

CATEGORY MANAGEMENT FOR GROCERY

SHOPPER-FIRST ASSORTMENTS

Use AI and GenAI to create assortments that reflect local preferences, dietary needs, and sustainability goals.

TIE PLANNING TO EXECUTION

Integrate category plans directly with pricing, promotions, and replenishment, so every decision is executed consistently across channels.

DRIVE EFFICIENCY & PROFITABILITY

Optimize space, demand, and product mix using real-time insights and AI forecasting to reduce waste, and improve margins.

ADAPT AT MARKET SPEED

Empower teams to respond instantly to performance data and demand signals with flexible, scenario-driven planning.

Grocery leaders today face relentless complexity: shifting shopper preferences, pressure on margins, and fragmented category tools that slow decision-making. Digital Wave's AI-native Category Management solution, built on the ONESM Platform, connects assortment, pricing, and promotion planning in one unified system. With AI, GenAI, and Agentic AI embedded throughout, grocers can build smarter assortments, align strategies, and grow profitability with confidence.

KEY FEATURES

- **AI-Powered Assortment Optimization:** Model, test, and balance national, private label, and regional products to achieve ideal category mix and space utilization.
- **Integrated Pricing and Promotions:** Connect lifecycle pricing and promotion planning so every category decision supports margin and strategy.
- **Real-Time Demand Forecasting:** Leverage AI-driven elasticity and substitution models to forecast demand shifts and improve replenishment precision.
- **GenAI Attribute Enrichment:** Create and validate category-level dietary, sustainable, and localized attributes to lift discoverability and personalization.
- **Agentic AI Automation:** Streamline approval workflows, execute category updates, and orchestrate cross-functional tasks with governance-first automation.
- **Dynamic Category Dashboards:** Monitor KPIs, sales velocity, and performance trends to identify and act on underperforming products instantly.
- **Omnichannel Synchronization:** Align assortments across physical stores, Ecommerce platforms, and marketplaces via API integration.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's Category Management solution unites assortment strategy, pricing precision, and promotional alignment within one intelligent ecosystem. With AI, GenAI, and Agentic AI driving execution through the ONE Platform, grocers gain end-to-end visibility and control—building profitable categories that satisfy shoppers and strengthen the bottom line.

UNIFIED DATA FOR ACCURACY

Digital Wave's Category Management solution eliminates disconnected systems and data silos. Because it is embedded in the ONE Platform, category, pricing, and promotion data share one governed foundation. Every decision is made from accurate, trusted data that flows seamlessly into execution.

TAILORED FOR GROCERY LEADERS

Built specifically for grocery operations, the solution supports complex product hierarchies, perishable categories, and private brands. Configurable workflows adapt to your regional or banner-specific needs without requiring custom development.

FUTURE-READY INTELLIGENCE

As part of the AI-native ONE Platform, the solution combines AI forecasting, GenAI enrichment, and Agentic AI automation to turn category planning into a continuous growth engine. Grocers gain the agility to optimize performance, meet shopper expectations, and protect margins in an increasingly dynamic market.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONESM Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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