks to 5 minutes)	ROI (On Annual Enterra SaaS Fee)

Based on results from first full year of TPO activation.

Enterra ADS® & Generative AI Platform and Value Chain Buisness Applications

Intelligent Business Applications

Business WarGaming
Enterprise Competitiveness   *Enterprise Resiliency*

Consumer Intelligence
SensoryPrint™ • Ontology of the Individual

Revenue Growth Intelligence
Pricing • Promotion • Media • Assortment

Supply & Demand Intelligence
Demand Insights and Agricultural Intelligence
• Demand Shaping • Concurrent Planning

Enterra ADS® & Generative AI Platform

Human-Like Reasoning &
Trusted Generative AI

Explanatory
Mathematics

Non-Linear
Optimization

Systems of Record

SAP   salesforce   infor   KANTAR   ORACLE   accenture   Kinaxis   BlueYonder

Achieve More with Enterra

Enterra Solutions, LLC, helps the world's leading brands and organizations unlock growth and profit by delivering unique insights at unprecedented speeds and with verifiable accuracy. Our breakthrough platform closes critical market gaps by combining human-like reasoning and trusted generative AI with explanatory mathematics and real-world optimization capabilities to uncover previously unrealizable value across your value chain and orchestrate enterprise-wide optimization and decision-making. By combining our proprietary technology with your industry, company, and functional knowledge, Enterra responds to market changes dynamically, systematically, and at market speed—transforming your business into an Intelligent Enterprise.

5 Best-in-Class POI Awards in 2022

• Strategic WarGaming
• RGM Suite
• Next Frontier – Advanced Modeling
• RGM-Supply Chain Connectivity
• Enterprise Planning IBP/S&OP Capabilities

Ready to learn more?

Dominick Corigliano VP, Enterra Value Creation Team
dcorigliano@enterrasolutions.com - 610 241 4730