SymphonyAI

Beyond the hype

Vertical AI success across industries

Contents

Executive summary:

The proven ROI of vertical AI

AI is no longer about potential, it's about performance. Across industries, companies are using domain-specific, operational AI to unlock real business value: higher profits, faster decisions, smarter execution, and measurable cost savings for rapid ROI. This report showcases what happens when AI is purpose-built, embedded in the work, and deployed at scale—not as a tool, but as a strategic advantage.

The results are in

These aren't pilot programs or polished demos, they're real-world deployments delivering ROI in weeks, not years.

4.8%
sales boost

$200M+
in new profit

160%
increase in fraud detection

35%
faster execution

77%
reduction in false positives

98%
inventory accuracy

+85%
increase in customer satisfaction scores

What's different?

Top-performing companies are moving past generic tools and embedding vertical AI into the flow of daily work — in merchandising teams, on factory floors, and behind fraud investigators' desks.

The result? Smarter operations, faster decisions, and stronger outcomes. Read on to see how the economics of AI are changing, and how you can capture value now.

The state of AI today

AI is everywhere—in headlines, strategy decks, and boardroom conversations. But for many businesses, results remain elusive.

The promise was massive: faster decisions, smarter systems, greater efficiency. The reality? Most AI stalls in pilot mode, delivers inconsistent outcomes, or fails to scale. The tools exist. The impact doesn't.

We're no longer in the promise phase—we're in the prove-it phase. And real proof doesn't come from one-size-fits-all platforms. It comes from AI that understands the context, constraints, and complexity of a specific industry.

The companies doing AI right are seeing measurable performance gains:

+50%	20%	$200M	Results
boost in productivity	drop in infrastructure costs	in added profit	delivered in 90 days, not years

This is what success looks like when AI is built for the job.

The new rules of AI success

1 Measurable impact in the real world, not just curated demos

Most AI stops at isolated wins—a dashboard here, a chatbot there. But when AI is designed for real work, it goes beyond silos. It scales across teams, connects processes, and generates compound impact. All while delivering results you can trust.

> In retail, it doesn't just optimize promotions - it links demand forecasting, assortment optimization, and shelf management within a single, intelligent system.
>
> In manufacturing, it doesn't just spot defects - it coordinates quality control, predictive maintenance, and supply chain visibility.
>
> In financial services, it doesn't just detect fraud - it learns across accounts, products, and regions, continuously adapting to new threats.

2 Fast starts, fast returns

If AI takes years to show value, it's not working. Most AI is too slow because it's too generic. It takes months to configure, struggles to fit real workflows, and gets stuck in endless pilots.

Vertical AI is different. It delivers value fast because it's built for the job:

> **Built on the right data:** Integrated with the systems and signals that matter.
>
> **Connected to real workflows:** Embedded directly in how teams work, not floating on dashboards.
>
> **Designed for decision-makers:** Clear, actionable recommendations - showing what happened, why, and what to do next. Not just backward-looking metrics.

The results of vertical AI

The truth is, most AI looks great in a controlled demo but struggles in the real world. It's not a technology problem, it's an execution problem. Generic AI tools, designed for broad use cases, can't handle the messy, high-stakes realities of real businesses. They get lost in fragmented data, struggle with compliance requirements, or fall apart in cross-functional workflows.

So, what separates AI that delivers from AI that disappoints?

The answer: vertical intelligence. That's why the companies seeing the biggest gains aren't using generic tools—they're deploying **domain-specific AI** built for their industry's needs, workflows, and data. This precision is what makes the difference between incremental improvement and scalable ROI.

When AI understands the nuance of grocery promotions, factory line bottlenecks, or fraud signal-to-noise, it doesn't just analyze, it acts. It doesn't add dashboards, it automates decisions. And it doesn't take years to pay off, deployments show ROI in months.

Here's what vertical AI is delivering:

RETAIL

Up to $1M
in incremental promo revenue

Up to 50%
less time spent on routine tasks

3 - 10%
improvement in on-shelf availability

44%
reduction in weekly sales analysis time

FINANCIAL SERVICES

77%
fewer false positives

160%
more fraud detected

Zero-loss
months

MANUFACTURING

25 - 35%
faster execution

$40M
in labor savings

+35%
asset utilization

ENTERPRISE IT

+50%
productivity

+85%
CSAT improvement

60%
of tickets resolved automatically

Industry spotlights

Retail

From plan to shelf, AI moves retail forward

Retailers using AI to run smarter operations are seeing returns: more than $350 million in added pro it, and a 7.4% increase in product availability on the shelf.

Promotions that were once hit-or-miss now drive up to $1 million in additional sales **per event**. Behind the scenes, infrastructure costs are down 20%, and decisions that once relied on instinct are now backed by real-time intelligence speeding up execution across the board.

This isn't a technology story. It's what happens when retail teams put smarter tools to work across merchandising, supply chain, and store operations.

Real results from AI built for Retail:

Metric	SymphonyAI result	Typical industry range
Manual planning	**30-50%** reduction	Merchants spend 60–70% of time on operational tasks[1]
Profit impact	**$150M - $200M** profit uplift from **10%** increase in on-shelf availability	~6.6% average total revenue uplift from AI[2]

VERTICAL AI SUCCESS IN RETAIL

$80 billion grocer unlocks $200M+ in annual profit with AI

3.5%	increased sales	**25%**	productivity improvement
$200M	in incremental profit annually	**10%**	increase in on-shelf availability

A top U.S. grocery chain used SymphonyAI to overhaul merchandising across 11 regional divisions. By unifying data and applying predictive insights, they increased sales by 3.5%, improved productivity by 25%, and boosted inventory accuracy to 98%—with a 10% lift in on-shelf availability. The result: over $200M in new profit annually and a smarter, faster retail operation.

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Save Mart lifts promo performance by 40% with personalized, data-driven retail

40%	lift in promotional performance
$1M	incremental sales per promotion using collboration AI with vendor partners

Save Mart set out to make each store feel like it was built for its neighborhood and succeeded by embedding AI into its merchandising and promotions strategy. Using SymphonyAI, their teams now deliver personalized offers driven by shopper-level insights and real-time demand signals. This drove a 7% lift in item movement across stores, and a 40% lift in promoted item movement when collaborating with vendor partners. With fewer out-of-stocks and stronger supplier engagement, Save Mart is creating deeper connections with shoppers and sharper performance across every store.

> We're seeing tangible value in both sales and profit. The SymphonyAI team has helped us progress in multiple areas simultaneously, bringing our associates up to speed on advanced tools."
>
> **Tamara Pattison - Chief Digital Officer**

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$14 billion US convenience chain boosts sales by $150M with AI-powered shelf intelligence

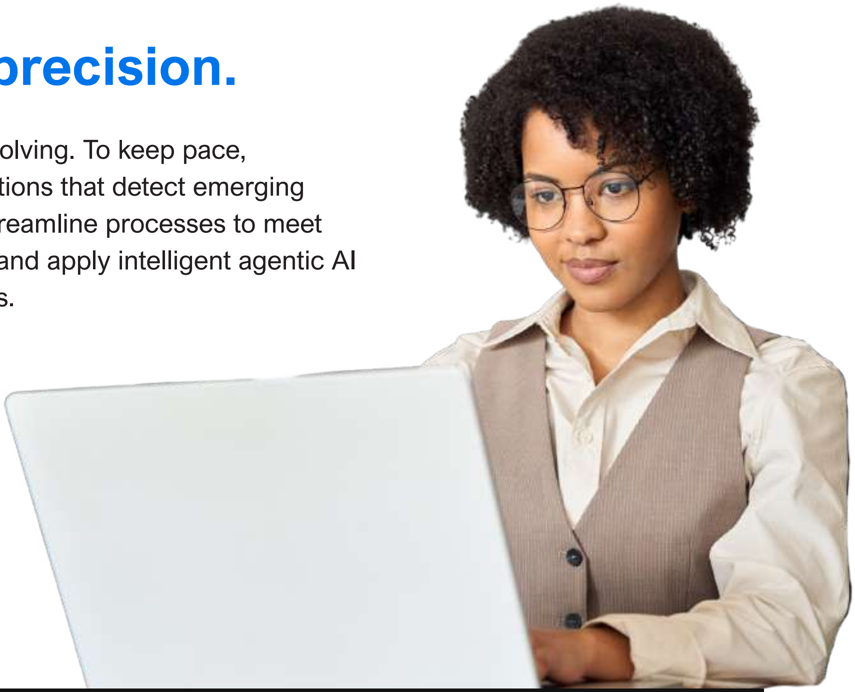
7.4%	increase in on-shelf availability	**4.8%**	increase in retail sales	**$150M**	in incremental profit

A leading U.S. fuel and convenience retailer tackled a common challenge: empty shelves and inconsistent store conditions that frustrated shoppers and hurt sales. Manual checks weren't enough. To fix it, the retailer installed AI-powered smart cameras that continuously scan shelves for missing items, incorrect tags, and display issues. When problems are detected, store teams get real-time alerts—allowing them to act before customers even notice. The result? A 4.8% lift in sales and over $150 million in additional annual profit, driven by smarter operations and consistently stocked shelves.

Financial Services

High stakes. High precision.

Financial crime compliance is rapidly evolving. To keep pace, financial institutions need AI-driven solutions that detect emerging risks as quickly as criminals innovate, streamline processes to meet ever-changing regulatory expectations, and apply intelligent agentic AI automation to clear operational backlogs.



This isn't the future imagined. It's the present delivered. It's what happens when AI is built into the fabric of financial crime prevention.

Real results from AI built for financial institutions:

Metric	SymphonyAI result	How does AI deliver?
False positives reduction	**Up to 77%**	AI learns from complex behavioral patterns and continuously adapts to new risks
Fraud detection uplift	**160%+**	AI improves precision by correlating data across accounts, products, and regions

Top 10 US financial institution transforms their compliance operations with Sensa Agents

90% reduction in manual effort, with the average alert review time reducing by 10X	**300+** alerts adjudicated every hour, saving 1,000's of investigator hours

Processing enormous daily transaction volumes meant having to deal with a mountain of sanctions hits. Their screening system's broad name matching logic triggered high false positive rates, leaving teams struggling to manage the growing workload.

Sensa Agents solved these challenges. Trained on the policies and procedures of the client, Sensa Agents were able to automate tasks such as entity resolution, web research, and alert prioritisation and escalation; removing many of the manual, time-consuming processes that were causing bottlenecks in their operations. The result: significant efficiency savings, with Agent and investigator adjudication agreement for over 98% of cases, evidencing remarkable accuracy.

European bank boosts investigator productivity by 20% with AI

20% productivity increase in investigators	**€3.5M** cost savings annually

A major European bank struggling with fragmented investigation workflows turned to SymphonyAI to streamline operations. Investigators were wasting time assembling data from siloed systems across disjointed compliance teams, leading to slow, inconsistent investigations.

The bank implemented Sensa Investigation Hub, an AI-powered enterprise case management platform, to centralize investigations across all risk domains. By combining a subject-centric view with the intelligence of Sensa Copilot, the bank significantly accelerated and standardized risk assessments and investigations. Suspicious Activity Report (SAR) narratives were generated within seconds, with marked improvements in both quality and consistency. The result? 20% higher productivity and €3.5M saved annually, a clear example of AI enhancing human expertise.

Absa cuts false positives by 77% with AI

77% reduction in transaction monitoring false positives	**10.5%** new risk identification hit rate
Increasing efficiency allowing team to work on complex cases and improving resource allocation	

Absa, one of Africa's largest banks, faced a common challenge in financial crime detection: too many false positives and not enough precision. Their legacy rules-based system overwhelmed investigators with unnecessary alerts while missing emerging risks. To solve this, Absa implemented SymphonyAI's SensaAI for AML. The AI overlay immediately enhanced their existing rules-based detection engine with supervised machine learning models that were able to identify false positives while exposing new risk that had been going unnoticed. The results were dramatic. Absa reduced false positives by 77%, identified 21 previously missed risk patterns, and achieved a 10.5% hit rate on newly discovered risks. With stronger performance and fewer false alarms, their teams now spend more time stopping real threats and less time chasing noise. This partnership was awarded Technology Partner of the Year at the 2024 ICA Compliance Awards, driven by results that speak for themselves.

Read more

Industrial Manufacturing

Built to perform

In manufacturing, performance is everything—and AI is helping organizations improve it across the board. From the plant floor to asset maintenance to production planning, companies are using AI to increase efficiency, reduce downtime, and make smarter decisions in real time.

AI deployments are driving measurable impact:

25 - 35%
faster execution cycles

64%
reduction in defect detection costs

$40M
in labor cost savings

35%
improvement in asset utilization

Over $1M
saved annually by avoiding unplanned downtime

By embedding AI into core operations, industrial teams are cutting waste, flagging issues before they escalate, and building more resilient systems.

This isn't about pilots or prototypes. It's about scaling the kind of performance improvements that every industrial business needs to stay competitive.

Real results from AI built for Industrial Manufacturing:

Metric	SymphonyAI result	Typical industry range
Defect detection cost	**–64%**	30 – 50% reduction common with visual AI[3]
Asset usage	**+35%**	10 – 25% typical reported improvement[4]

AGCO boosts factory efficiency by 25% with hands-free AI

25% increase in execution efficiency	**50%** faster onboarding

At AGCO, gaining even a few extra minutes per production step counts. Operators were losing up to an hour daily just walking to check screens. Traditional tablets weren't helping—so they turned to hands-free assisted reality powered by SymphonyAI.

Operators now wear Google Glass integrated with the SymphonyAI platform, receiving real-time instructions and data directly in their field of vision. The impact has been significant: process times are down 25–35%, and onboarding new hires is 50% faster, thanks to immediate access to guided instructions and reduced error rates.

> Using assisted reality, we're giving our teams the information they need in the moment, without breaking focus. It's not just innovation for innovation's sake. This is practical tech with real impact."
>
> **Peggy Gulick - Director of Digital Transformation, AGCO**

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From reactive to predictive: Manufacturer cuts defect costs by 64% with AI

64%	reduction in cost of defect detection
90%	improved visual inspection accuracy
82%	reduction in number of process steps

A global data-storage manufacturer used SymphonyAI's visual inspection and analytics to transform quality control. Previously reactive and slow, their process now detects machine defects early and delivers real-time insights to engineers on the production floor.

By integrating AI-powered visual inspection with process data, they've slashed defect detection costs by 64%, boosted inspection accuracy by 90%, and reduced unnecessary process steps by 82%—turning reactive troubleshooting into proactive quality assurance.

Manufacturer saves $40M+ annually by using AI to eliminate bottlenecks

$40M	annual labor cost savings
35%	increased asset usage
75%	reduction in paper-based activity

A leading manufacturer overhauled its operations by deploying AI to identify and resolve production bottlenecks in real time. Disconnected data processes had caused delays, wasted resources, and reduced asset utilization. By integrating SymphonyAI's platform into existing systems, teams gained real-time insights and were empowered to take immediate action, without disrupting daily workflows.

The results were transformative. The company now saves over $40 million in labor costs each year, has improved asset utilization by 35%, and eliminated 75% of paper-based processes. With AI guiding smarter decisions on the shop floor, operations are faster, leaner, and more agile than ever.

Nippon Gases cuts unplanned downtime with predictive AI, saving $3M+ per year

$3M	annual savings from avoiding unplanned downtime and production loss
$500K	gain in production throughput per site per year

Facing rising risks from undetected equipment failures, Nippon Gases turned to AI to shift to a proactive maintenance model. Their team implemented SymphonyAI's Predictive Asset Intelligence, a no-code platform that continuously monitors asset health, issues early alerts, and suggests probable root causes.

The impact was swift and significant—within days of deployment, unplanned downtime dropped dramatically, delivering over $500,000 in savings per site annually, totaling more than $3 million across multiple plants. Thanks to AI-driven insights, teams can now address issues before they escalate, keeping operations both efficient and reliable.

Read more

Enterprise IT

Faster support. Smarter service. Happier teams.

AI is helping IT teams do more with less—automating support, speeding up resolutions, and delivering a better experience for everyone.

Teams are seeing up to **50% gains in productivity, 85% jumps in customer** satisfaction, and **60% of service requests resolved automatically.**

What once took hours now takes minutes. What used to require a helpdesk call now solves itself. And it's not taking years to implement—results are seen in just **90 days**.

Real results from AI built for Enterprise IT:

Metric	SymphonyAI result	How does AI deliver?
Ticket auto-resolution	**60%** of tickets resolved automatically	AI handles common requests through chatbots, workflows, and self-service
CSAT improvement	**+85%** customer satisfaction	Faster resolutions and intuitive self-service improve employee experience

Maruti Suzuki increases IT productivity by 50% and CSAT by 85% with AI

50% increase in productivity	**85%** improvement in customer satisfaction scores

Maruti Suzuki, India's largest automotive manufacturer, modernized its IT operations to better support over 33,000 employees facing slower legacy systems and siloed workflows. After implementing SymphonyAI's intelligent ITSM solution—with integrated asset monitoring and a mobile-first interface—their IT team achieved a 50% boost in productivity and an 85% increase in customer satisfaction. The streamlined, real-time system enabled staff to resolve issues faster and deliver a significantly smoother employee experience.

Read more

Evalueserve transforms global IT with AI

45+ countries unified on 1 platform

Managing IT operations across more than 45 countries, Evalueserve faced slow response times, fragmented systems, and limited global coordination. To address this, they implemented SymphonyAI's unified platform to automate support workflows, integrate real-time analytics, and enable self-service across all regions.

The impact was immediate: teams now resolve issues faster with automated ticket routing and intelligent self-service tools, boosting overall efficiency and responsiveness. With data-driven operations and smarter workflows, Evalueserve has elevated its global IT support—delivering better outcomes for employees and customers alike.

Read more

Entertainment leader automates 42% of IT support in 90 days

42% of requests auto-resolved	**17%** decrease in calls to IT
90 days from deployment to results	

A leading entertainment company was grappling with escalating IT demand, impacted by thousands of seasonal employees each year. To tackle this, they launched SymphonyAI's AI-powered IT platform in just 90 days, integrating combined service requests, automation, chatbots, and knowledgebase capabilities ahead of the busy season.

Within that timeframe, the company began resolving 42% of support requests automatically, while calls to IT dropped by 17%. By rolling out this scalable, unified IT system quickly, the brand delivered consistent, efficient service across its divisions—just in time to support peak-season needs.

Read more

From proof to performance: What's next?

The data is clear: AI delivers when it's built for your business, embedded in your workflows, and focused on your KPIs.

Now the question is:

Where can you unlock $50M+ in new value with AI?

SymphonyAI is helping leading enterprises:

- Cut decision time from days to minutes
- Reduce waste
- Eliminate thousands of hours of manual work
- Increase customer satisfaction by double digits

Sources

1 McKinsey - How analytics and digital will drive next generation retail merchandising

2 NVIDIA "State of AI in Retail & CPG Report"

3 Capgemini - Manufacturing operations needs to embrace AI

4 McKinsey - Capturing the true value of Industry 4.0