

# Retail Transformation

”2025 will be all about our Customers,  
using AI to fuel the transformation”

Olav Fyldeng, CIO Plantasjen



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# Why Transformation

The drive for change cannot be more urgent for Plantasjen (hint: read the news)

Artificial Intelligence shows the value of IT and delivers a real push for digitalization

“Transformation can be performed within a short timeframe and the Infor AWS platform is highly relevant as a future toolbox”



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# Retail Transformation



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“The Future is always under construction”

Chris Howard - Gartner



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# Plantasjen Business - a dual agenda: Rekindle growth, reduce costs, portfolio changes and capabilities build

## Megatrends disrupted the last decade

<b>Macroeconomic slowdown</b>	Population growth stagnating
	Wealth expansion slowing
	China's growth slowing
<b>Consumer fragmentation</b>	Consumer attention shifting even more to digital
	Growing interest in «better for you»/ «better for the planet»
	Wellbeing and wellness in focus, including weight loss drugs
<b>Mass-merchant squeeze</b>	Supermarkets losing share and struggling with profitability
	European private labels growing
	Cross segment expansion
<b>Escalating, volatile costs</b>	Pandemic volatility in purchases
	Inflationary period (lessening)
	Rental costs and electrical costs

## Expectations for performance improvement

<b>Agenda 1 Portfolio</b>	<b>Portfolio reshaping:</b> Fundamentally reshape your portfolio to advantaged categories and geographies
	<b>New businesses:</b> Enter new businesses such as ecosystems / services around your core categories
<b>Agenda 2 Performance</b>	<b>Scaling commercial excellence:</b> Become the absolute best executor in your categories – relentless commercial excellence, advanced capabilities
	<b>Transforming marketing:</b> Embrace true marketing transformation, becoming a network of AI-empowered marketeers
	<b>Owning premiumization and category expansion:</b> Deliver innovation that inspires focused on solution selling, purpose, value added and personalization
	<b>Reinventing productivity:</b> Use automation and radical demand reduction to drive out costs

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# Plantasjen will deliver the most inspiring Nordic Garden Experience, for a growing life with positive impact for people, planet and profit



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## Vision & Mission

Plantasjen will deliver the most inspiring Nordic Garden Experience, for a growing life. We help more people embrace the benefits of a growing life.



## Situational Review

Plantasjen with major part of categories placed in a profitable, growing markets. Weather based seasonality drives need to develop additional products and services for non peak months.



## Strategic Direction

Outright leader on inspiration, assortment, approachability and customer value



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# Plantasjen Business - The largest garden retailer in the Nordics with an annual turnover of ~4.1 billion NOK (non pandemic)



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## Nordic Market Leader



Plantasjen is the market leading garden retailer in the Nordics

80+ stores in Norway and Sweden, mostly larger garden centers

Naturally, our products are in high demand during spring and the period April through June accounts for ~50% of annual sales

## Plants and Complementary



Wide assortment of plants and accessories (~70% of sales) as well as other complementary garden products (~30% of sales) such as equipment and garden living e.g. furniture and BBQs

Our future growth will be driven by strong customer focus from sourcing products to delivering an excellent customer experience in physical stores & digital channels

## Nordic Team – local focus



Plantasjen employs around 1 500 people who are all committed to realizing excellent results by working together, embracing a can-do attitude and by focusing on creating value for customers, colleagues and suppliers every day

Plantasjen got Gardeners and flower experts in nearly every location to serve customers based on local knowledge and experience

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# Customer Value - giving the customers a better experience fuels the drive for change



### Anticipated Utility

Planning the garden or interior space with flowers and plants. Anticipating the results for a garden or interior space with flowers and plants.



### Experienced utility

Working with the garden or interior space and the flowers and plants that are established and maintained throughout the year.



### Retrospective utility

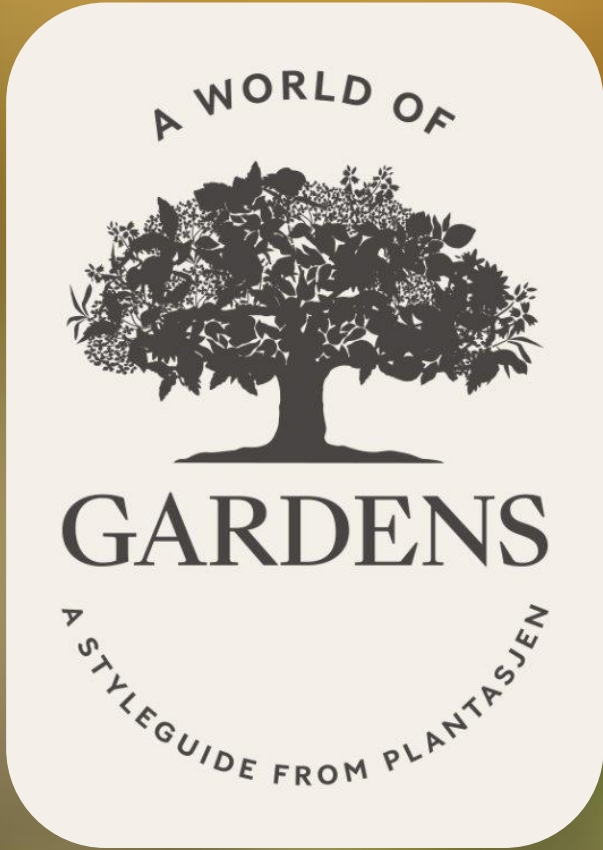
Memories from using the garden or the interior space including the flowers and plants. Memories include photos, storytelling and advisory sharing.

*“Customer value is the sum of anticipated utility, experienced utility and retrospective utility\*»*

\* Stanford School of Business

“The traditional travel agency trap might make us understand how to focus more on customer value»

# Customer Value - World of Gardens – a concept-based approach to increasing customer value (think of Gardening as a hobby and a long-term commitment)



**This is Nordic** EN VERDEN AV HAGER NORDISK

**This is Mediterranean** EN VERDEN AV HAGER MIDDELHAV

**This is Sustainable** EN VERDEN AV HAGER JORDNÆR

**This is Romantic** EN VERDEN AV HAGER ROMANTISK

**STYLE DESCRIPTION**  
The Romantic style is the British cottage garden. It's abundance of flowering blooms, a little wild and very cosy. The Romantic garden is work with pleasure; the shovel is never far away, but neither are the teacup and the scissors. This garden will supply you with fresh blooms throughout the whole summer. Roses are an absolute must!

**KEY PLANTS**

- Garden roses
- Perennials
- Dahlias
- Flowering bulbs
- Hydrangea
- Buxus
- Cosmos
- Verbena

**KEY COMPLEMENTARY**

- King & Caroline
- Marokko
- Trellis and portals
- Garden décor and accessories
- Royal pots
- Ulrikke pots
- Baskets

**COLORS & MATERIALS**

Wrought iron, zinc, teak, mosaic.  
Pink, purple, yellow, red, (British racing) green.

**KEY OUTDOOR AREA**

- Flower bed (perennial)
- Greenhouse

**PERSONA:**  
The Romantic garden owner is a garden lover. Nothing beats a day in the garden with the shovel, scissors and a nice cup of tea in the shade. Watches all the garden programs on tv and might even be part of the local garden club. Prepares well before the season and has a never-ending wish list, all in latin species names. Colorful garden, colorful clothes (and colorful personality?). Romanticizing the ordinary.

Occupation: Librarian, public administration  
Hobbies: Garden, art and food  
Celebrity: Monty Don and Claus Dalby







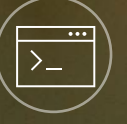
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# Business Value - IT will move business forward; digitalization will be a future, competitive advantage

Group IT will, based on the right competency and involvement, make every day easier for customers, business, partners and society

- => Increase customer value**
  - Increase presence in value added activities
  - Ensure purpose driven support of customer experience
- => Increase market share**
  - Increase presence in the marketplace
  - Increase conversion of customers and sales
- => Improve profitability**
  - Improve customer satisfaction
  - Improve price/value perception
- => Drive cost effectiveness**
  - Drive data driven operations and customer dialogue
  - Deliver large scale benefits and automation
- => Ensure Business Continuity**
  - Ensure cooperation and communications
  - Reduce and manage business risk

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# Business Value – IT is here to create business value, find the best opportunities and realize real business value – value drivers



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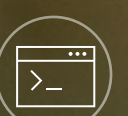
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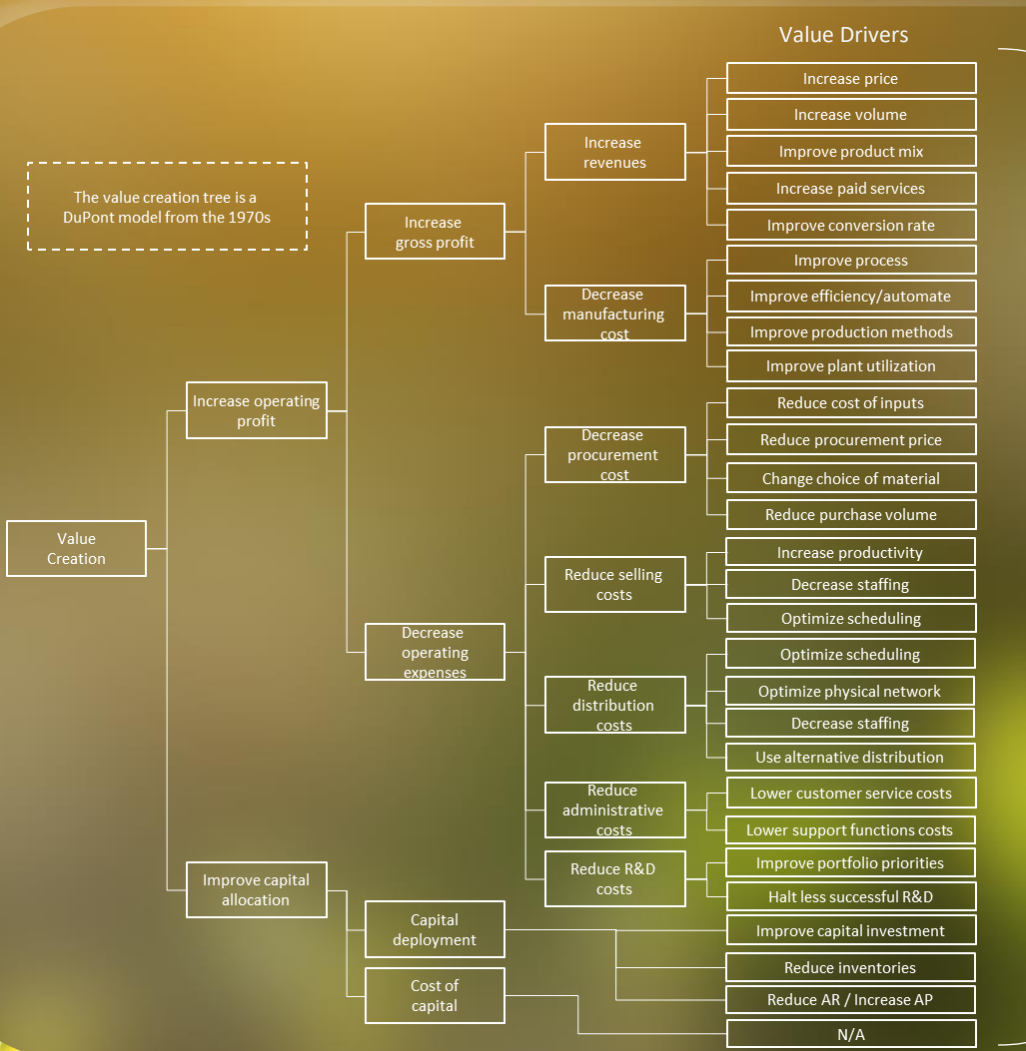
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For every value driver:

- Understand what IT can deliver
- Specify tangible improvements to be delivered
- Specify qualitative and quantitative benefits
- Define a value propositions
- Define av timeline for value realization

# Business Value – IT is here to create business value, find the best opportunities and realize real business value – areas of value generation



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### Perform Financial Management

- Create leading business indicators
- Automate Daily Business Intelligence
- Cash Flow insight and optimization
- Follow up budgets and projects
- Follow up value Realization

### Manage Information Technology

- Best usage of needed hardware
- Better usage of installed software
- Transparent user base + systems portfolio
- Good, hands-on Security Practices
- Periodic Contracts Review to cut costs

### Human Resource Management

- Build efficient processes at work
- Optimize scheduling of personnel
- Drive right salary for the right work hours
- Ensure contract fulfilment for employees
- Reduce sick leave by quality in scheduling

### Waste and Claims management

- Use Product lifecycle information to promote quality
- Monitor risk categories, like temp, best before date
- Improve monitoring of logistics and Stores (temp + water)
- Drive root-cause actions based on claims registration
- Implement procedures to proactively avoid waste

### Develop Business Strategy

- Document technology trends
- Prototype to test possibilities
- Drive digitalization
- Drive Business Continuity (security)
- Drive Pipeline for Strategic initiatives

### Drive Operations / Guidelines

- Create digital training and education
- Create AI QnA for all procedures
- Create AI QnA for all Sales Information
- Create digital dashboards for follow up
- Drive Help Desk and Support channels

### Market Products and Services

- Create marketing “base” templates
- Create variations of templates based on regions, calendar and customer segments
- Automate continues customer segments based on sales and/or interests
- Create dynamic marketing structures for online, mobile and member mails
- Create reports to evaluate marketing effort

### Plan Range and Source Products

- Balance far-shoring and close-shoring for best sourcing and replenishment
- Optimize logistics value chain
- Prevent overstocking and risk of waste
- Improve prediction of regional demands
- Improve timing for replenishment of Stores

### Distribution management

- Run distribution with real time visibility
- Optimize packaging sizes vs transportation mode
- Optimize delivery structure (part-deliveries), distribution frequency and hub locations
- Optimize last mile delivery areas and methods
- Optimize last mile distribution frequency

### Price and discount management

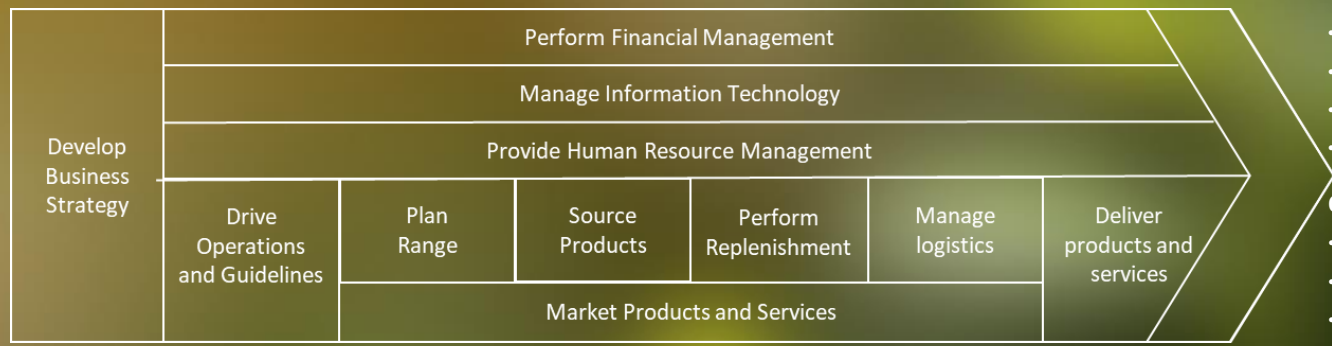
- Prevent price and discount errors
- Standardize prices and discounts in use (be less creative)
- Verify when and where discount strategy is needed
- Optimize prices per customer category and based on loyalty
- Report on real margin (avoid discount trap)

### Store Sales Management

- Top up products in stores during high sales
- Analyse “hot and cold” zones at stores
- Provide Best Practice for Product Placement
- Provide efficient solutions for signage
- Ensure efficient Point of Sales solutions

### Online Sales Management

- Ensure last mile logistics to support sales
- Ensure efficient warehousing to support sales
- Ensure right products for online sales
- Ensure right thresholds for in stock levels
- Ensure sound solutions for customer dialogue



# Streamline Operations – customer facing challenges

## The Chat GPT version...

### Identify Bottlenecks

Analyze processes to locate inefficiencies or repetitive tasks causing delays

### Automate Processes

Implement automation tools (e.g., for inventory management, store operations, or master data) to reduce manual efforts

### Optimize Resource Allocation

Ensure optimal use of staff, tools, and materials to avoid overstaffing, underutilization, or waste

### Improve Communication

Foster clear communication across departments to prevent misalignment and delays

### Leverage Technology

Use modern technologies such as cloud software, data analytics, or AI to enhance decision-making and operational agility

### Continuous Improvement

Implement a culture of ongoing evaluation and refinement (e.g., Kaizen or Lean) to keep operations efficient and adaptable

## Plantasjen customer facing actions

### Ensure commercial excellence

Build the best training and learning environment with content to ensure successful store execution built on competence

### Transform Marketing

Redo marketing, make it local based on location, weather, preferences and possibilities, and make it more automated

### Go premium, sell solutions, drive purpose

Flower and a pot is understood, but sell an outdoor area, sell a full outdoor kitchen, sell a flower bed, sell “green fingers”

### Automate the Customer Service Effort

Without the current resources - automate and minimize the effort – but keep on answering the customers

### Prove online value addition

Prove that the online channel is more than eCommerce, drive customer value online

### Make the customer experience personal

Ensure that all channels of communication towards the customer is getting more personal

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# Streamline Operations - Cut Costs; spend less, achieve more

(not the core focus of the presentation, but ok as background information)



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## Plantasjen Cost Cutting

### Rightsize Store Network and geographies

Focus on expenditures that directly contribute to business growth. Renegotiate or cancel non-essential or low-impact costs.

### Analyze and Cut Current Expenses and Investments

Focus on expenditures that directly contribute to business growth. Renegotiate or cancel non-essential or low-impact costs.

### Optimize Products and Services Portfolio

Focus on sales with a profit and grow more profitable categories. Cut long tails and change services that are not working.

### Make eCommerce and B2B Profitable

Challenge stocking, picking, packaging and transportation, and historic costly Commerce platforms, redo and rethink.

### Insource and redo logistics

Scale logistics for standard months, use pop-up storage and temporary technology to manage peak seasons volumes

### Improve Employee Efficiency

Invest in employee training, better planning and scheduling, and productivity tools (mobile first) to ensure maximum efficiency.

### Reduce waste by optimization

Identify inefficiencies in materials (order generation), energy (heating and electricity) and cut them out of the workflow.

## Summary of challenges

### Streamline Operations while cutting Costs

Achieve strategic goals rapidly while cutting OPEX with 25% and CAPEX with 30%

### Starting point OPEX

OPEX already cut by 30% during 2023 and 2024. IT taking ownership of ALL technology and solutions contracts.

### Starting point CAPEX

Online and Ecommerce strongly prioritized during 2020-2022, remaining IT portfolio already running at close to minimum

### Nowhere to hide:

- => Use current solutions better
- => Ask current resources to excel
- => Innovate to find solutions

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# Artificial Intelligence - developed in a more rapid fashion with the development of the computer industry, in the last decade especially within machine learning

## ARTIFICIAL INTELLIGENCE

Search and Optimization  
Logical Reasoning  
Probabilistic Reasoning  
Control Theory  
**Machine Learning**  
Constraint Satisfaction

## MACHINE LEARNING

Decision trees  
Random forest  
Association rule learning  
**Deep Learning**  
Support vector machines  
Bayesian networks  
Reinforcement learning  
Genetic Algorithms

## DEEP LEARNING

Convolutional Neural Networks  
Recurrent Neural Networks  
LSTM Networks  
Generative Adversarial Network

1950 1960 1970 1980 1990 2000 2010 2020 2030 2040



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# AI Roadmap - Plantagen Work on AI: Work on several areas using different software and approaches – making structural changes to drive results

## Search and Optimization



Online Search



Internal search



Explorative search for Business Intelligence

Information structures and Security of all unstructured info (documents and presentations) in office environment

## Machine Learning



Local sales of slow movers



Weather to run orders and interact w customers



Plant image recognition to assist customers

Reporting and data capturing structures to enable machine learning in an efficient manner

## Generative AI



World of Gardens – value added information










Internal knowledge databases



External helpdesk and value driven sales

PIM and AWS solutions to host extended data and guidance data for optimized AI

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# AI use cases – Setting the stage for solutions

## Customer facing actions

### Ensure commercial excellence

Build the best training and learning environment with content to ensure successful store execution built on competence

### Transform Marketing

Redo marketing, make it local based on location, weather, preferences and possibilities, and make it more automated

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Ensure that all channels of communication towards the customer is getting more personal

## Plantasjen AI Roadmap

### Search and Optimization

Online Search  
Internal Search  
Explorative search for Business Intelligence  
*Information structures for unstructured information*

### Machine Learning

Local Sales of Slow Movers  
Weather to run orders and interact with customers  
Plant image recognition  
*Reporting and data capturing structures*

### Generative AI

World of Gardens – value added information  
Internal knowledge databases  
External helpdesk and value driven sales  
*Solutions to host extended data and guidance data*



The six areas to the left in this slide is how all the AI use cases are organized going forward in the presentation



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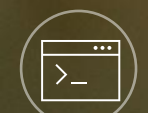
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# AI use cases – Ensure Commercial excellence; Build the best training and learning environment with content to ensure successful store execution built on competence

We would like a training and learning environment that can help our employees with the following:



### Introductory Training

- Intro to Plantasjen
- Intro to Store Work
- Intro to My Role
- Intro to other Roles
- Intro to our Customers
- Intro to our Products
- Intro to Sales
- Intro to MyInformation
- Intro to Time Tracking



### Store Operations and Tasks

- Store Operations
- Store Daily Tasks
- Store Periodic Tasks
- Store Team Work
- Store Layout
- Products Handling
- Store Management
- Resource Planning
- Health Security and Environment



### Tools and solutions training

- Shifts and time tracking
- Tools usage / HSE
- Machinery usage / HSE
- POS training
- Goods mngmt tools
- Reporting tools
- Plantasjen Online
- Guides and instructions
- Critical Chats + HelpDesk
- QnA and Self Service



### Customer Dialogue and Product Info

- Customer Dialogue
- Customer Sales
- Customer Attention
- World of Gardens
- House of Plants
- Products Info
- Plantasjen Online Help
- Images + illustrations
- Usage Instructions
- Complaints and Refunds



### Value added training

- Customer Value and Needs
- Solutions Selling
- Purpose of our Business
- Value Added Solutions
- Plantasjen Customer Club
- Plantasjen Customer App
- Gardener training (How-Tos)
- Dry Goods solutions (How-Tos)
- Barbeque chef (How-Tos)
- The outdoor event (How-Tos)



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# AI use cases – Ensure Commercial excellence; Solutions

## Solutions in Use

### Educational Solutions

Mobile First eLearning  
Multi Language Support Chat

### Building Content

Generated Video Voices for standardization  
Automated translation to different languages  
Content builders for training

### Guides and Chat Bot(s)

Internal Product Knowledge Chatbot  
Internal QnA for help and training

Examples of the two highlighted areas will be added as videos to show capabilities

Plantasjen Customer Helper

PLANTASJEN

## PLANTASJEN LEARNING

### Shortcuts to your areas

Stores

Warehouses

Offices

Products

## STORES



### New to Plantasjen

Velkommen

Hvem Hva Hvor

#### Sales Assistant - Cashier



Innlogging i kassa



Retur

#### Sales Assistant - Logistics



Direkteordre



Registrering av svin

#### Sales Assistant - Service



Improve retail



Concepts and products

Plantasjen - Team IT chatter i arbeidsområdet brukes ikke til å lære opp modellene våre. ChatGPT kan gjøre feil.

?

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# AI use cases – Transform Marketing; Redo marketing, make it local based on location, weather, preferences and possibilities, and make it more automated

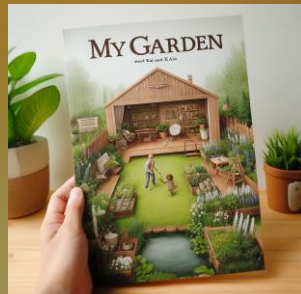
We would like Machine Learning that can help transform marketing to be data driven:

## Structured Marketing Data



### Marketing Information

Marketing plans structured in headers, categories and concepts / products



### Editorial Content

Editorial information structured in topics, calendars and product relations

## Local Conditions and Available Products



### Local Conditions

Marketing plans adapted to geography / seasonality and for different weather for same week



### Available Products

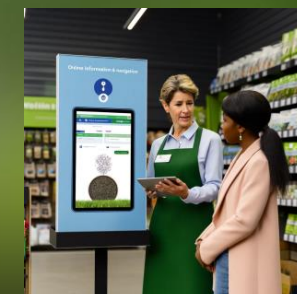
Prioritize products; with A products listed if locally available, replaced by B products if out of stock

## Digital Catalogues for Personalization



### Multi Purpose Catalogues

Digital catalogues as marketing DMs updated every 24 hrs based on local weather and product availability



### Personalization

Adapt digital catalogues to the best customers at Plantasjen based on updated segmentation



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# AI use cases – Transform Marketing; Solutions

## Solutions in Use

### Marketing Data

Dynamic Web Pages – marketing Plans  
Editorial Content

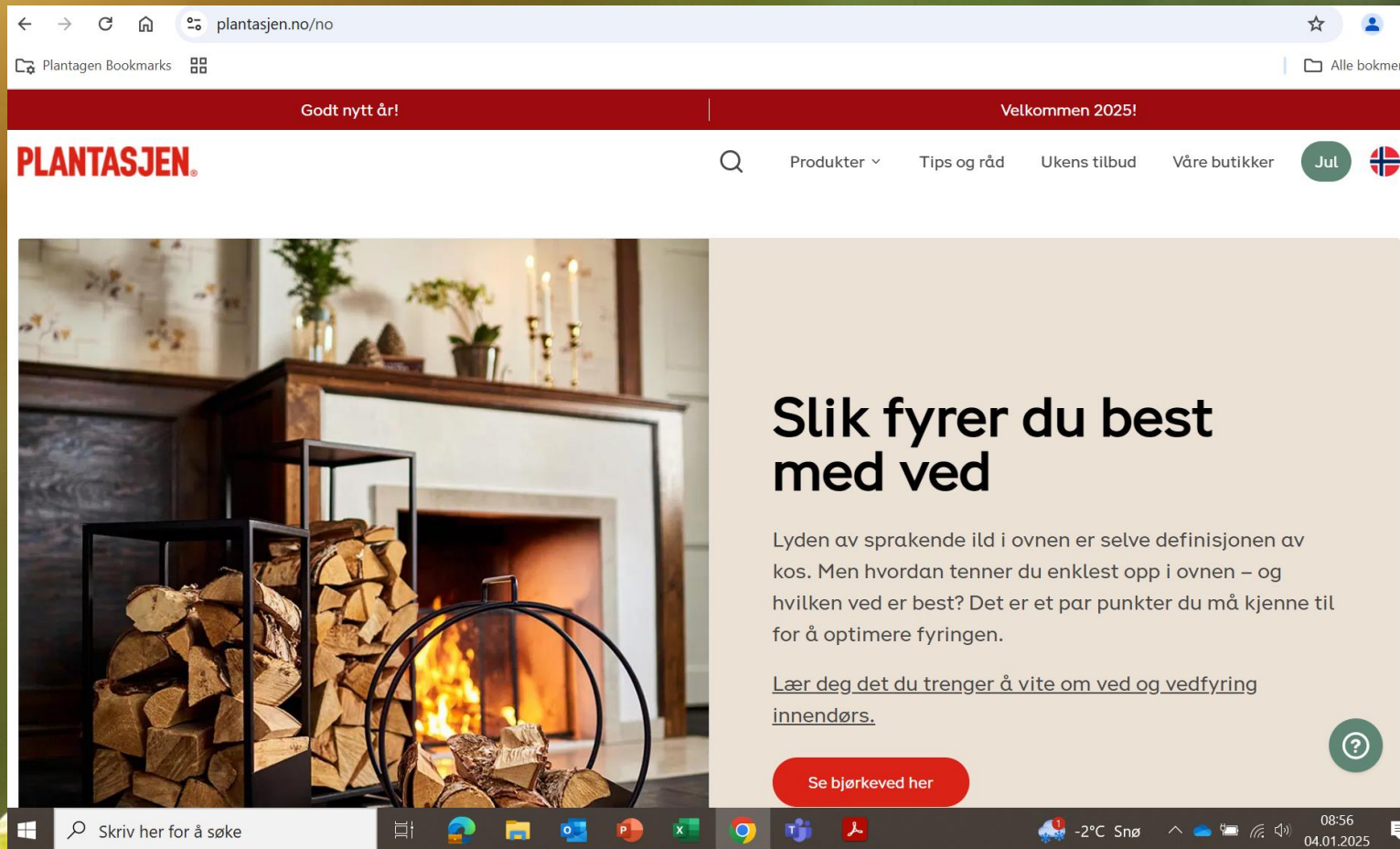
### Localization

Dynamic Web Pages based on Weather  
Dynamic Web Pages based on Stock Status

### Personalization

Multi Purpose Catalogues  
Catalogues by Preferences

Examples of the two highlighted areas will be added as videos to show capabilities



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# AI use cases – Go premium, sell solutions, drive purpose; Flower and a pot, sell an outdoor area, sell a full outdoor kitchen, sell a flower bed, sell “green fingers”

We would like an integrated Product Enrichment Process that uses AI for text and illustrations where possible and machine learning for other updates:

Register the right information early.....



### Product Definition

- Define customer need
- Define product
- Define price+margin
- Define target sourcing
- Define target costs



### Product Sourcing

- Find suppliers
- Select Products
- Negotiate prices
- Define logistics
- Verify test products



### Information Gathering

- Product descriptions
- Features, materials
- Images and illustrations
- Usage Instructions
- Competition screening



### Initial Data Entry

- Physical measures
- Costs
- Logistics handling
- Store volumes+timing



### Concept Creation

- Concept creation
- Concept updates
- Product priority
- Product displays
- Recommendations and search

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# AI use cases – Go premium, sell solutions, drive purpose; Flower and a pot, sell an outdoor area, sell a full outdoor kitchen, sell a flower bed, sell “green fingers”

We would like an integrated Product Enrichment Process that uses AI for text and illustrations where possible and machine learning for other updates:

...and harvest the benefit of AI automation



**Placement**

- Store Placement
- Online Placement
- Concept inclusion
- Set inclusions
- Marketing priority



**Content Creation**

- Online descriptions
- Product How-To
- Short stories
- Shop the look images
- Recommendations



**Marketing Material**

- Unique features
- Customer Benefits
- SEO Keywords
- Multi-language
- Market trends



**Goods Receiving**

- Measurement control
- Quality control
- Quantity control
- Labelling control
- Logistics control



**Product Launch**

- First push to stores
- Online update(s)
- Store info update
- Sales availability POS
- Newsletter updates

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# AI use cases – Go premium, sell solutions, drive purpose; Solutions

## Solutions in Use

### Product Enrichment

Product Enrichment for Flowers  
Product Enrichment for DRY Goods

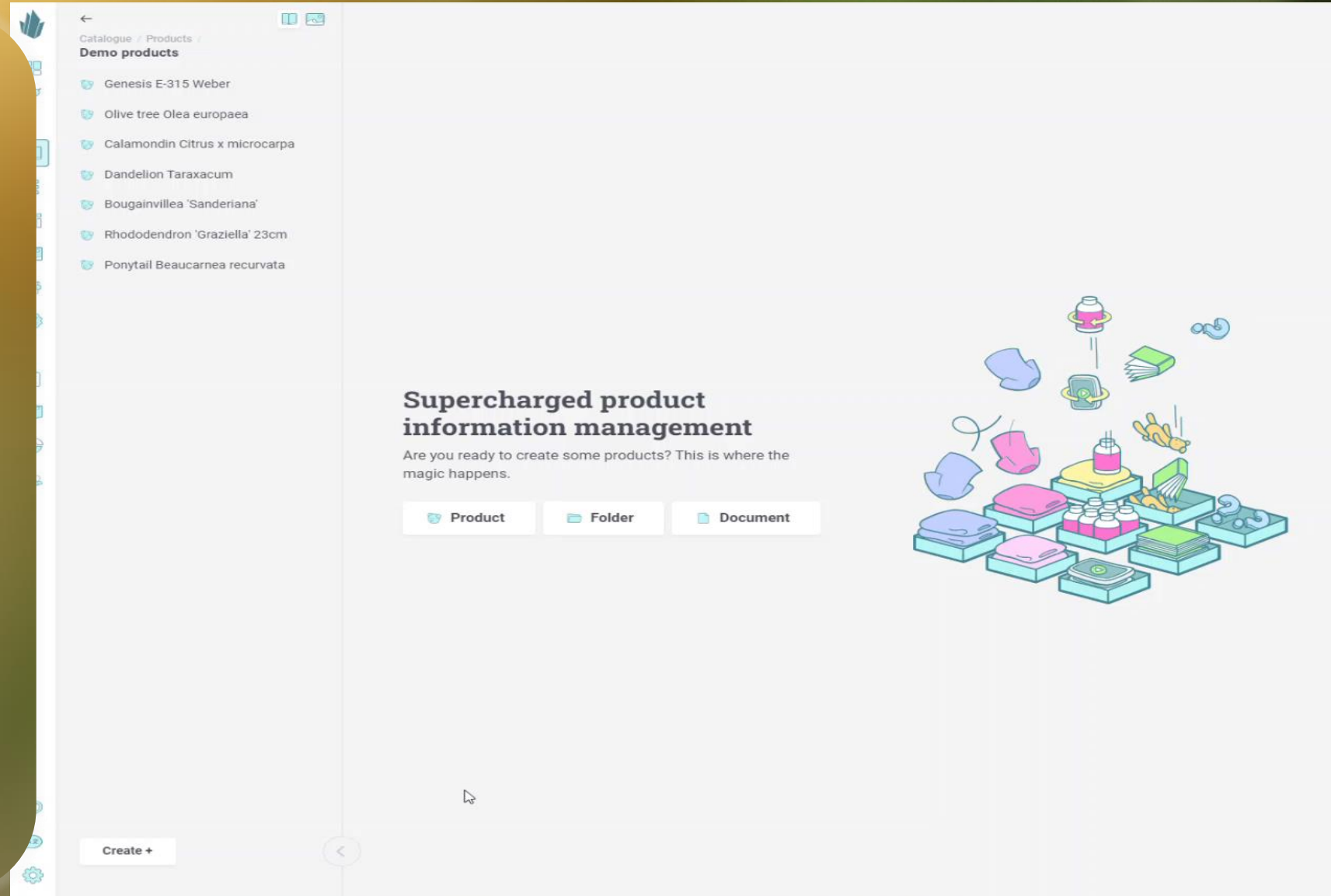
### Translations

Translation to different languages  
Adding SEO search words to products

### Illustrations

Flower Illustrations  
Combined Products

Examples of the two highlighted areas will be added as videos to show capabilities, flower illustrations TBD



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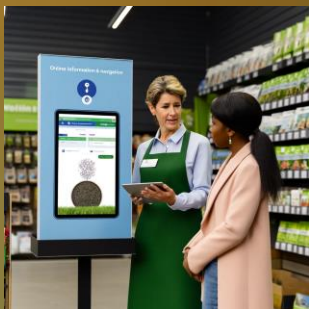
# AI use cases - Automate the Customer Service Effort; Automate and minimize the effort – but keep on answering the customers

We would like Chat-based Customer Services (built on Generative AI) that can help our customers with the following **general** services:



## Product Information

- Product information
- Product specification
- Manufacturer info
- Warranty details
- Unique features
- Materials
- Images + illustrations
- Usage Instructions
- How-Tos



## Store and Online Info and navigation

- Store Opening hours
- Nearby Stores
- Store layouts
- Product location map
- Online layouts and navigation aids
- Last mile delivery possibilities + prices
- Click and collect options



## Order and Returns Assistance

- Store Stock status
- Online Stock status
- Expected availability
- Promotional offers
- Est delivery times
- Store guidance
- Online guidance
- Payment methods
- Returns eligibility
- Returns guidance



## Resolving complaints / Feedback Collection

- Complaints protocol
- Escalation procedures
- Resolutions options (refunds, replacements, service compensations)
- Customer feedback procedures
- Product review / rating procedures



## General Support

- Loyalty program
- Loyalty program rules
- Eligibility criteria
- Redemption options
- Benefits
- Sign ups
- Technical Support
- Product setup instructions
- Troubleshooting and FAQ guides



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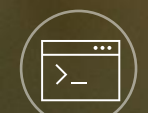
Streamline Operations



AI Roadmap



AI use cases



AWS Technology

# AI use cases - Automate the Customer Service Effort; Automate and minimize the effort – but keep on answering the customers

We would like solutions (not necessarily generative AI, but more machine learning) for Customer Services that can help our customers with the following *personal* services



## Transactional info and receipts

- My Orders (status)
- InStore Purchases
- Online Purchases
- Returns
- Custom Orders
- Special delivery info and options



## Customer Service Dialogue

- My Gardeners
- Weather on postcode
- Climate description
- Hardiness Zone
- Postcode description
- Location map
- Customer Service Runs
- Forum participation
- Educational courses
- Gardening programs
- Technical self service



## Customer Preferences

- Based on set preferences
- Category preferences
- Celebration preferences
- WoG preferences
- Indoors preferences
- Based On Purchases
- Category preferences
- Celebration preferences
- WoG preferences
- Indoors preferences



## Recommendations

- Based on preferences
- Featured products
- New Products
- Based On Purchases
- Category news
- Celebrationnews
- WoG news
- Indoors news



## Loyalty Programs

- Member status
- Customer 12 mth status
- Current Bonus Points
- Unique benefits
- Givaway possibilites
- Loyalty personal info
- Member Preferences
- Newsletter Preferences



Business Situation



About Plantasjen



Business Value



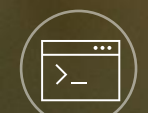
Streamline Operations



AI Roadmap



AI use cases



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# AI use cases - Automate the Customer Service Effort; Historic Customer Information with several sources of data and little coordination...



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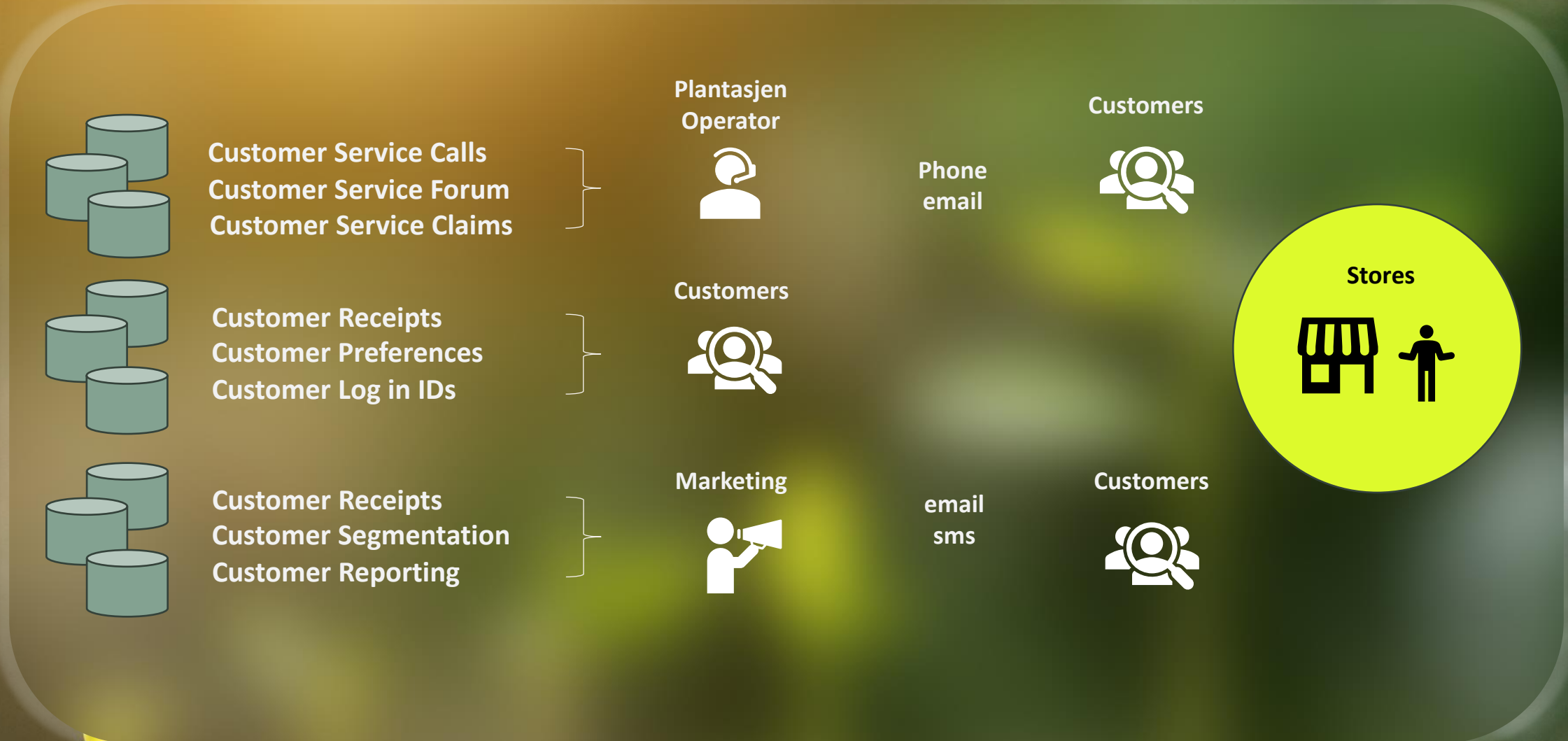


AI use cases



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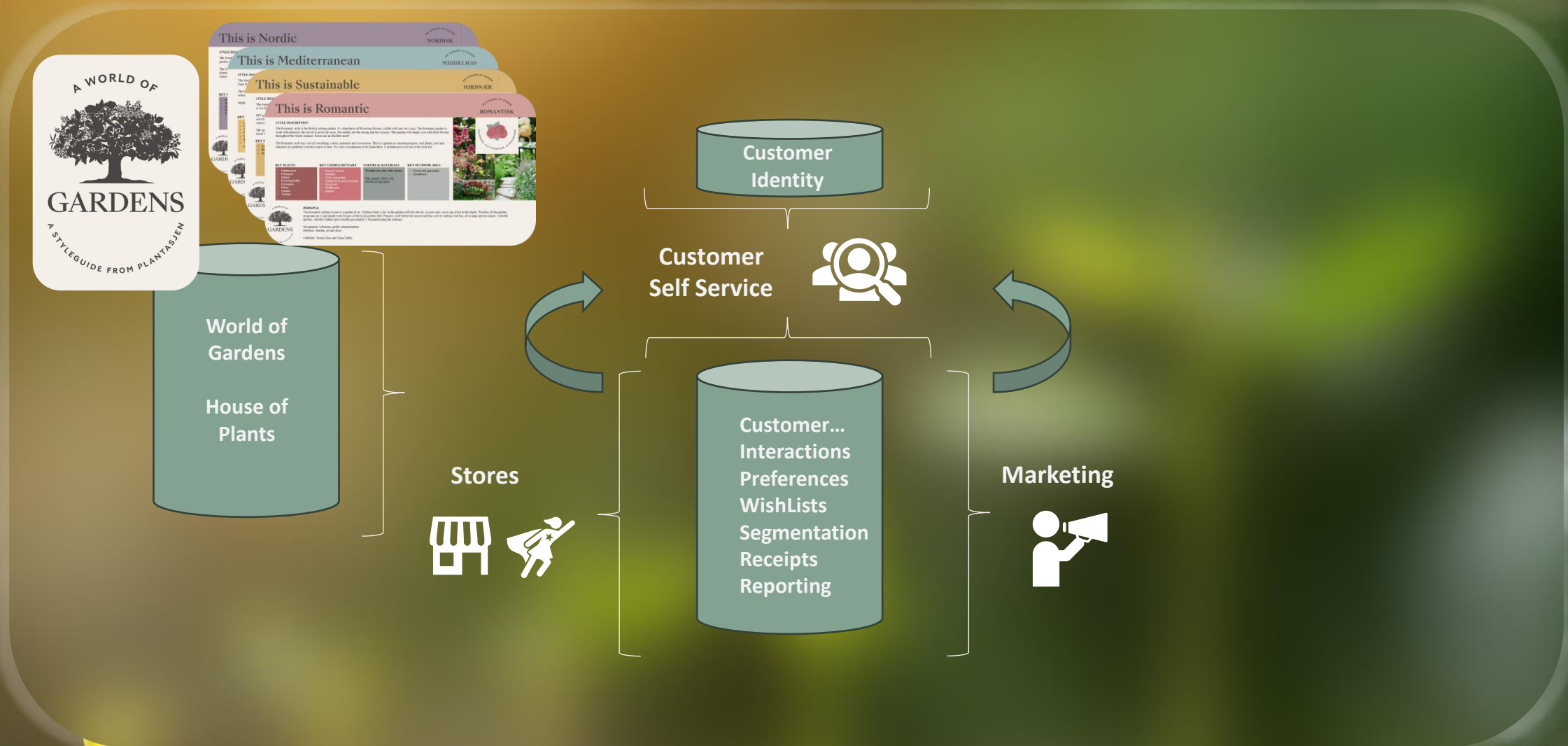
OF



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# AI use cases - Automate the Customer Service Effort; New Customer Information with one source of data and AI support

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# AI use cases - Automate the Customer Service Effort; Solutions

## Solutions in Use

### General Services

Chat Bot for General Questions about stores  
Chat Bot for Product related questions

### Personal Services

Chat Bot related to purchases and receipts  
Chat Bot for Customer Service

### Store Solutions

Usage of Customer Services by Store Employees  
Usage of QR codes at Stores

Examples of the two highlighted areas will be added as videos to show capabilities

Hva søker du på?

Search...

Nettbutikk

Butikk

Hvordan fungerer åpent kjøp?

Hvilke åpningstider har dere?

Kan jeg betale med Vipps i deres butikker

Ja, du kan betale med Vipps i alle våre fysiske butikker! Du kan også betale med bankkort eller kontanter.

Kan jeg reservere varer i butikken?

<https://cs.pltn-stage.com/>

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# AI use cases - Prove online value addition; Prove that the online channel is more than eCommerce, drive customer value online

We would like Chat-based Gardeners that can help our customers with the following:



## All about flowers / plants

- Understand Garden Flora
- Flower Recognition
- List of all Nordic Plants and Flowers
- Key criterias to succeed sun, water, hardiness, soil, fertilizing
- Other info, poison, smell, colors, etc

## How-Tos flowers / plants

- Succeed in the Garden
- Useful How-To's for plants and flowers
- Knowledge for stages of Garden work
- Linked to basic flora information
- All Nordic Plants and Flowers

## Garden Calendars

- Understand life with plants
- Monthly overview adapted for regions
- Recommendation for Nordic Climate
- For flowers, edibles and trees / hedges
- Calendar following the times of the year

## Hardiness and Climate

- Understand customer location
- Hardiness Zones per postal code
- Hardiness adjusted for pottery
- Weather by postal code for temp, sun, wind, frost and springtime
- Current weather for all customers

## Garden Illustrations

- Present Garden Solutions
- Lookbooks for Garden inspirations
- Lookbooks to match garden outlines
- Products bundles to deliver solutions
- Products to match climate zones

## Garden Project Plans

- Present Garden Project Plans
- Concepts and Styles for inspiration with matching project plans
- Garden outlines with matching division into concepts and styles
- Ideas and plans on how to get started
- Ideas and plans for long term work



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# AI use cases - Prove online value addition; Prove that the online channel is more than eCommerce, drive customer value online

Let's Play: Find an available Gardener that will help you at the Store....



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# AI use cases - Prove online value addition; Solutions

## Solutions in Use

### The Garden and Flora

All about Flower and Plants  
[How Tos in the Garden](#)

### Garden Calendars

Garden Calenders  
The Calendar at your location

### Planning the Garden

Garden Illustrations  
[Projects in the Garden](#)

Examples of the two highlighted areas will be added as videos to show capabilities (HOW TO TBD)



## The tomato project

- Location
- How-To's
- Calendar
- Purchasing lists

.....

- Project plans
- Illustrations
- Budget and priorities
- Purpose driven



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# AI use cases - Make the customer experience personal; Ensure that all channels of communication towards the customer is getting more personal

We would like to make Channels of Communications towards customers more personal (and create more customer value):



**My Garden (s)**

- Pictures of the Garden
- Locations in the Garden
- Possibility to share pictures
- Possibility to administer albums
- Possibility to follow locations and plants over years



**My Plans and Projects**

- Folders for inspiration and downloads
- Projects and plans
- Lists with bookmarks
- Product wishlist that is updated for availability and price



**My Flowers and Plants**

- Picture recognition
- List of all Plants in the Garden
- Link to Plant Calendars and HOW TOs
- My activities and TODOs
- Automated reminders based on list of plants



**My Location (and weather)**

- Garden Calendar adapted for location
- Weather history on location
- Hardiness advisory
- Automated hints based on location



**My Garden friends**

- Local community for interest and sharing
- Local community for open albums
- Public communities for chat (forum)
- Public communities for sharing (projects)
- Public communities for competition (pictures)
- Possibility to share bonus points



**My Plantasjen possibilities**

- World of Gardens
- House of Plants
- Inspirational reading
- Plantasjen Wishlists
- My Plantasjen Store
- My favorite topics
- Plantasjen Campaigns
- My preferences
- My points and discounts

# AI use cases - Make the customer experience personal; Solutions

## Solutions in Use

### Customer App

Pictures and possibilities to plan and share  
Flower recognition to get how-to and help

### Online Pages

Online pages that understand preferences  
Online pages that remembers your plans

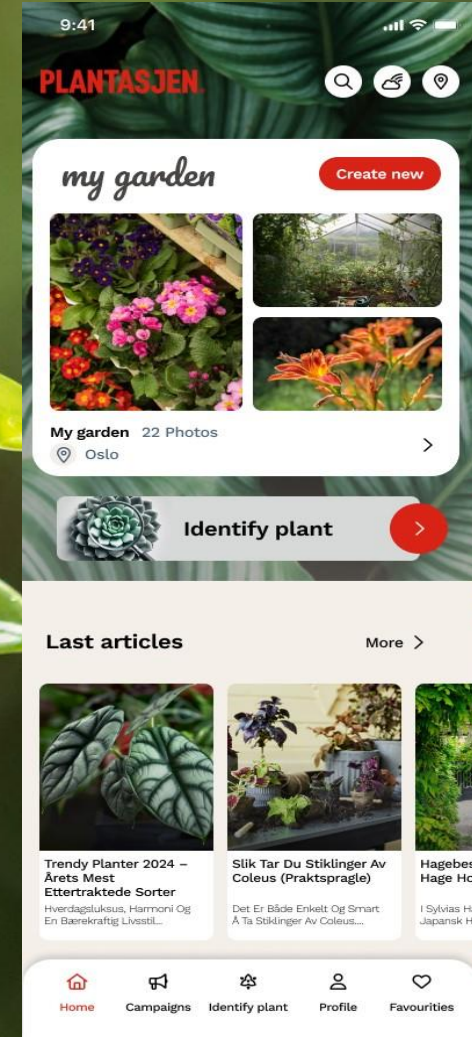
### Direct Messages

Emails through the customer club  
Messages in app

Examples of the two highlighted areas will be added as videos to show capabilities



<https://plants.pltn-dev.com/>

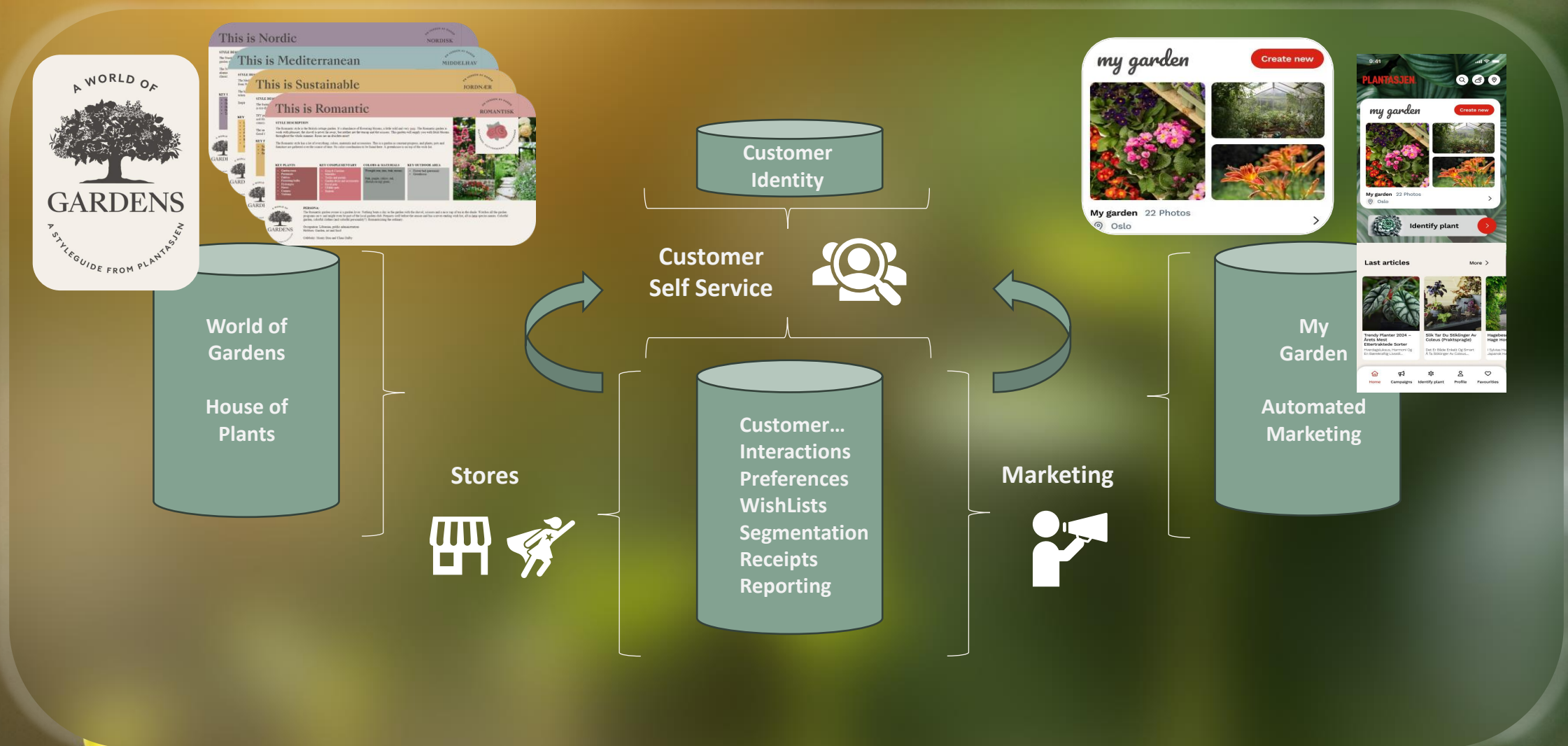


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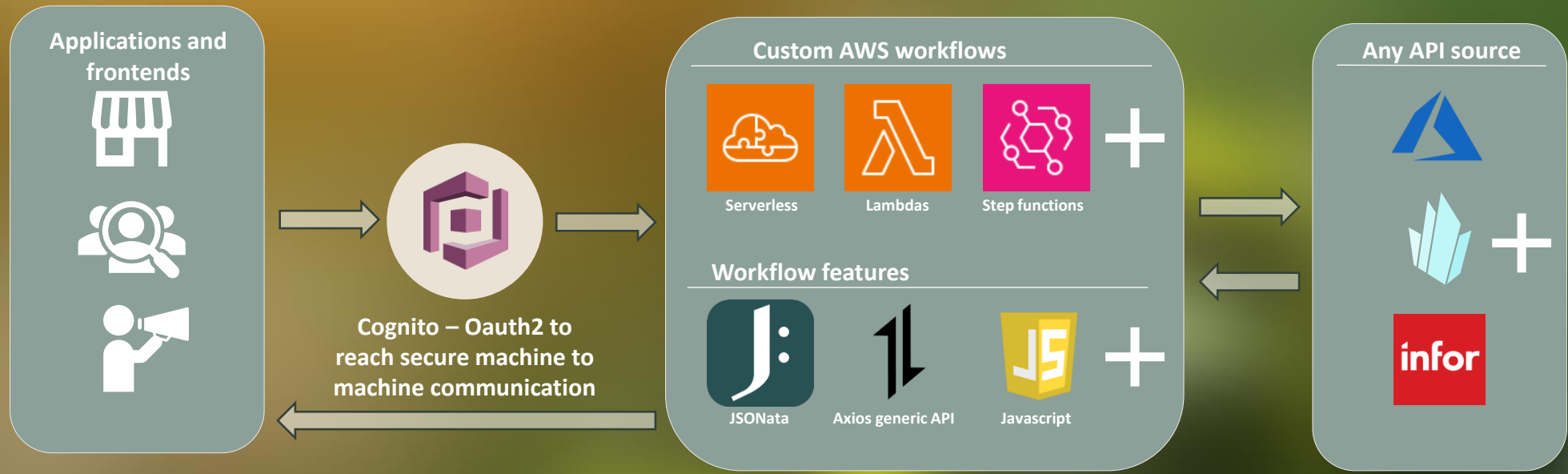
# Summary: AI use cases – overview of Customer facing solutions

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# AWS Technology for AI usage: Using VinceLive workflows to supply data from multiple sources

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**Data security**

- IAM** – Ensures tenant data isolation
- KMS** – Tenant specific encryption keys

# AWS Technology for AI usage: Building solutions in Bedrock- and Claude-models



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## Main components

### AWS Bedrock



AWS bedrock provides access to multiple AI models. Letting developers scale AI without managing infrastructure.

### Model: Claude



We've decided to try out Claude3 for this Gardner AI. Claude AI excels in conversational tasks, content generation, and data analysis, making it a versatile tool – giving us options to evolve this.

We combine this with specific knowledge information provided by Plantagen to direct the dialogue in the direction suitable.

## Supporting components

### AWS S3



We use AWS S3 to save knowledge information from Plantagen, to learn the AI to focus around the verified knowledge provided.

S3 is a scalable cloud storage service that has a very high availability and durability, which also handles big data sources with ease.

### OpenSearch serverless vector database



Vector databases are crucial for AI because they efficiently store, index, and search high-dimensional data like embeddings from machine learning models. This enables fast similarity searches, powering applications like recommendation systems, natural language processing, and computer vision, boosting AI performance.

### VinceLive foundations



We also use VinceLive to supply data that isn't reasonable to maintain within the vector database. For example, stock balances when a dialogue has gone into details of specific items at a specific store/area. Using the workflow engine, the AI can then call a workflow and get data from a live lookup of stock balances, and then guide the conversation that direction.

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# Overview of ERP and WMS at Plantasjen - medium business with a suprizingly large "ERP-footprint"



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## M3 Areas and functionality:

### Logistics

5 countries, separate entities for logistics that is full accounting too in addition to full logistics flexibility for logistics entities

### Orders

Purchase Orders, Distribution Orders, Internal orders and Sales Orders

### Financials

3 countries and currencies for sales, 80+ stores, B2C in a pre-journal before GL, B2B customers in AR and Suppliers in AP, Projects in Fixed Assets, Inventory summary values in INV

### Assets

Both physical assets, constructed assets and software assets in Fixed Assets due to depreciation

### Prices and Discounts

Managed in AWS Micro Service Application outside M3

## WMS Areas and functionality:

### Warehouse set up

Set up of 7 warehouses across 5 countries, with locations and inventory guidance A-B-C

### Receiving

Receiving of goods in pieces, bulk, pallet, etc

### Picking, Packing and Shipping

Pick by terminal, packing and shipping based on shipment times and priority

### Cross-Docking

Fast handling of inbound goods straight to distribution

### Customs Handling

Asia to EU, EU to EU and EU to non-EU (Norway)

### Replenishment to pick positions

Internal movement of goods in Storage

### Inventory Controls and Waist Mngmt

Standard Inventory controls + Custom Waist Mgnmt

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# Retail Transformation

The world is quite challenging these days -  
Focus, stamina and determination will get us through it

Cost Reductions will have to be met with every-day  
innovation and tough choices based on value

Loyalty will be redefined for more companies and make  
us focus on customer value and purpose

"People do not buy goods and services. They  
buy relations, stories, and magic."

— Seth Godin

*In retail, creating emotional connections and  
meaningful experiences increases customer value  
beyond the physical product itself."*



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