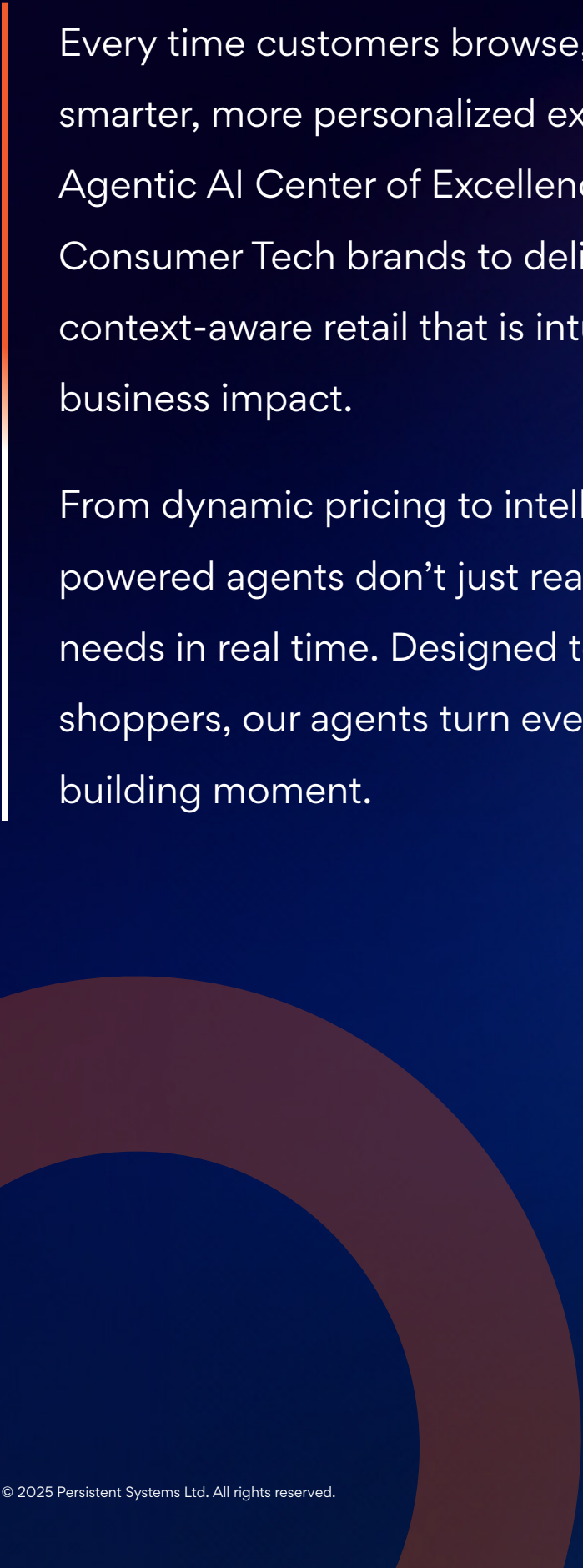




Re(AI)magine Retail with PiRACE

Persistent Retail Agentic AI CoE for
Intelligent, Real-Time Commerce



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Every time customers browse, click, or buy, they expect smarter, more personalized experiences. Persistent Retail Agentic AI Center of Excellence (PiRACE) empowers Consumer Tech brands to deliver exactly that: seamless, context-aware retail that is intuitive and drives measurable business impact.

From dynamic pricing to intelligent inventory, PiRACE-powered agents don't just react, they anticipate customer needs in real time. Designed to move at the speed of your shoppers, our agents turn every interaction into a loyalty-building moment.

PiRACE in a Snapshot

Persistent Retail Agentic AI CoE



Designed for personalization, pricing, fulfillment, and inventory



Built for real-time retail



Engineered for scale, trust, and loyalty



Powered by multi-agent intelligence



Four ways PiRACE helps you win shoppers, again and again

Our Retail Agentic AI CoE is a connected intelligence layer, powering moments your customers will remember the most. These autonomous workflows predict, adapt, and act in real time, reshaping how brands engage, convert, and retain customers.

Our Agentic AI capabilities form an always-on, decision-making engine that helps brands stay relevant, responsive, and trusted, no matter how dynamic customer expectations are.

Bring next-gen retail to life with.



Smart inventory management and replenishment

Keep shelves stocked, baskets full, and brand trust unshaken



Hyper-personalized shopper assist

Convert on-the-fence shoppers into buyers with AI that feels human



Dynamic fulfillment and last-mile optimization

Delight customers with speed, accuracy, and transparency



Dynamic pricing and promotion optimization

Make every price feel fair, every offer personal

Here's how each AI agent brings value, not just to the bottom line, but to every customer interaction.

1 Dynamic Pricing and Promotion Optimization

What it solves?

Traditional, static pricing engines that cannot support price transparency, consistency, and personalization.

What our AI agents do?

They scan competitor prices, monitor demand fluctuations, assess inventory positions, and generate optimized pricing and promotional decisions, all in real time.

Business Impact

- Revenue uplift through intelligent pricing
- Reduced over-discounting
- Faster campaign execution at scale

Customer Experience Impact

- Offers that actually feel personal
- Prices that make sense, across touchpoints

2 Smart Inventory Management and Replenishment

What it solves?

Manual replenishment cycles that can't keep up with demand variability and hyper-local trends.

What our AI agents do?

They predict stock-outs before they happen, enabling brands to refill shelves based on real-time demand shifts, weather patterns, footfall trends, even social sentiment.

Business Impact

- Reduced carrying costs
- Lower spoilage and markdowns
- Improved availability across locations

Customer Experience Impact

- Always-on shelves
- Fewer broken brand promises

3

Hyper-personalized Shopper Assist

What it solves?

Static recommendation engines that feel generic. Customers crave experiences that adapt to their context, mood, and moment.

What our AI agents do?

They move beyond personalization to anticipation, assisting shoppers proactively by answering queries, nudging purchases, and even reshuffling layouts based on behavior.

Business Impact

- Higher conversion rates
- Increased average order value
- Reduced cart abandonment

Customer Experience Impact

- Feels less like browsing, more like being guided
- Discovery that feels intuitive, not intrusive

4

Dynamic Fulfillment and Last-mile Optimization

What it solves?

Missed SLAs and customer frustration due to last-mile inefficiencies.

What our AI agents do?

They optimize real-time order allocation, route planning, and delivery modes by adapting to traffic, order volume, warehouse constraints, and fulfillment center loads.

Business Impact

- Reduced fulfillment costs
- Faster delivery with fewer errors
- Higher SLA adherence

Customer Experience Impact

- On-time deliveries that inspire trust
- Visibility, flexibility, and delight at the doorstep

Why Persistent?

PiRACE delivers intelligent retail outcomes at scale and speed based on Persistent's deep Consumer Tech expertise. With two decades of deep domain experience, we are a strategic growth partner trusted by.



Six of the top 10 global e-commerce and retail brands



A top 3 global airline by revenue and passenger traffic



Three of the world's top supply chain leaders, powering fulfillment across 220+ countries



Four of the top 10 global CPG companies

We have helped leading brands navigate every wave of commerce disruption, and we are already building the next.

What Makes Our Approach Different?

At Persistent, PiRACE isn't just tech. It's a thinking, intelligent, and adaptive system designed to evolve with customers. We bring.



Multi-agent Intelligence

Distributed AI that makes smart, autonomous decisions with human-in-the-loop oversight



Enterprise Fluency

Proven ability to embed into complex ecosystems without disrupting business continuity



Retail-native Thinking

Experts who understand the full shopper journey across click, cart, and conversion



Composable Execution

Solutions aligned to MACH principles, designed to flex and scale

These are not just tools. These embedded intelligent systems grow with you and evolve with your customers.

Re(AI)magingTM the World



Let's Re(AI)magine Retail, Together With PiRACE as your intelligent edge.

Contact Us

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 25,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

India

Persistent Systems Limited
Bhageerath, 402
Senapati Bapat Road
Pune 411016
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

