

AI COMMERCIAL ASSISTANT FOR RETAIL & CPG

# Scale your best commercial analyst across every customer × category, every week.

• GENERATIVE AI

• RETAIL · CPG

• BUILT END-TO-END ON AWS

Argentina · USA

10+ years · LATAM & U.S.

Bedrock · AgentCore · Redshift

## SOLUTION DESCRIPTION

Troodon is a productized, AWS-native generative AI agent that scales the diagnostic work of your best commercial analyst across every customer × category – every week. Two specialized agents (**Knowledge + Text-to-SQL**) on Bedrock + AgentCore consult a versioned Knowledge Base of methodology, schemas and use-case artifacts, then query Redshift through SELECT-only SQL guards. Output is **persona-aware** (Planning Lead, KAM, Field Rep) and prioritized by revenue impact.

**9** gap types detected:  
share, PI, distribution, coverage, distributor pricing, stock/DOH, assortment, segment, segment absence.

## BENEFITS & VALUE PROPOSITION

- ✓ Detects **9 gap types** – share, PI, distribution, coverage, distributor pricing, stock/DOH, assortment, segment, and segment absence.
- ✓ Scales analyst-grade diagnostic to **100% of customers and categories**, not just top-N accounts.
- ✓ Cuts category-management cycle time **30–50%** (per BCG public benchmarks).
- ✓ **Persona-aware output** for Planning, KAMs and Field Reps – same data, tailored brief.
- ✓ **Modular by data maturity** – adopt incrementally; no boil-the-ocean migration.

## CHALLENGES TROODON SOLVES

Commercial teams analyze only top-N accounts in detail. Market data lags **~30 days**. Sell-in/sell-out, distribution and pricing live in different systems with no shared semantic layer.

The drill-down from “*share is dropping*” to a SKU-level action is manual and slow – and never reaches the long tail.

## DEPLOYMENT & KEY SERVICES

- Amazon Bedrock + AgentCore
- Bedrock KB + Cohere Rerank v3.5
- S3 Vectors + Titan Embeddings v2
- Amazon Redshift + Data API
- ECS Fargate + API Gateway + Cognito
- DynamoDB + CloudFront + S3
- Glue + Lambda + SAP / Scentia
- Terraform + GitHub Actions

## LINE-OF-BUSINESS PERSONAS

- Planning Lead**  
CATEGORY HQ | Full diagnostic across all customers × categories. Weekly briefings, ranked by revenue impact.
- Key Account Mgr**  
CUSTOMER-FACING | Account drill-down. Market vs *cuenta* gaps, top opportunities ahead of every JBP.
- Field Rep**  
ROUTE & VISIT | Top-3 actions pre-visit. No jargon, executive-summary tone, mobile-first.

## CUSTOMER WINS

### CPG FLAGSHIP

#### Molinos Río de la Plata

SAP → **Data Lake in 8 weeks**. 9 gap types live; **18+ KB artifacts**; pilot on Carrefour KA + Vemart distributor for Pastas Secas (**29.1% SPM volume**).

### REFERENCE ACCOUNTS

#### Andreani · Naldo

DinoCloud reference accounts in **LATAM logistics and consumer-electronics retail**.

### AVERAGE DEAL SIZE

**USD —**

3 pricing tiers by data maturity. Finalized after Discovery.

## HOW TO GET STARTED

- DAY 0**  
First call (this deck)
- DAY 1–5**  
Discovery workshop
- DAY 6–14**  
Validation document signed
- DAY 15–30**  
POC scope, KPIs, SOW

## KEY RESOURCES

- First-Call Deck (Troodon for Retail)
- AWS Partner Solutions Finder
- FTR self-assessment (*in review*)
- Architecture reference (5 layers)
- DinoCloud Premier profile