

## The main challenge

Most retailers plan statically or, in some cases, not at all - therefore inefficient, wasting time and resources, with **1/3 of resources lost** along the supply chain.

Nah&Frisch, together with their partner Circly, has revolutionized the way independent retailers **plan, make decisions, order and save resources** using external data and AI by bringing technology directly to MDE scanning devices. This way, AI can be operated by simple merchants and not by data scientist only.



**Local retail** concept managed by around **390** independent retailers under a common brand and supplied by 4 wholesalers.



**Sales area** of more than **84.000 m<sup>2</sup>** with average annual store turnover **€ 716.000**.



"For me Circly is like an additional employee who knows the business for years."



Watch Circly in Use  
(German)

## How it works

**The General Concept** of Circly is an artificial intelligence application that learns based on historical sales and relevant data from external sources. The company generates **forecasts for sales and demand** based on automatic pattern recognition. With a planning accuracy of **> 85%**, a **significant improvement** is achieved through dynamic influencing factors.

**Nah&Frisch** was integrated via an API interface. Merchants **only have to scan & order!** In the following video you can see the version before integration, which works on any smartphone.

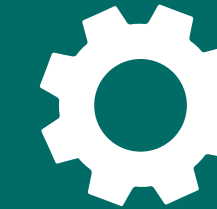
## Efficiency Boost

With Circly, we have revolutionized the way planning is done by eliminating the planning challenge and inaccuracies and sharing information from retailer to manufacturer.

### With our Partner, we save



Time



Resources



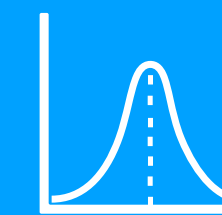
Money



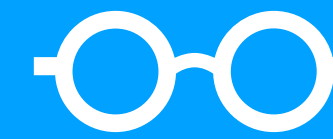
Wrong Decisions

## Benefits from affordable, accessible solutions

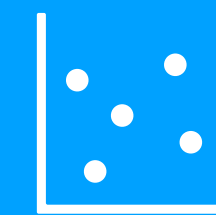
We save the data scientists and our merchants benefit from the technological advances! Via Circly's no-code platform, merchants can upload new data and view their KPIs interactively at any time.



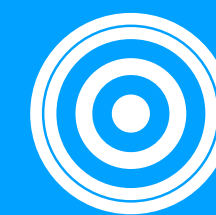
Data Integration



Industry specific knowledge



AI



More precise forecasting

**> 3 h**

saved each week

**99 +**

decisions per day

**31 k**

decisions per year

**25%**

less products wasted