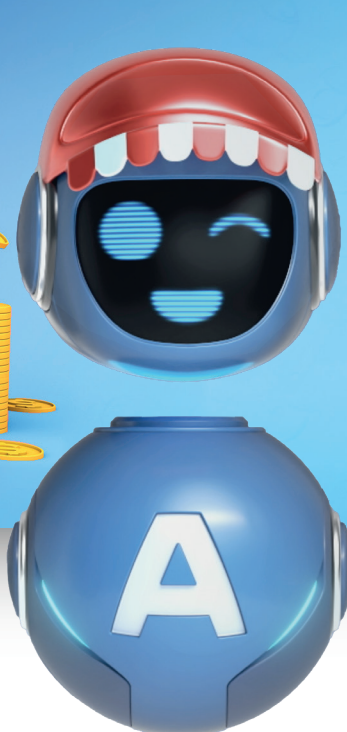




Cutting-edge GenAI assistant designed specifically for the retail industry to empower businesses with instant, actionable insights.



## What is Obase AIR?

Obase AIR is a decision-making agent powered by Gen-AI, integrating conversational AI with strong business intelligence capabilities to streamline and enhance retail operations.

- » Ask questions in natural language and receive actionable insights instantly.
- » Leverage predictive analytics to optimize strategies.
- » Make informed decisions faster without navigating complex dashboards.

Powered by **Strategy1**, Obase AIR bridges the gap between data and action, putting AI capabilities directly into the hands of retail teams.

## Gen AI's Impact on Retail Decision-Making

Generative AI is transforming retail analytics by enabling non-technical users to access advanced insights through natural language. Obase AIR capitalizes on this breakthrough by:



Providing instant, context-aware answers to business questions.



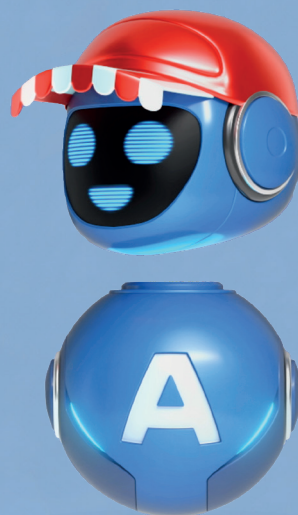
Delivering personalized recommendations using historical data and company rules.



Empowering field teams to act swiftly with minimal training.



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The diagram consists of four red-bordered boxes arranged horizontally, connected by dashed lines. Each box contains an icon, a title, and a description.

- Box 1:** Icon of a person at a computer with a speech bubble. Title: **Gen AI with Natural Language Processing (NLP)**. Description: Interact with AIR conversationally, receiving instant responses to questions like, "Why is Product X not selling?"
- Box 2:** Icon of a document with checkmarks. Title: **Trusted Data Foundation**. Description: Incorporates company-specific rules and industry standards for reliable recommendations.
- Box 3:** Icon of a document with a magnifying glass. Title: **Predictive Analytics**. Description: Anticipates trends to optimize operations like inventory and campaigns.
- Box 4:** Icon of a network of nodes. Title: **Seamless Integration**. Description: Connects effortlessly with CRM, ERP, and other retail systems for unified operations.

Built on the Detailer platform and powered by Strategy AI, Obase AIR offers:

- » Ask questions in natural language and receive actionable insights instantly.
- » Leverage predictive analytics to optimize strategies.
- » Make informed decisions faster without navigating complex dashboards.

For deeper insights into the technology behind Obase AIR, explore our [whitepaper](#).

Obase AIR addresses retail challenges such as stockouts, overstocking, and underperforming campaigns with clear answers to questions like:

- » “What caused today’s sales decline?”
- » “Which campaigns are falling short of their goals?”
- » “How can we optimize inventory for the holiday season?”

Delivering insights in natural language empowers teams to act faster and improve efficiency.

Obase AIR combines Gen AI and conversational analytics to make advanced retail insights accessible for everyone. Powered by the Detailer platform and Strategy AI, it delivers unmatched speed, reliability, and foresight.

**Experience the future  
of retail today with  
Obase AIR**

