

# AI-powered Promotion Intelligence

**MAKE SURE EVERY PROMOTION STARTS WITH THE RIGHT DATA.  
PROTECT YOUR MARGIN.**

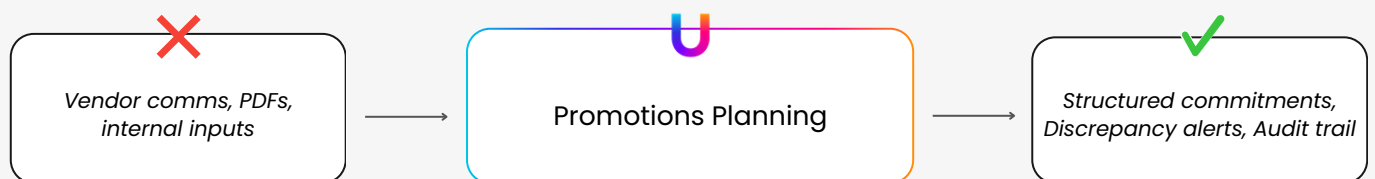
## Promotions fail before they're planned

Promotional commitments arrive fragmented: scattered across vendor emails, PDFs, and internal trackers, each requiring manual interpretation before any system can act on them. By the time that data reaches planning tools, the errors are already in.

- Promotional commitments are manually re-keyed, introducing transcription errors & margin risk
- Changes to terms go undetected until promotions are finalised or already live
- Funding disputes are hard to resolve without a traceable record of what was agreed

## The Solution: AI-powered promotions planning that structures commitments upstream

Unframe aggregates promotional commitments from across vendor communications, documents, and internal inputs – and structures them before they enter retail planning systems. It links each commitment to the correct promotion, surfaces discrepancies early, and maintains a fully auditable record of what was agreed, changed, and approved.



## PROMOTION INTELLIGENCE IN ACTION

**>10%**  
reduction in  
promotion execution  
errors

**40%**  
reduction in vendor  
funding disputes

**>50%**  
reduction in manual  
interpretation of  
inputs

## WHAT IT TAKES TO RUN PROMOTIONS AT SCALE

### STRUCTURED INPUTS BEFORE PLANNING STARTS

Ensure every promotional commitment is captured and reconciled before entering planning systems – not after.

### EARLY RISK DETECTION

Identify changes to promotional terms as soon as they occur – not after promotions are finalised or live.

### DISPUTE RESOLUTION

Maintain a fully traceable record of commitments, changes, and approvals to resolve funding disagreements quickly.

## WHY RETAILERS DEPLOY UNFRAME

- **Tailored to your planning workflows, deployed in days:** Unframe adapts to your existing promotional calendar cadence and ERP execution processes, connecting directly to systems, portals, and tools.
- **Grounded in your business context:** Unframe’s Knowledge Fabric captures how your business actually operates, including vendor relationships, promotional mechanics, funding structures, and margin logic.
- **Governed and finance-ready:** Approval workflows, audit trails, and financial rollups ensure every promotional commitment is transparent, defensible, and traceable from input to execution.
- **Human-in-the-loop:** Merchandising teams review exceptions, trigger follow-ups, and approve updates to planning and ERP systems – ensuring full control over promotional commitments.

### A NEW WAY TO GET AI-NATIVE ENTERPRISE SOLUTIONS

Unframe brings tailored AI into your operations - built around your workflows and deployed within days.

- ✓ **Faster time-to-value**
- ✓ **Production-ready, in days**
- ✓ **Zero upfront risk**
- ✓ **Enterprise-grade**

### INTEGRATES WITH YOUR EXISTING STACK

Any POS

Any ERP

Any Order Management

Any Warehouse & Dist.

Any Data

Any BI