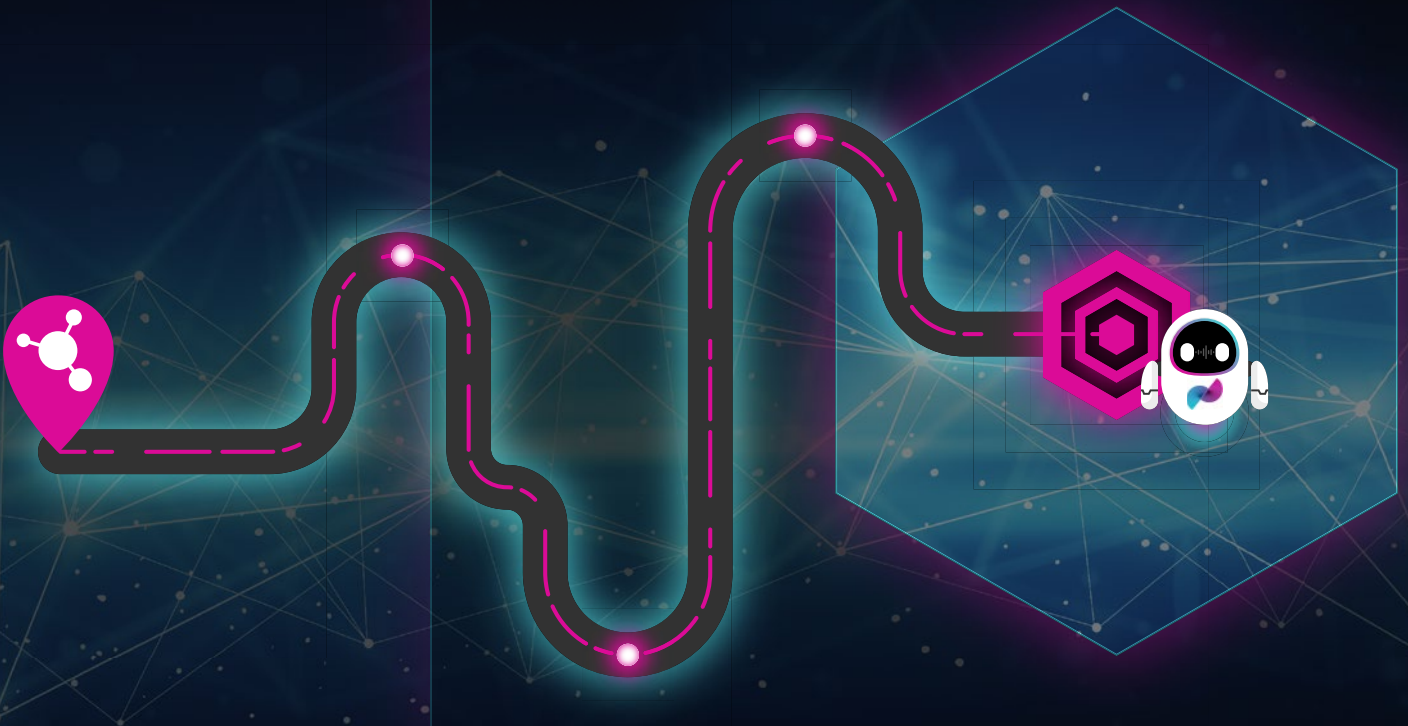
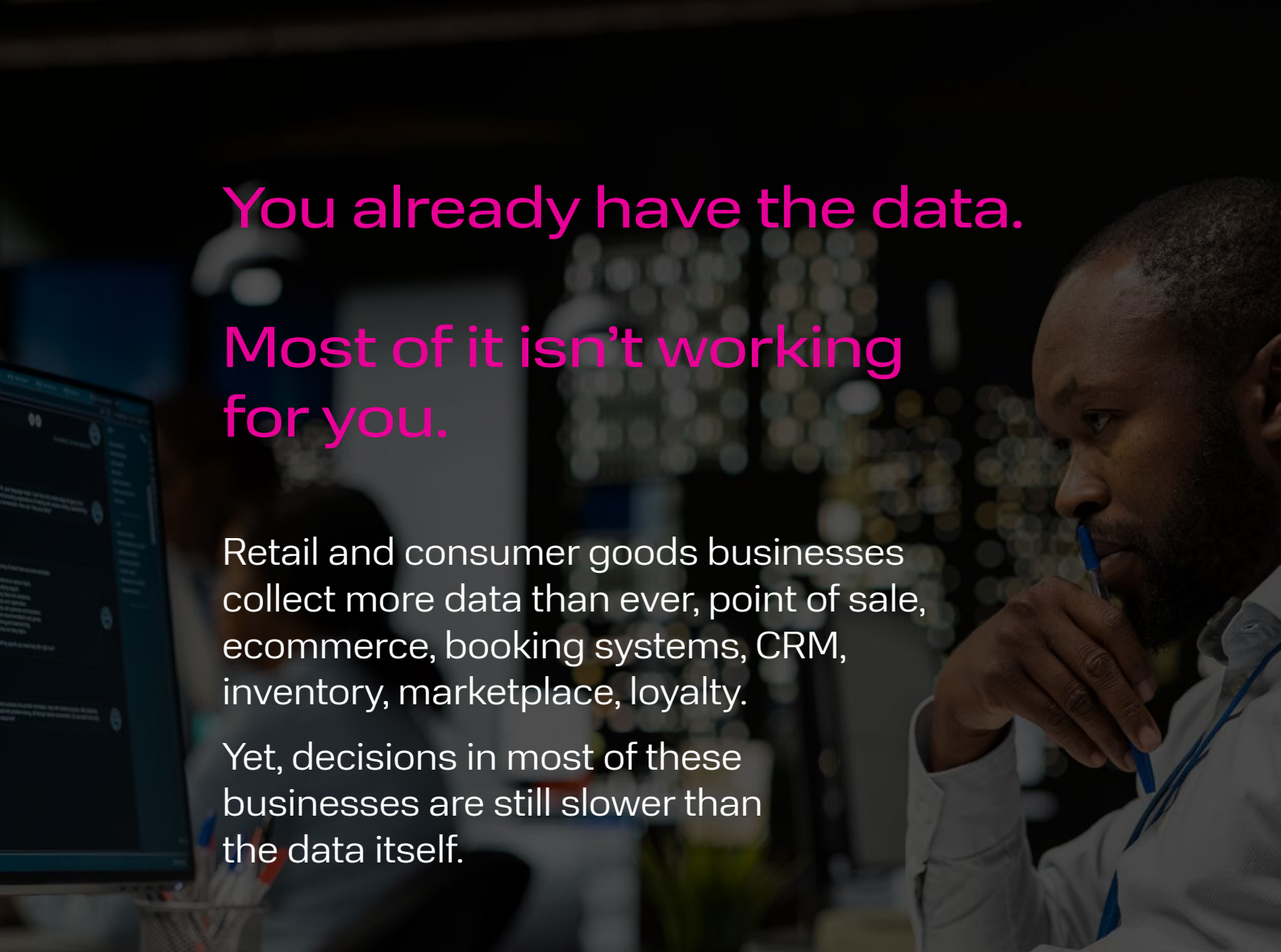




Fund your AI ambitions with the data you already have

A roadmap from trusted department insights today to agentic AI tomorrow





You already have the data.

Most of it isn't working for you.

Retail and consumer goods businesses collect more data than ever, point of sale, ecommerce, booking systems, CRM, inventory, marketplace, loyalty.

Yet, decisions in most of these businesses are still slower than the data itself.

This isn't a data collection problem, it's a data use problem. [Forrester Research puts the proportion of company data that goes unused for analytics at 60 to 73%](#). It sits in a system, gets exported into a spreadsheet, or waits for reconciliation against other reports before anyone trusts it enough to act on. Three reasons this happens:

Systems don't talk to each other.

Point of sale, booking engines, ecommerce, inventory and CRM each hold their own version of the truth.

People spend their time preparing data, not using it.

[Deloitte research on retail teams found analysts can spend up to 40% of their time getting data ready rather than analysing it.](#)

By the time insights arrive, the moment has passed.

A report that lands a week late answers last week's question.

What this actually costs

[PYMNTS Intelligence](#) found that over half of retail and grocery merchants struggle to share data across departments, and linked this directly to missed revenue, estimating as much as 5% of revenue lost through data silos alone. A buying team overorders because it can't see live sales. A hotel keeps selling a room that's already full. A pricing decision gets made on last month's margin, not this morning's.

None of this is a technology failure. The systems work. The data exists. What's missing is a single, trusted version of it that every team can act on, live, and share.

These aren't just the costs of getting this wrong, they're the funding case for getting it right: time and revenue recovered is real budget, not a separate ask on top of an AI strategy already stretched thin. Fixing the foundation is often how that strategy gets paid for.

Data is the foundation, not a side project

Before insights, before agentic AI, every part of the business needs one governed record: a single live version that every team works from together.

That's what Xfuze, Xiatech's Agentic Orchestration Platform, is built to provide. Every domain runs on the same foundation. Systems are connected. Data is cleansed and reconciled once. It's ready for insights today and for agents to act on tomorrow. Capability grows without anything getting rebuilt.

Xfuze covers the core capabilities organisations need to drive agentic adoption: Integration and Orchestration, Data Management, Insights and Advanced Analytics, and Agentic AI. Four capabilities in one platform.

How this comes together

The route from raw data to agentic AI runs through the same stages every time, and Xfuze underpins each one: connected systems (ERP, ecommerce, point of sale, CRM, warehouse management) become unified data; one governed record per domain, kept moving by orchestration. That live data powers the dashboards, reports and forecasts every role depends on, and because the same record sits underneath, it's also what AI (assistants, models and agents) act on with guardrails and humans in the loop.

Where the business value comes from

This is what it means to unify, deploy and scale AI, and it pays back in four ways:

- **Turbocharges your legacy.** Modernising what you already run rather than ripping it out.
- **Unlocks your data.** One governed, live view across every system, not one team's copy.
- **Accelerates transformation.** Shipping integrations and dashboards in days, not months.
- **Enables AI.** Agents that act on live business reality, not guesswork.

On this foundation, [Xiatech customers report integration up to three times faster, up to 60% less time spent wrangling data, up to 40% faster time to insights, and up to 60% lower total cost of ownership.](#)

Moss cut the time to produce and consume insights by 95%. That's the business case in practical terms: time and cost recovered from systems you're already paying for, redirected towards the next domain, agent and AI strategy this paper is named for.

Six departments, and the insights each one gets

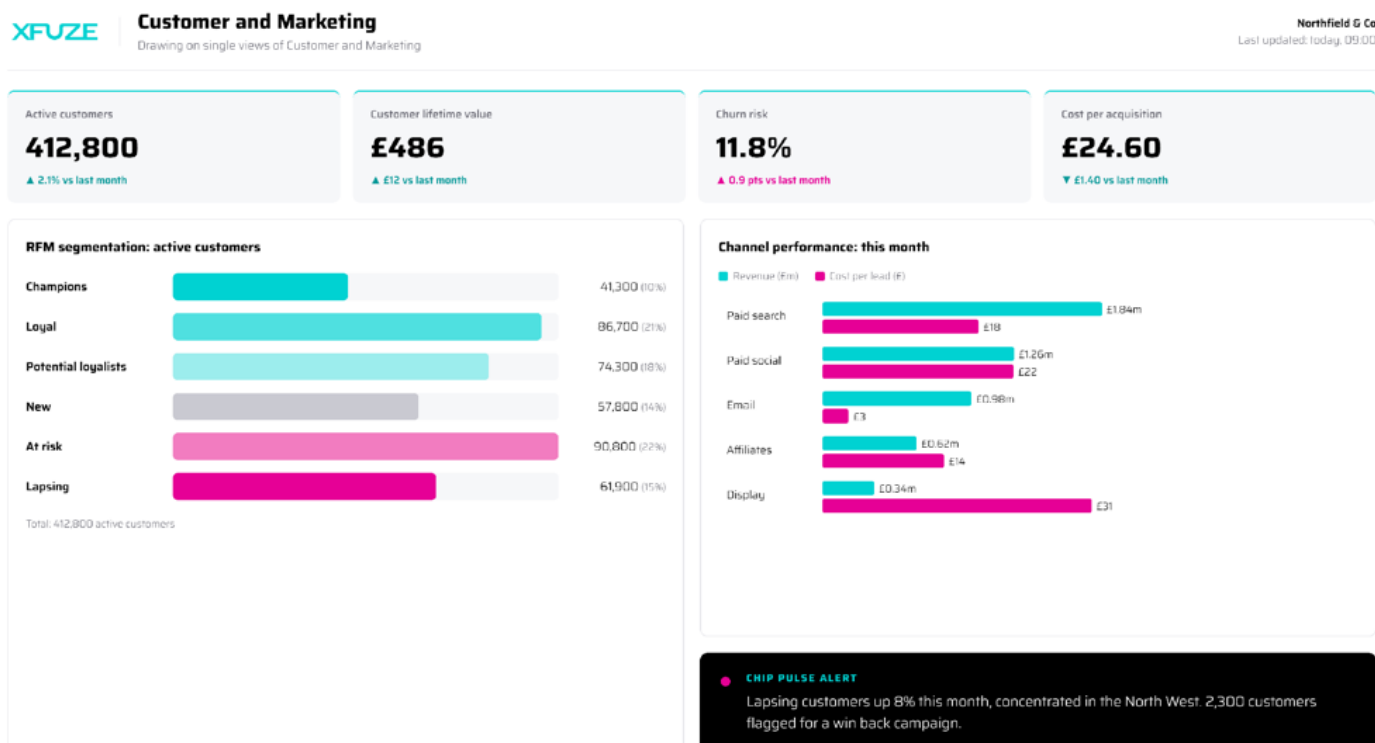
Xfuze Agentic Insights gives each department dashboards built around the outcomes it's already accountable for, with CHIP Assist to explain what moved and why. Each department draws on single, trusted views of the data it depends on: department draws on single, trusted views of the data it depends on:

Customer & Marketing

See who your customers are, what they're worth and which campaigns bring them back.

KPIs: lifetime value, cost of acquisition.

Draws on **Customer and Marketing**.



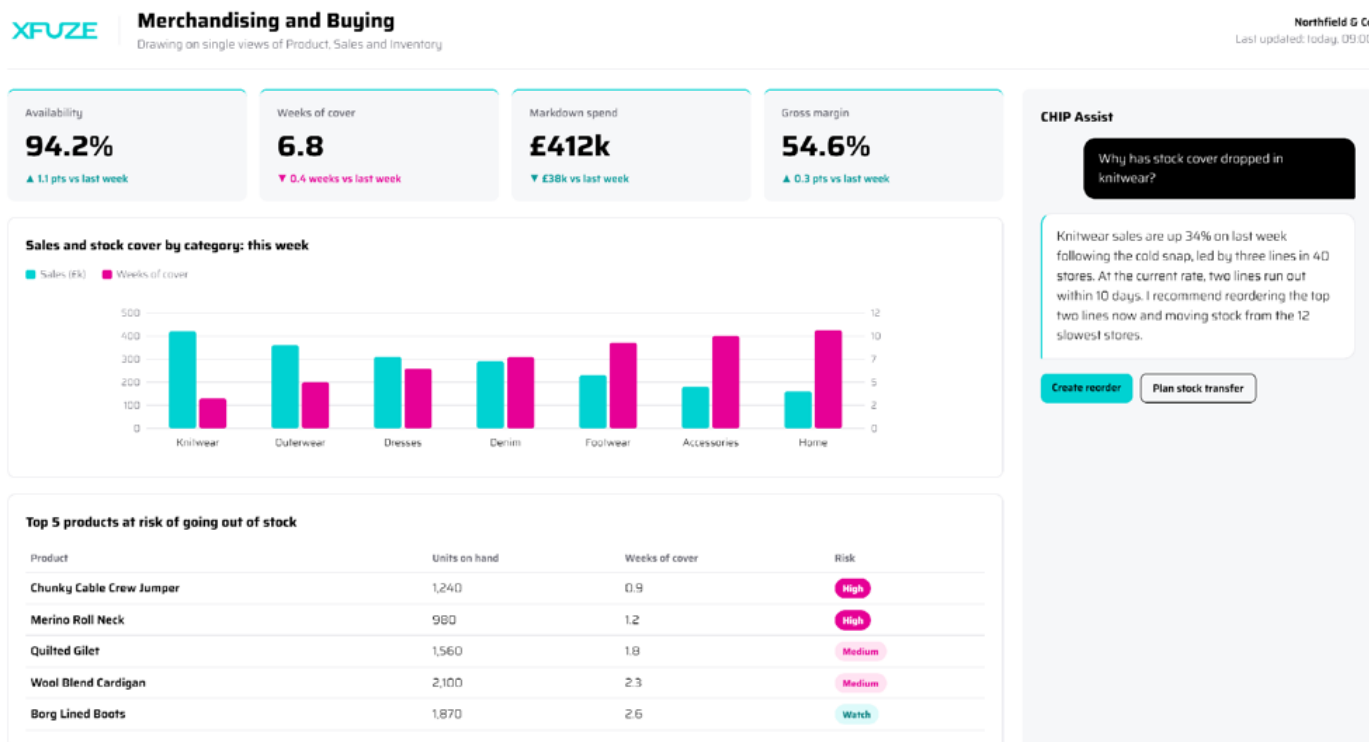
Customer and Marketing dashboard: RFM segments, channel performance and a CHIP Pulse alert on lapsing customers, from single views of Customer and Marketing. Illustrative data.

Merchandising & Buying

See what's selling, where stock is short and where margin is slipping.

KPIs: availability, markdown spend.

Draws on **Product, Sales and Inventory**.



Merchandising and Buying dashboard: availability, cover and margin from single views of Product, Sales and Inventory, with CHIP Assist explaining a drop in knitwear cover. Illustrative data.

Digital

See how shoppers browse, convert and abandon, and which content performs.

KPIs: average order value, cart abandonment.

Draws on **Customer, Product and Marketing**.

Stores & Operations

See how every store and site is trading and staffed, today.

KPIs: sales per employee, like for like sales.

Draws on **Sales, Location, Employee and Franchise**.

Supply Chain & Inventory

See stock across every location and what's needed next.

KPIs: inventory turnover, forecast accuracy.

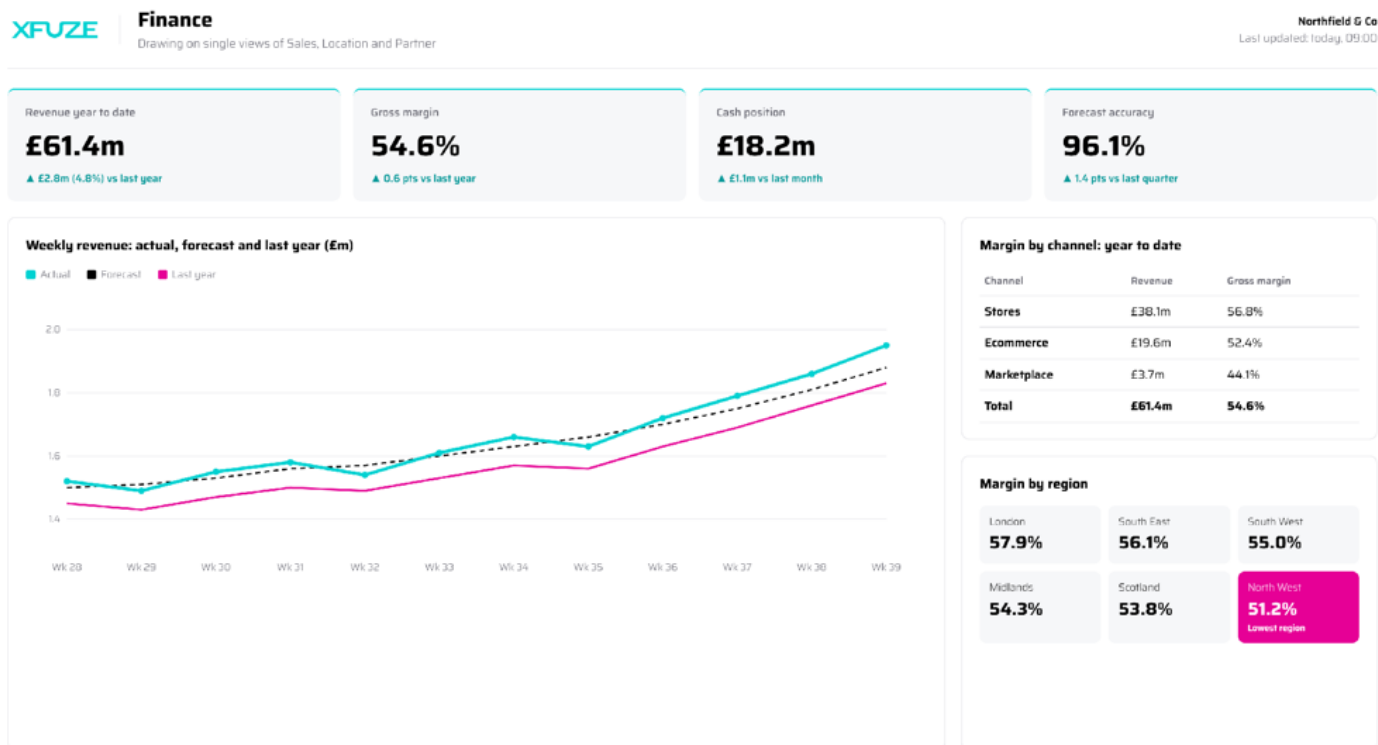
Draws on **Inventory, Location and Partner**.

Finance

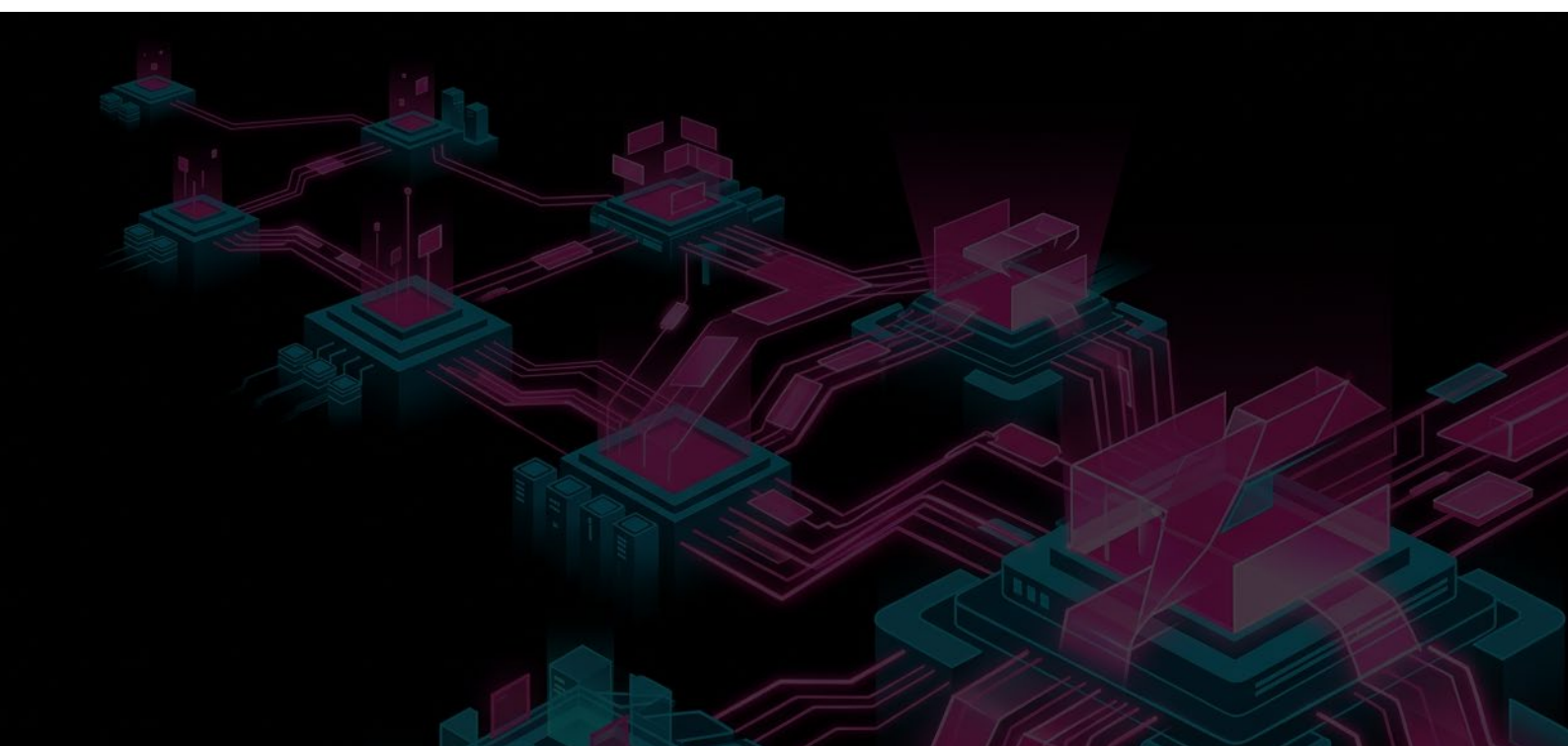
See margin, cost and cash by channel, site and product, reconciled and live.

KPIs: gross margin, cash flow.

Draws on **Sales, Location, Partner and Franchise**.



Finance dashboard: revenue against forecast and last year, and margin by channel and region, from single views of Sales, Location and Partner. Illustrative data.



Four data domains that serve every department

Behind those insights sit single, trusted views of data. Four matter to almost every retail and consumer goods business, because each serves several departments at once. These domains aren't separate systems: they're connected and live across the business, so a change in one shows up in every other domain it touches, in real time. Each carries the same three layers: essential insights, what's happening; predictive insights, what's next; and agents that act on what's found:

Customer



A single view of every customer. Used by Marketing for targeting, Digital for personalisation.

Metrics: active customers, churn risk, lifetime value.

An agent can spot a lapsing customer and act same day.

Product



Clean product data, whether a SKU, a room type or a package. Used by Merchandising for range and margin, Digital for content quality.

Metrics: product count, content completeness, margin.

An agent can classify new stock overnight or adjust pricing as conditions change.

Sales



Every order, every channel, reconciled and live. Used by Finance for forecast performance, Merchandising for trading.

Metrics: revenue against last year, conversion rate, promotion uplift.

An agent can flag a trading anomaly the moment it happens.

Inventory



Real time stock visibility everywhere. Used by Operations for availability, Procurement for sourcing, Merchandising for cover.

Metrics: units on hand, availability risk, weeks of cover.

An agent can rebalance stock before a shortage is noticed.

The same approach extends to Location, Employee, Partner, Marketing and Franchise data, each built once and shared across the departments that need it.

Sharing and using data across the business

None of these domains sit with one team alone, and that's the point. A domain shared across every department is worth more than one built for a single team, and cheaper, since it's built once, not rebuilt per team.

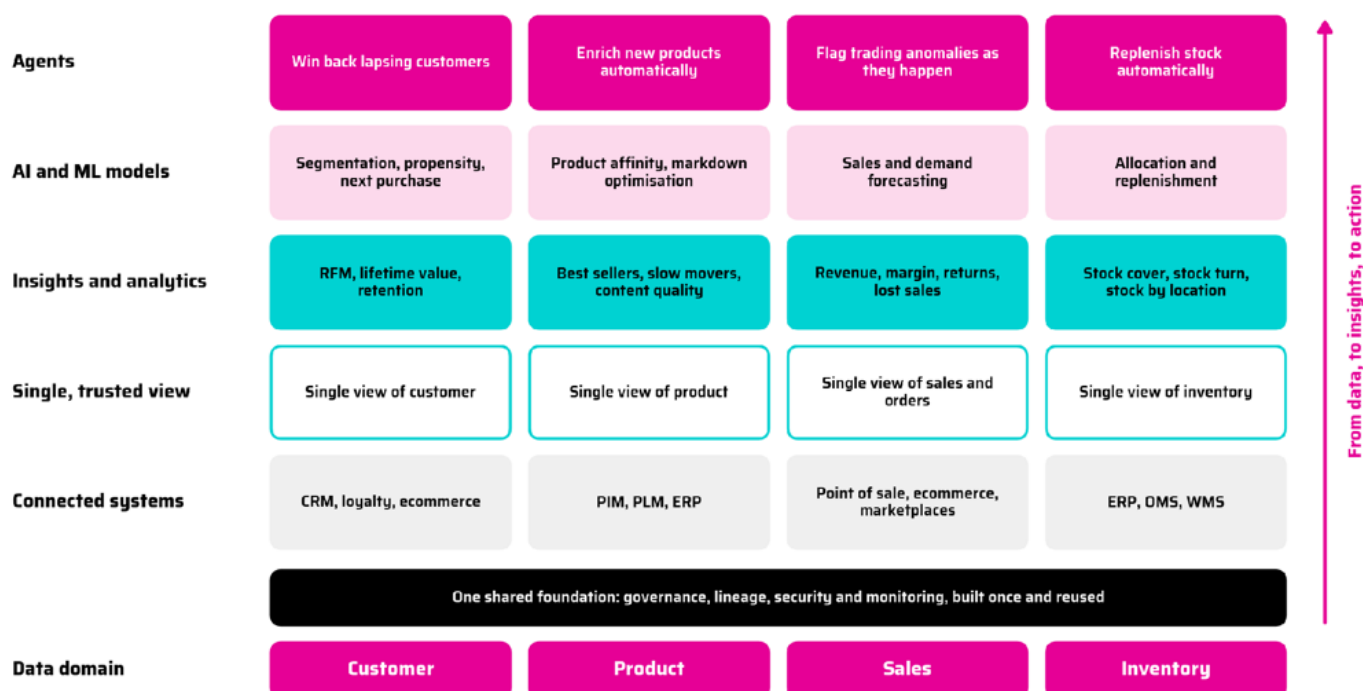
Inventory serves Operations, Procurement and Merchandising together, so a stock decision is visible to all three without a phone call. Merchandising also draws on Product and Sales together to make one range decision, not three separate ones.

This is only possible because every domain sits on the same governed foundation. Sharing data isn't a policy decision, it's what happens naturally once the record is built once, properly.

The ninth domain is easier than the first

Each domain is built once, on the same integration, governance and semantic foundation. Xfuze's composable, modular architecture is what makes that possible: capabilities built for the first domain get reused, not rebuilt, for the second, the third, and the ninth. That reuse is what makes each new domain faster and cheaper to add than the one before it, not just easier in principle. That's the real difference between a data programme that starts again with every new project and one that builds on what's already there.

One pattern, every data domain



Each data domain follows the same pattern, from connected systems to a single, trusted view, insights, AI models and agents, on one shared foundation that is reused for every new domain.

From data to decision, before the agent

A live dashboard is only the start. Someone still has to look at a number, ask why it moved, and decide what to do. This is what CHIP Assist, Xfuze's built in AI assistant, is for: a merchandiser sees stock cover has dropped, asks why, and gets a plain language answer from the same record, in seconds rather than a meeting. That might mean a manual reorder today, the same question an agent eventually acts on directly. Insights are how people make good decisions today, with or without an agent attached.

What it takes to trust an agent to act

Good insights are the first payoff. Agentic AI is the second, and it changes what getting it right means: an agent that rebalances stock or reaches out to a lapsing customer is acting on your behalf. That only works if the data underneath is genuinely trustworthy, the agent shows why it did what it did rather than acting as a black box, and someone in the business, not just the vendor, is accountable for what it does. Because CHIP Assist answers from the same governed record, what an agent does is something a person can check, not something they're asked to take on trust.

Xiatech has already put this to work. A drinks company was manually transcribing unstandardised orders arriving by email: slow, error prone, and unable to absorb volume spikes without missing deadlines. With the data foundation already in place, an agent could go straight to converting those emails into formatted purchase orders for review. A menswear retailer runs a similar foundation to keep stock balanced across stores automatically, work that used to mean checking and reordering by hand. Retailers already running on this foundation include Moss, G-Star RAW and Flying Tiger Copenhagen.

Why not build this yourself

A fair question at this point: why not do this with a data warehouse, a BI tool, and an AI vendor layered on top. Because a warehouse stores data, it doesn't manage it, cleansing, reconciling and governing it into one trusted record per domain is a discipline of its own, and without it a BI tool just displays whatever mess sits underneath. And without orchestration keeping that data and the processes around it moving automatically, everything stays a manual, batch-driven patchwork that breaks a little more each time you add a system.

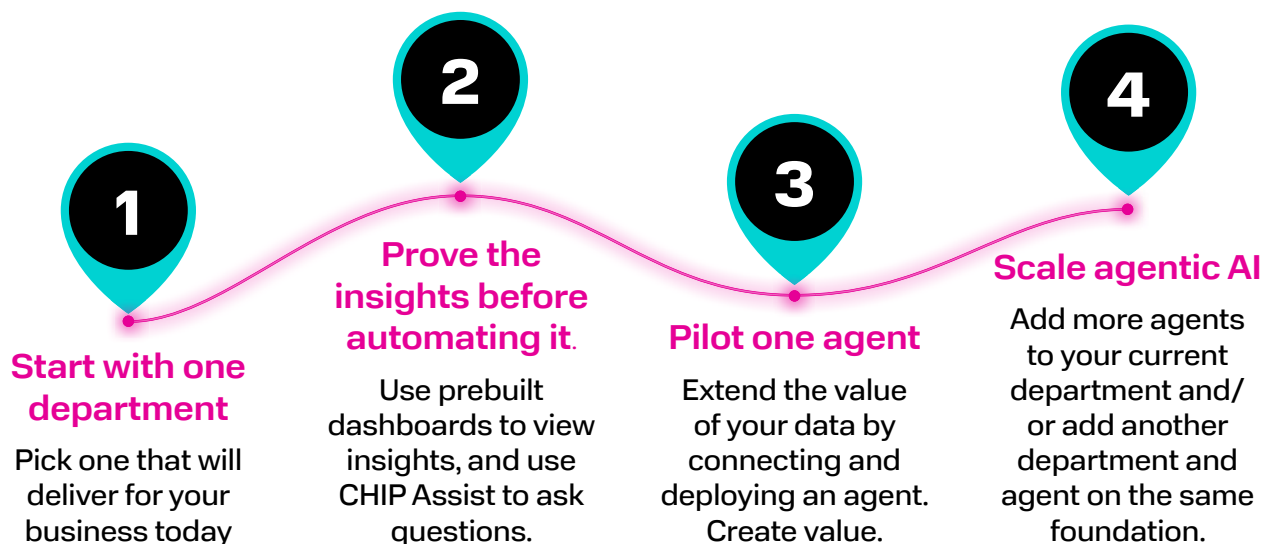
That's three separate builds, three vendors to keep aligned, and a foundation that has to be rebuilt or bridged every time one of them changes.

Xfuze gives you data management, orchestration, insights and the agent layer as one governed foundation, not separate tools you integrate yourself, with CHIP Assist included throughout, not bolted on as a separate product.



A roadmap to get there

You don't need every department covered, or agents running everywhere, on day one:



Xfuze Agentic Insights is the practical way into step one, and it's more than dashboards. It gives you a single, trusted source of data for the department you start with, one governed, unified record, properly managed, not just a view sitting on top of messy data. Prebuilt, AI generated operational intelligence, built for the roles in that department, runs on that foundation, live in days, not months, with CHIP Assist, our AI assistant, included as standard, recommending, answering and explaining what moved and why in plain language. And because the data foundation is already there, it's also what agents run on when you're ready, turning those recommendations into action, not just another dashboard.

What Xiatech does

Xiatech's work is integrating the systems underneath your business, unifying the data, and building the foundation insights and agentic AI both depend on. What's described here isn't a feature list, it's what becomes possible once that foundation is in place, and shared, across the whole business.

Ready to see what this looks like with your own data?
 Contact us to arrange a call or schedule a demo to see
Xfuze Agentic Insights.