Fimble® | Intelligence

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Data Challenge

F&B businesses today sit on mountains of data—orders, transactions, buying habits, marketing campaigns, and more.

Yet most of this valuable information goes untapped.

Getting insights from traditional reporting tools is a slow, complex, and analyst-reliant process

By the time the numbers are ready, the moment for action has already passed

Meanwhile frontline teams are struggling to make hour-to-hour decisions without clarity

Solution

Imagine if anyone could have…

- Instant access to actionable insights at their fingertips.
- No waiting weeks for analyst reports.
- No confusing spreadsheets and dashboards.
- Just clear, reliable intelligence that **highlights opportunities**, **cuts costs**, **improves efficiency**, and **grows sales**—every single day.

Fimble's Intelligence

That's where **Fimble's Intelligence apps** come in.

By combining **deep knowledge** of your **business** with **advanced AI models designed** specifically **for F&B**, we transform raw data into easy-to-use insights with a single click.

Whether it's forecasts, smart assistants, or data analyses, Fimble empowers your teams to **automate work at scale** and **make confident decisions that drive results**—fast.

Benefits

Increase Profit Margins

Tight margins mean every shift, ingredient, and staff hour counts. Intelligence tools deliver precise insights across your business, turning small decisions into big gains. Meanwhile, AI automations save your team valuable hours, leading to reduced costs and increased profits.

Accelerate Reporting

In the fast-paced world of F&B, operators need to make quick decisions, and traditional reporting tools are too slow and rigid. AI-powered tools turn scattered data into clear, actionable summaries in minutes, not days, so you can make decisions on the fly.

Stability to Unpredictable Demand

Changes in F&B often come without warning. Trusting instinct or old reports puts you at a disadvantage. Intelligence tools use real-time data and predictive models to foresee demand, enabling operators to respond promptly and without second-guessing.

Self-Serve Analytics at Every Level

Intelligence tools deliver easy-to-read summaries and give everyone, from CFOs to store managers, self-serve data that make sense. This unburdens data teams, scales insights without adding headcount, and closes the gap between data and reality.

Our AI Foundation

Established AI Expertise

- We embraced AI long before the 2023 surge, investing early in a **dedicated in-house AI/ML team** of mathematicians and engineers.
- Our long-standing experience allows us to design AI solutions that are not only powerful but also deeply aligned with your business objectives, always delivering measurable value.

Ethical by Design

- As early adopters, we comply with the **EU Artificial Intelligence Act**, the first regulatory framework for safe and ethical AI use, ensuring transparency, risk reduction, and user protection in every AI-driven functionality we develop.

EU Artificial Intelligence Act

- Your data is **never shared or used** to train our AI models. Artificial Intelligence is built into the core of our platform to make every interaction smarter, faster, and more efficient, while keeping your information private and under your control. AI works for your business, not from your business data.

Our AI Foundation

Privacy as a Core Value

- We treat privacy as an **operational responsibility**. Backed by our **ISO 27701 certification** and **GDPR compliance**, we follow strict data protection guidelines to ensure transparency and accountability in how personal data is handled.

Continuous Machine Learning Innovation

- Our AI/ML team is constantly exploring and adopting new models, technologies, and techniques in the rapidly evolving LLM field—keeping your platform at the cutting edge of intelligence.

Features NEW

FORECAST

Transform reactive operations into proactive planning with forecasts that allow teams to predict outcomes and grab opportunities every single day.

DATA ANALYSIS

Turn data into meaningful summaries and graphs instantly and as easily as having a conversation—no code or analyst required.

ASSISTANTS

Automate time-consuming tasks and scale knowledge sharing with custom AI agents so your team can focus on work that matters.

FEED

Monitor your business landscape with feeds that keep you updated on news, customer reviews, market intelligence, and competitor actions.

Features

DATA SETS

Improve marketing, operations, and customer engagement with static and dynamic segmentation for laser-focused targeting and reporting.

SNAPSHOT

Stay on top of what matters most with a real-time dashboard that concentrates all your priorities in a single view.

REPORTS

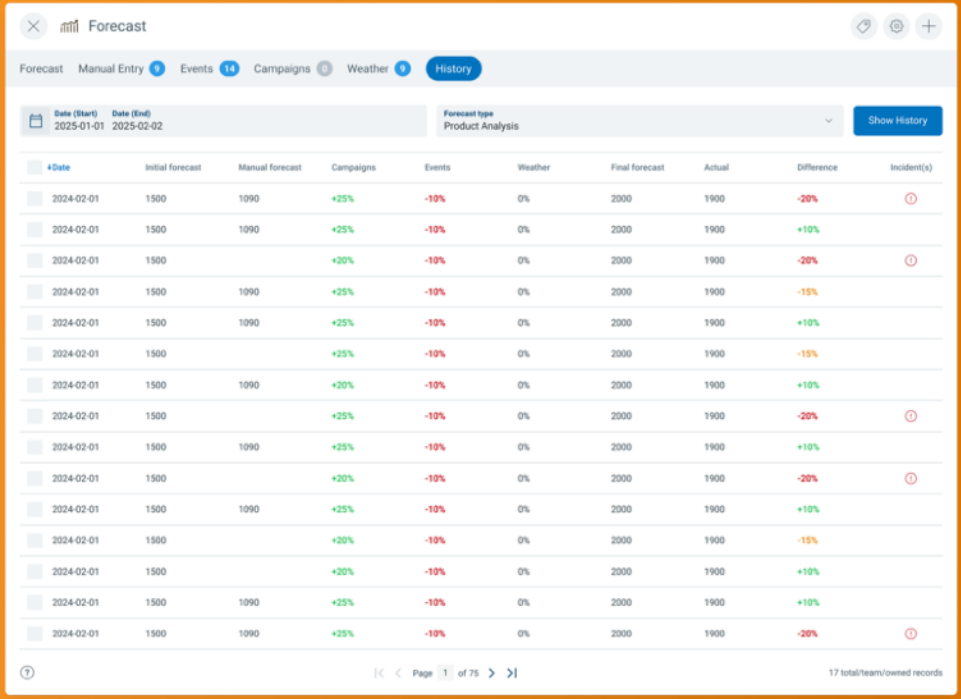
Powerful engine with 166 customizable, flexible, ready-to-use reports spanning across 29 business categories for decision-making at every level.

Forecast NEW

Switch from reactive firefighting to proactive, data-driven planning

How it works

Fimble's forecast combines **statistical models**, **historical data**, and **adjustments for real-world factors**—like marketing campaigns, local events, weather, and manual input—to create predictions with **over 85% accuracy**.



+Date	Initial forecast	Manual forecast	Campaigns	Events	Weather	Final forecast	Actual	Difference	Incident(s)
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	-20%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	+10%	
2024-02-01	1500		+20%	-10%	0%	2000	1900	-20%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	-15%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	+10%	
2024-02-01	1500		+25%	-10%	0%	2000	1900	-15%	
2024-02-01	1500	1090	+20%	-10%	0%	2000	1900	+10%	
2024-02-01	1500		+25%	-10%	0%	2000	1900	-20%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	+10%	
2024-02-01	1500		+20%	-10%	0%	2000	1900	-20%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	+10%	
2024-02-01	1500		+20%	-10%	0%	2000	1900	-15%	
2024-02-01	1500		+20%	-10%	0%	2000	1900	+10%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	+10%	
2024-02-01	1500	1090	+25%	-10%	0%	2000	1900	-20%	

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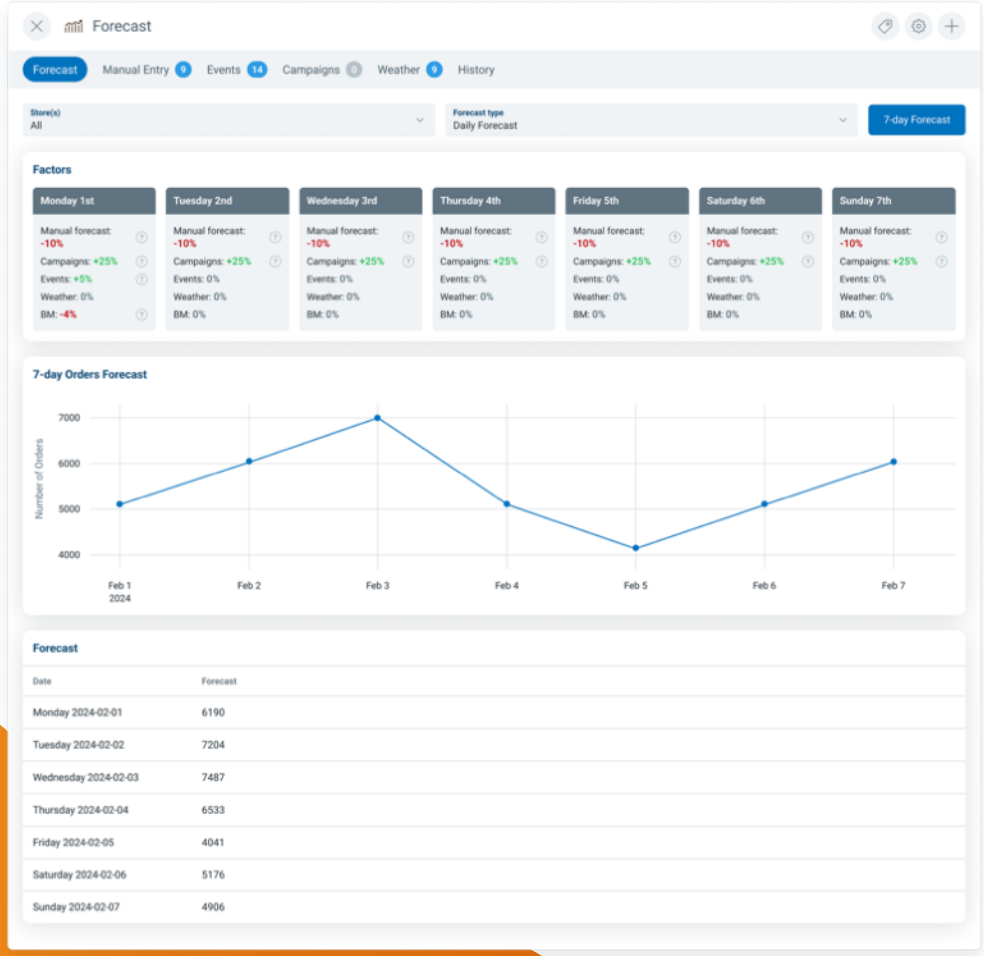
Forecast NEW

Daily Orders forecasts predict orders for the next 7 days



Smarter Planning

- Less risk of under or over-production

Optimize Staff Scheduling

- Adjust weekly staffing to match expected order volumes
- Avoid overstaffing on slow days and understaffing on busy ones

Financial Clarity

- Estimate future costs and revenues
- Align marketing efforts with projected demand

Forecast NEW

Product Analysis forecasts predict daily orders per product for the next 7 days

Ensure Product Availability

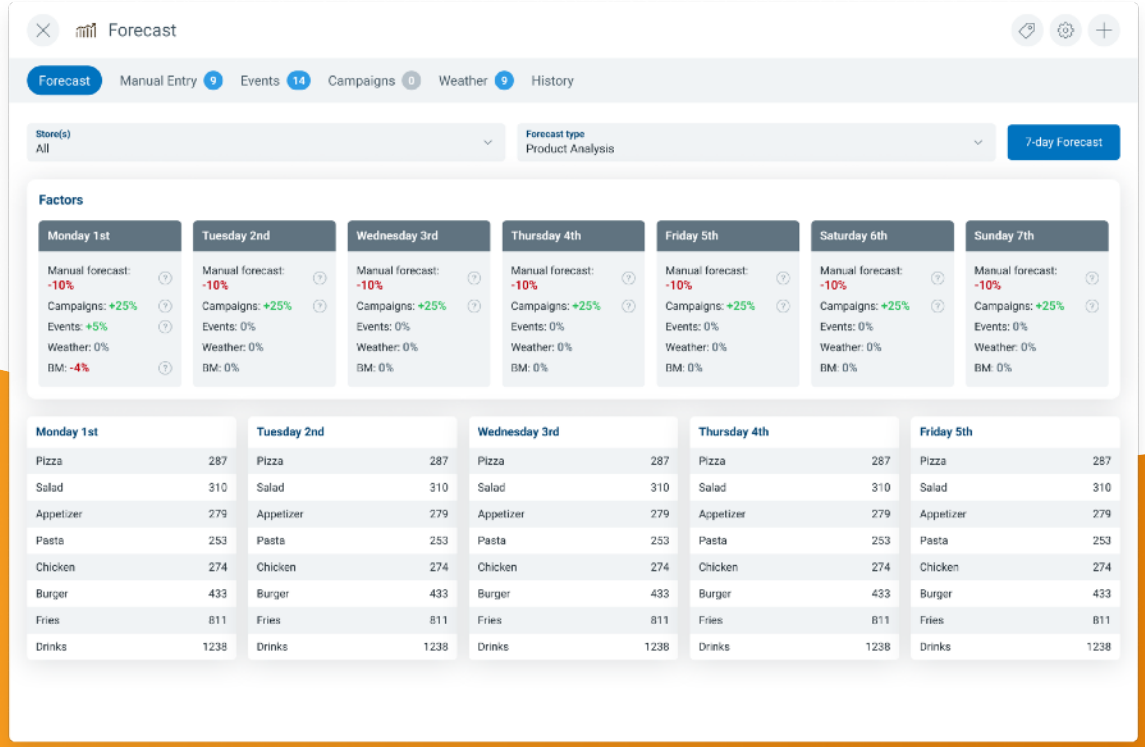
- Keep high-demand items in stock to prevent lost sales
- Anticipate spikes in orders and adjust inventory proactively

Reduce Waste & Control Costs

- Reduce overstocking and food waste by purchasing the right quantities
- Optimize supplier orders and avoid last-minute purchases that drive up costs

Boost Customer Experience

- Reliable service with less “out of stock” surprises that builds loyalty



Forecast NEW

Hourly Orders forecasts predict daily orders broken down by hours

Optimize Daily Staffing

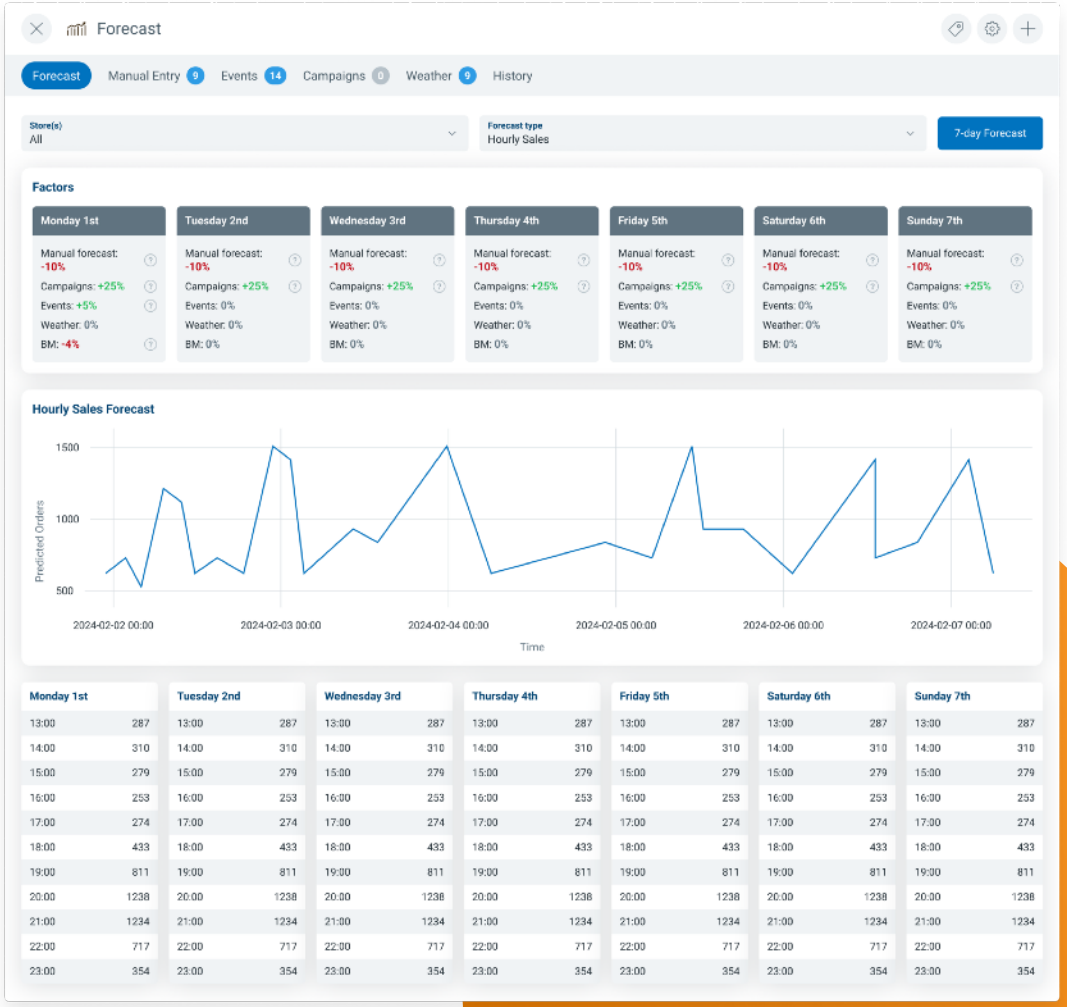
- Match employee shifts to peak vs. off-peak hours
- Reduce lost labor during slow periods
- Avoid last-minute calls

Kitchen Readiness

- Prepare food stations ahead of high-volume hours

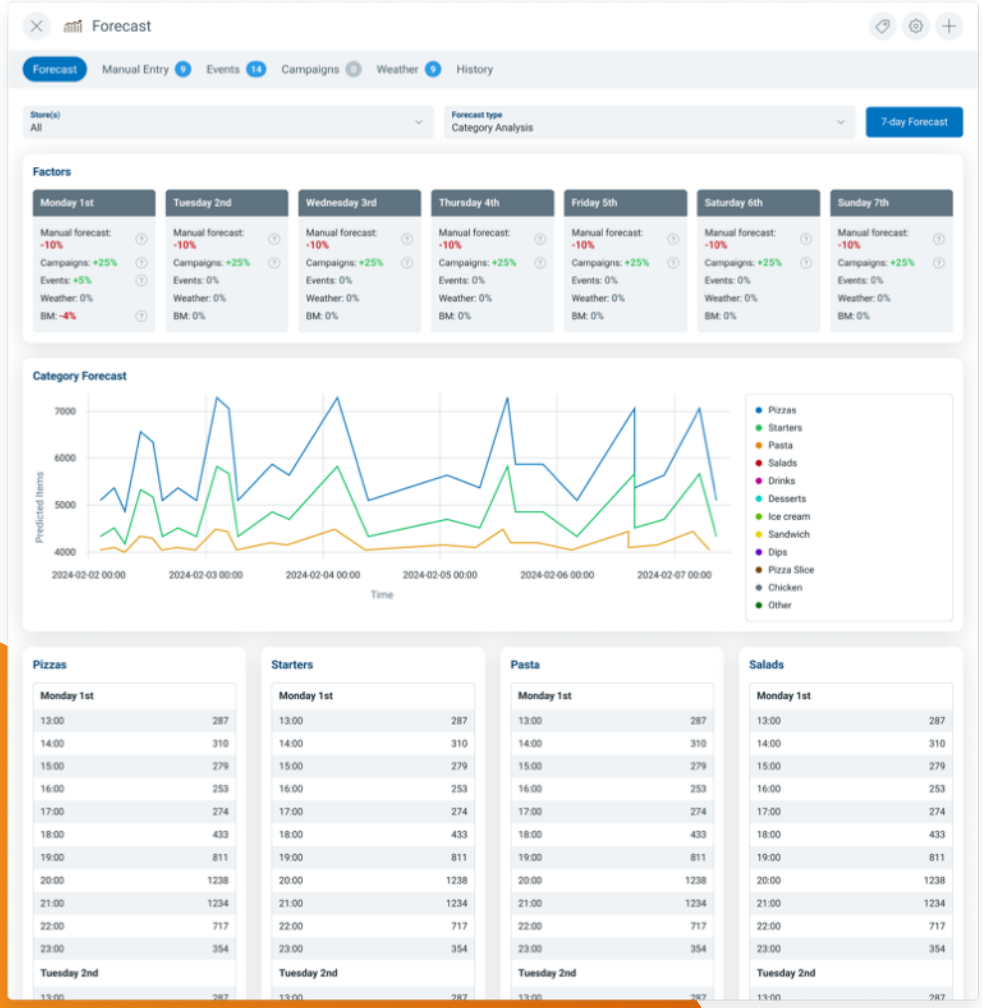
Boost Customer Satisfaction

- Smooth service and short wait times even during peak hours
- Consistent and reliable service quality



Forecast NEW

Hourly Orders by Category forecasts predict hourly orders broken down by product category



Demand and Customer Insights

- Prevent lost sales from category stockouts
- Identify trends in customer preferences

Targeted Promotions

- Run time-sensitive deals based on expected category demand
- Maximize upselling and cross-selling opportunities during peak category hours

Operational Efficiency

- Prep ingredients and cooking stations based on category demand
- Balance kitchen workloads by category
- Improve speed of service by prioritizing high-demand product groups

Forecast NEW

Raw Materials forecasts use recipes and orders to predict raw material usage

Cut Food Waste

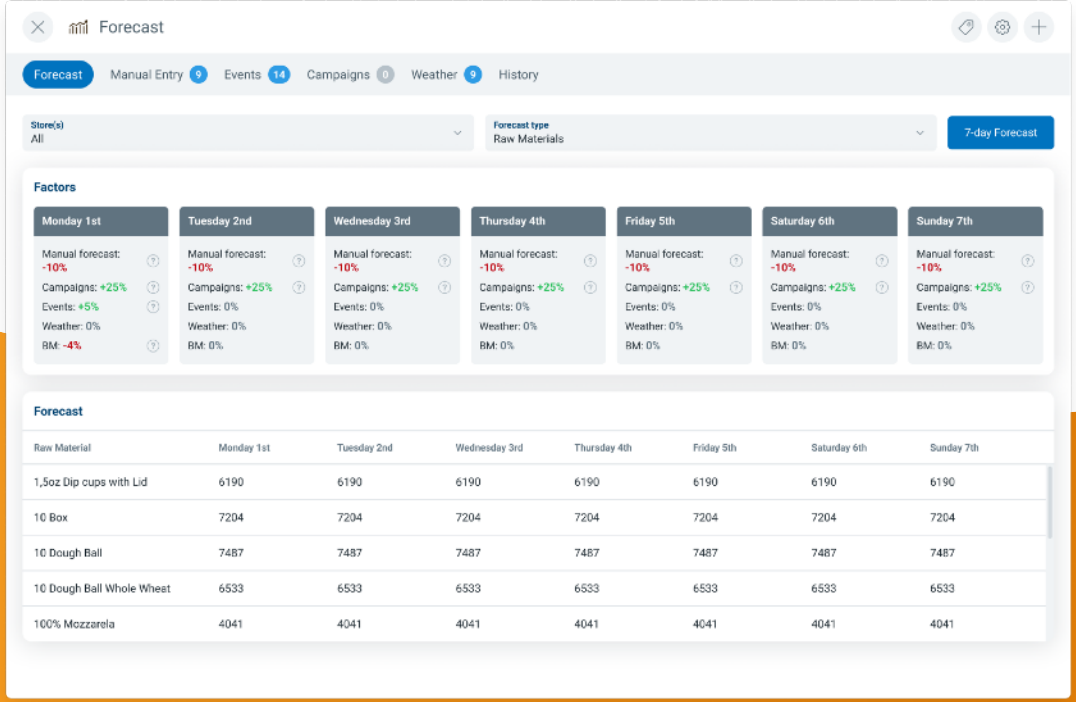
- Reduce food waste by purchasing the right quantities
- Avoid spoilage from perishable goods

Streamline Supply

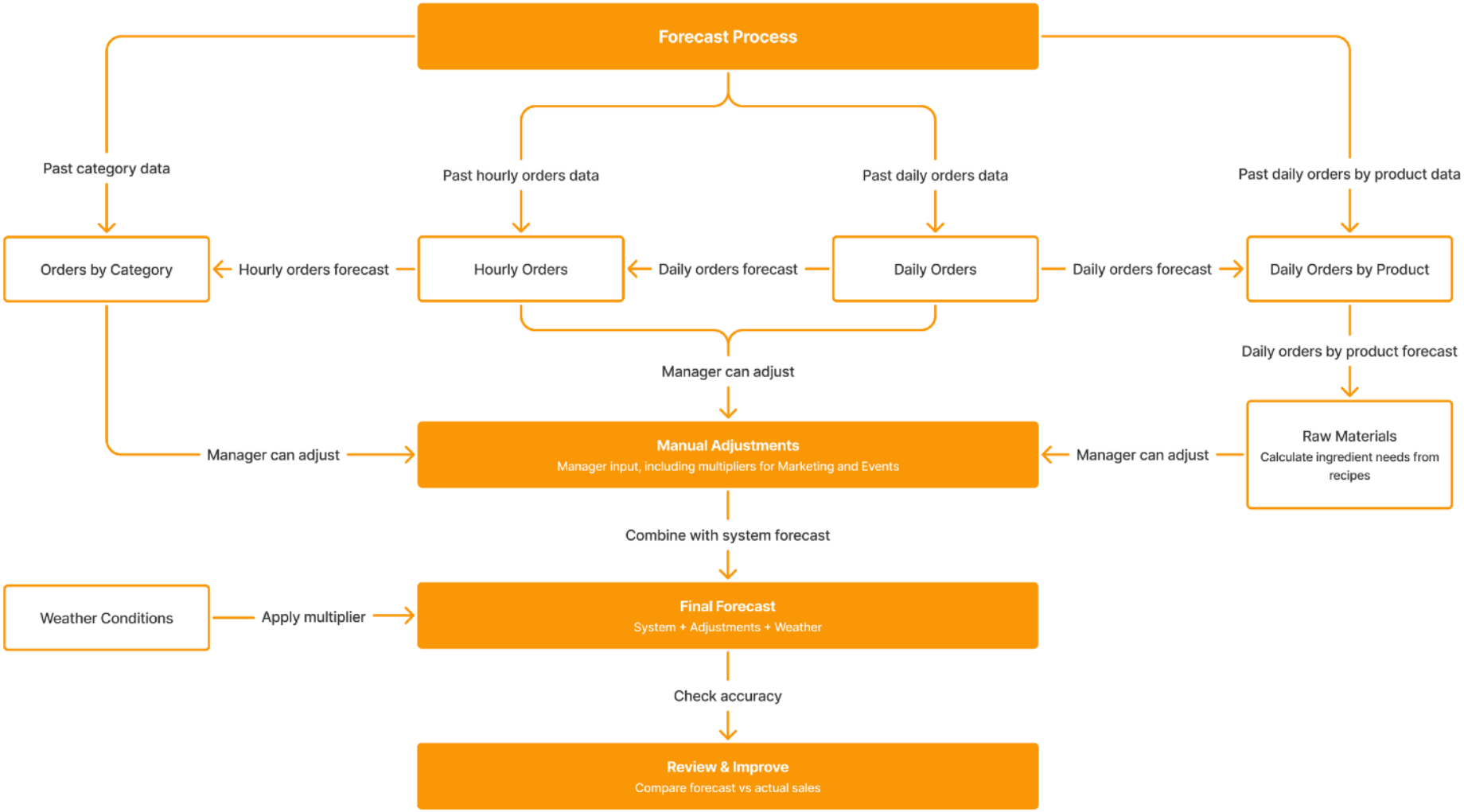
- Optimize supplier orders and deliveries
- Strengthen supplier partnerships with accurate purchases

Menu & Cost Optimization

- Minimize risk of running out of essential ingredients mid-day
- Understand which ingredients drive the most usage and costs
- Identify high-cost, low-demand items to optimize menu



Methodology



Data Analysis NEW

What took data analysts months is now quickly accessible to anyone with a single click.

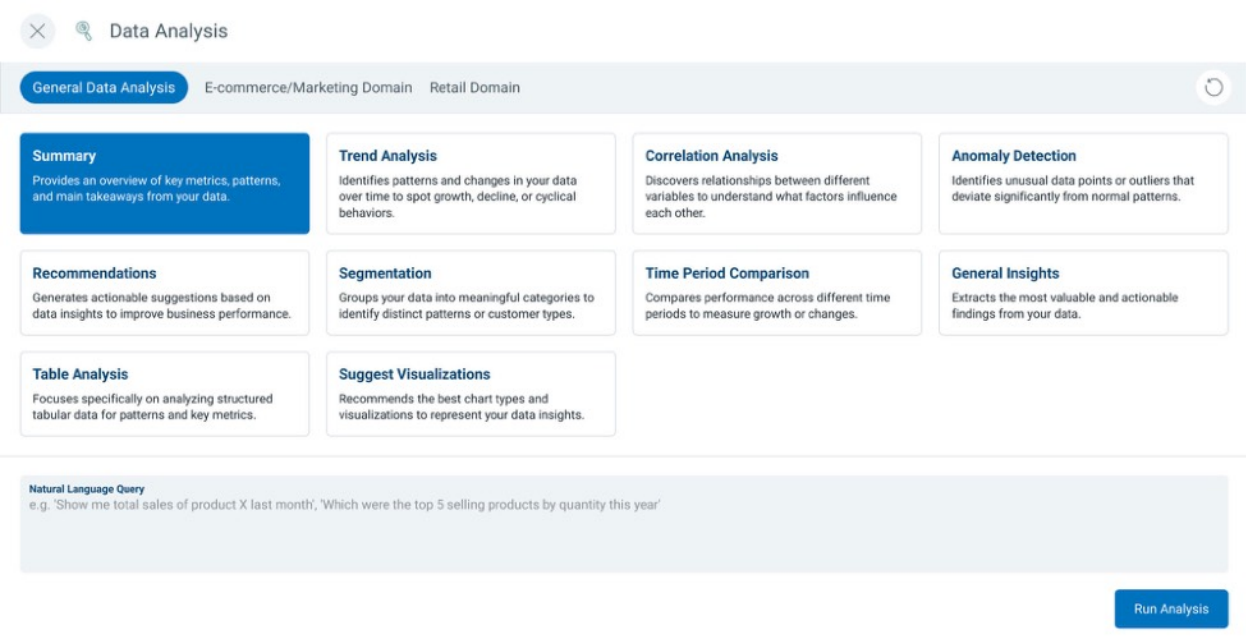
No complex formulas, SQL, or code needed.

Auto-generate Deep Analyses

- With Fimble's data analysis app, you have an **expert** who already understands your data, system, and business and is **available 24/7** to help you turn information into meaningful insights instantly.

Instant Insights. Just Ask

- Simply describe the insights you need in **plain language** and watch your questions turn into actionable summaries and dashboards. Choose from **16 predefined analyses** to give your insights laser-focused direction and clarity.

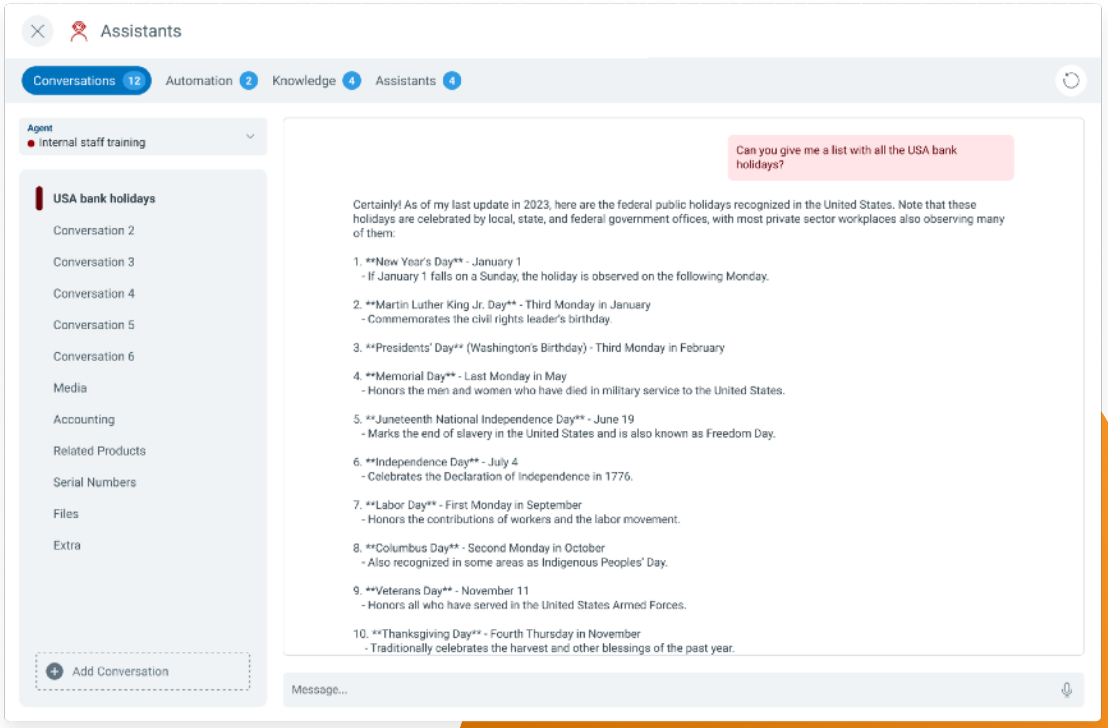


Assistants NEW

Instantly access knowledge and get work done at scale with conversational AI assistants

Give assistants **roles** and **names**, and power them with your **documents**, **URLs**, and built-in **AI engines** (ChatGPT, Claude, and Gemini)

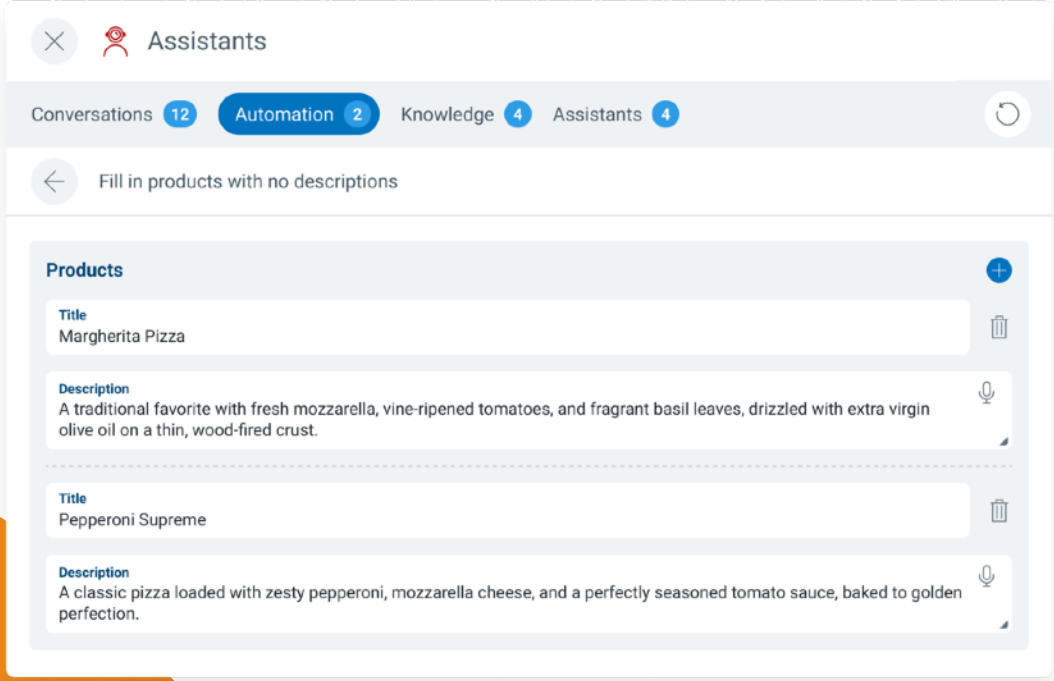
- **Knowledge bots** that instantly surface answers so teams spend less time searching
- **Customer service agents** that handle repetitive inquiries and tickets with consistent, 24/7 support—without adding headcount
- **Order-taking agents** that automate transactions when an all-new level of experience accuracy
- **Data analysts** for accelerated reporting



Assistants NEW

Instantly access knowledge and get work done at scale with conversational AI assistants

Let assistants take care of time-consuming manual work:



- **Fill in missing content**, such as product descriptions and metadata
- **Respond** to **open support tickets**
- **Translate content**, such as product titles and descriptions

So your team can focus on **strategic**, **high-impact work** instead of busywork.

Feed NEW

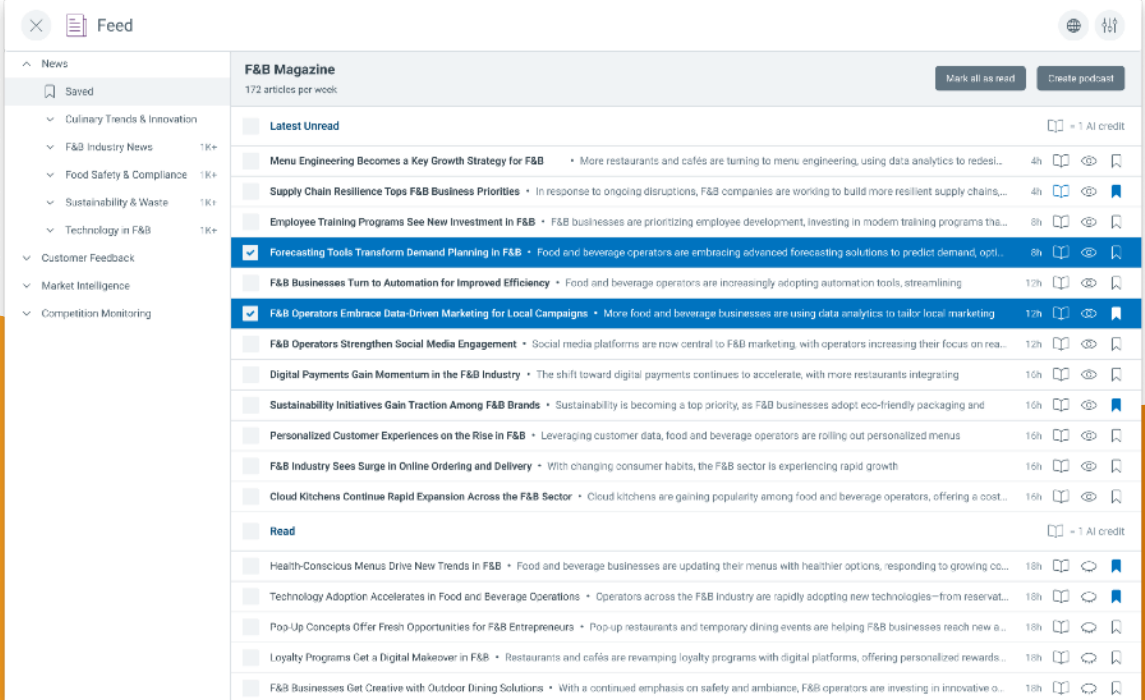
Stay informed about what's recent with curated news, quick summaries, and podcasts—all tailored to fit your busy schedule and preferences

Curated News Feed

- Easily organize and subscribe to news outlets via RSS to keep your feed filled with relevant updates.

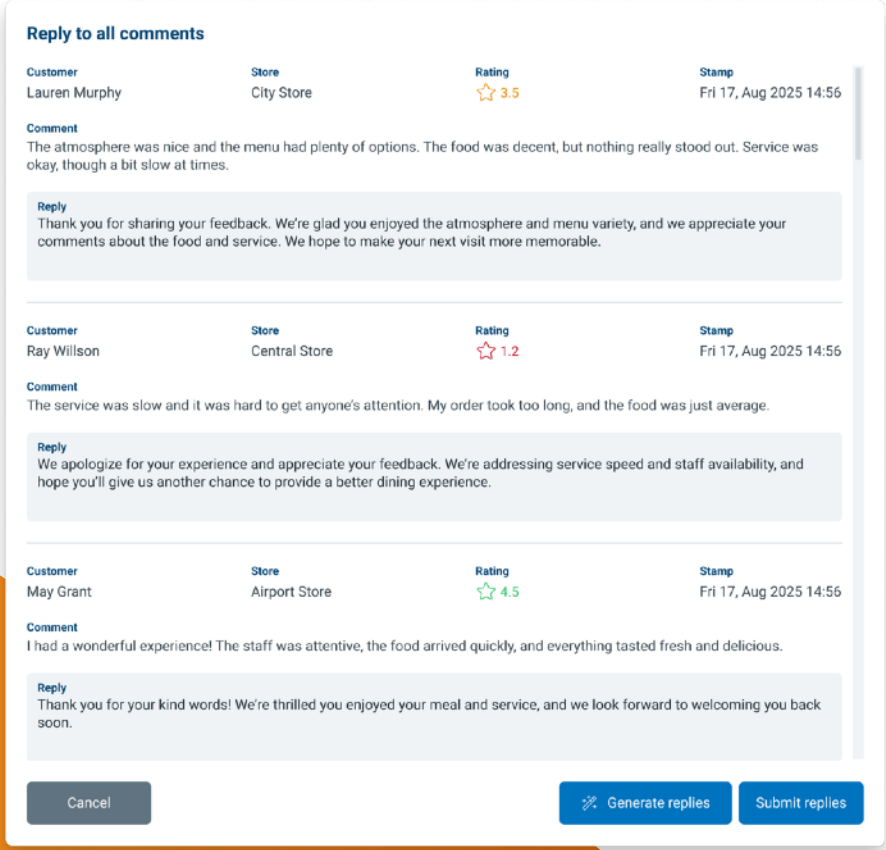
Flexible Options

- Read **full articles**, get quick **AI-generated summaries** of key points, or turn your favorite topics into an **AI-generated podcast**—making it convenient to stay informed in the way that suits you best.



Feed NEW

Save hours of valuable time with centralized, automated workflows for fast and effortless customer review management



Centralized Review Aggregation

Collect all reviews, regardless of store, from multiple platforms (Google Maps, Yelp, Foursquare, etc.) into a single feed, so you never have to check each site individually.

Unified Response Management

Reply to all reviews directly from within the app—with the convenience of generating AI responses if you want to.

Automated Review Posting

Publish your responses all at once to the original review platforms with a single click.

Feed NEW

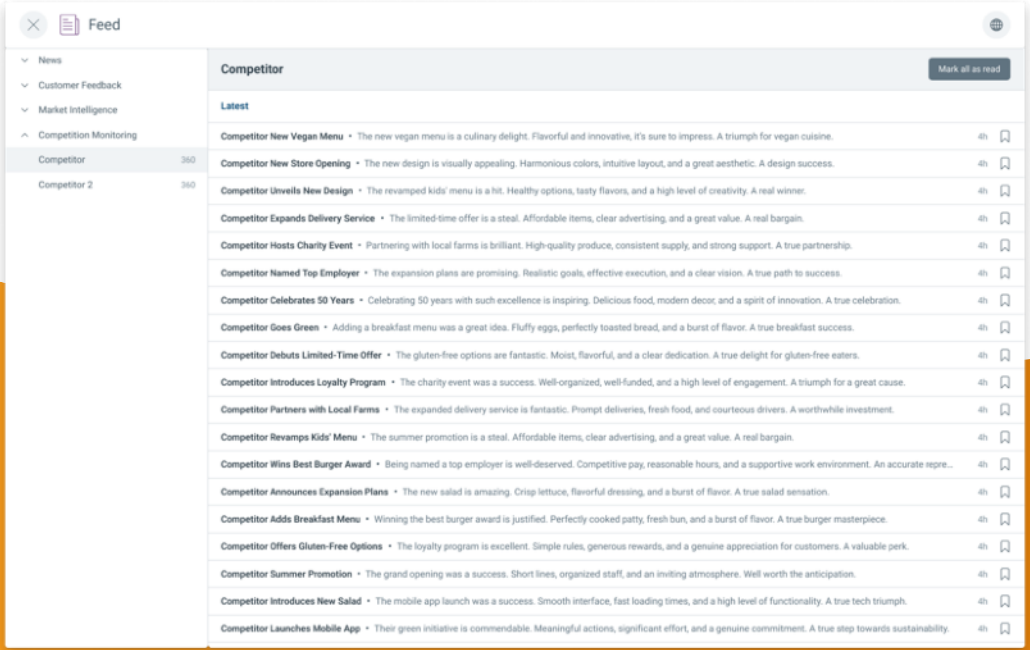
Gain a competitive edge and make informed strategic decisions with AI-powered insights on industry trends and competitor activity, all delivered directly to your feed

Market Intelligence

- Stay ahead in your industry with up-to-date trends and insights, automatically curated through AI deep research and delivered straight to your feed as a quarterly report that you can read in full or quickly summarize.

Competition Monitoring

- Monitor your competitors with automated AI deep-research that tracks press releases, website updates, new products, pricing changes, store openings, and more—providing an organized, dated feed for timely strategic decisions.



Data Sets

Improve marketing, operations, and customer engagement with flexible data segmentation

Static Segments

Manually group users by applying filters

Use cases

- **Target segments with precision** by building focused campaigns (e.g., re-engage customers who haven't ordered for 180 days)
- **Organize data clearly** for cleaner reporting
- **Quickly pull lists** for tactical activities like promotions or follow-ups

Dynamic Segments

Automatically update groups based on changing behavior

Use cases

- **Easily maintain recurring campaigns** like email series and loyalty programs (e.g., segment loyal customers after their third order in a month and engage with them via email)
- Always **keep up-to-date segments** without constantly refreshing lists

Buying Habits

Dynamic customer segmentation based on buying habits

Use cases

- **Create personalized offers** (e.g., target segments "Chicken Lovers" or "Vegan Regulars")
- **Cross-sell** and **upsell** more strategically based on what customers already prefer
- **Recognize product trends** and adapt menus, specials, and promotions accordingly

Snapshot

Stay on top of what matters most with a real-time snapshot dashboard

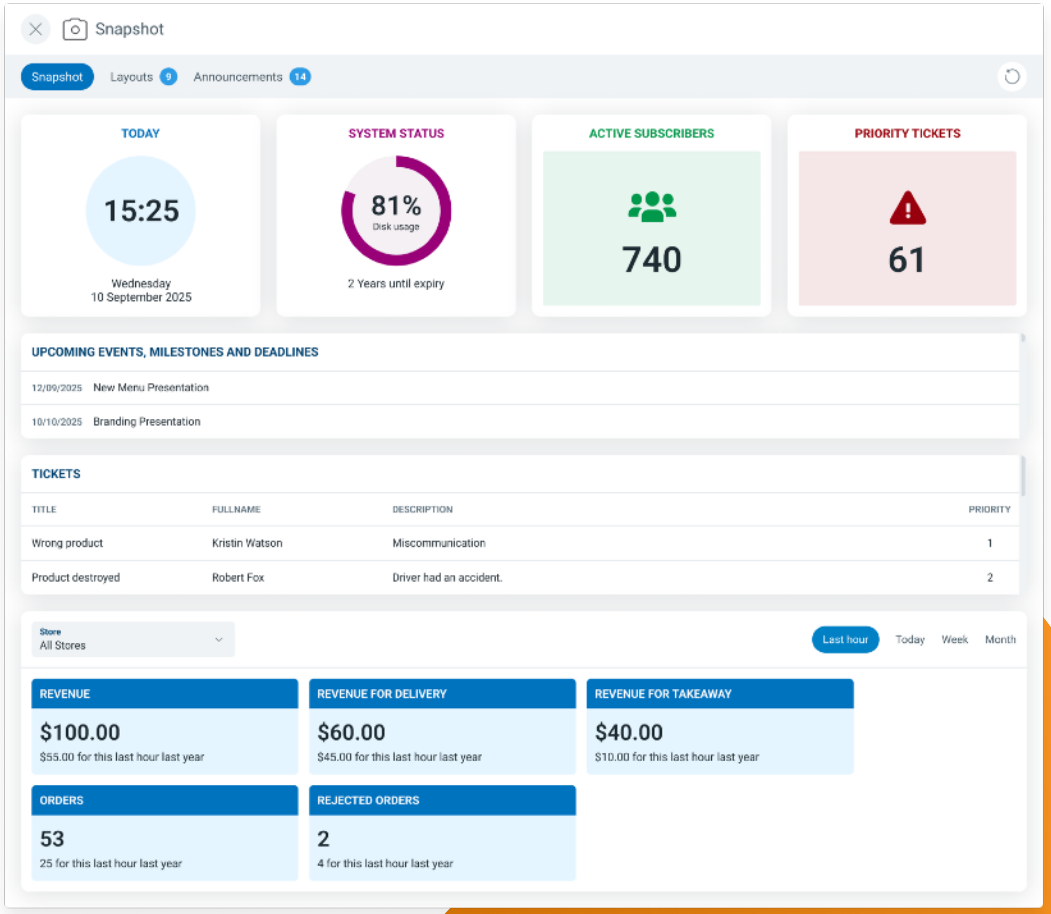
Custom Layouts for Every Role

- Create snapshot views that match user levels and responsibilities so each team member sees the information most relevant to their job.

All Your Priorities in One View

- Choose from a range of widgets to show what's important:

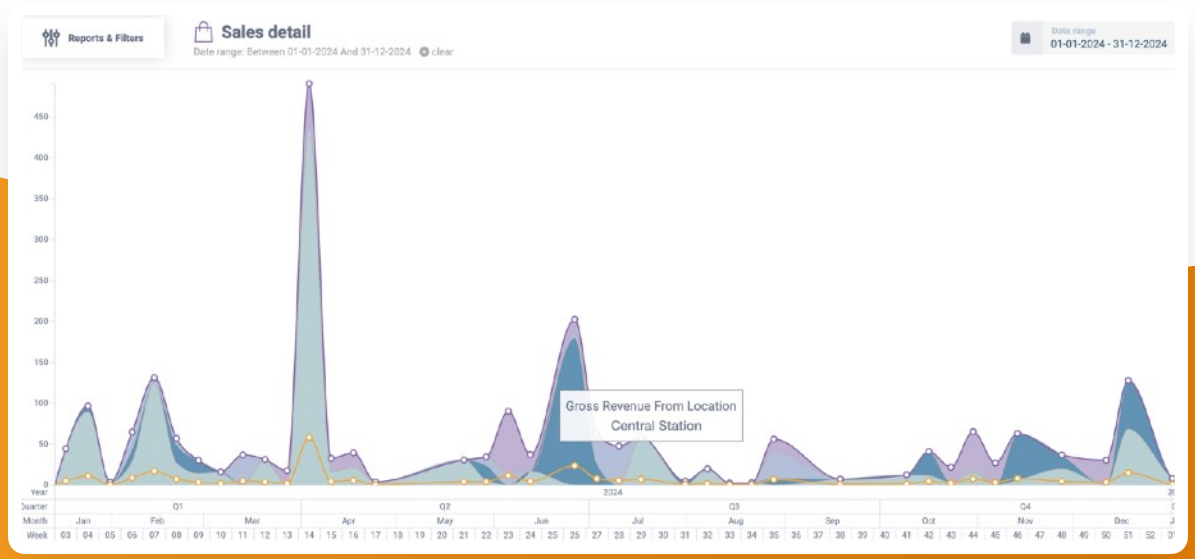
- System status
- Priority tickets
- Upcoming events
- Deadlines
- Tasks
- Emails
- Sales performance
- Reservations
- Subscriptions
- Pending Collections and Payments
- Inventory alerts
- Failed automated tasks



Reports

Get the full picture with **166 out-of-the-box reports**, covering information across **29 categories**, from sales, marketing, and costs to buying habits, staff performance, and more.

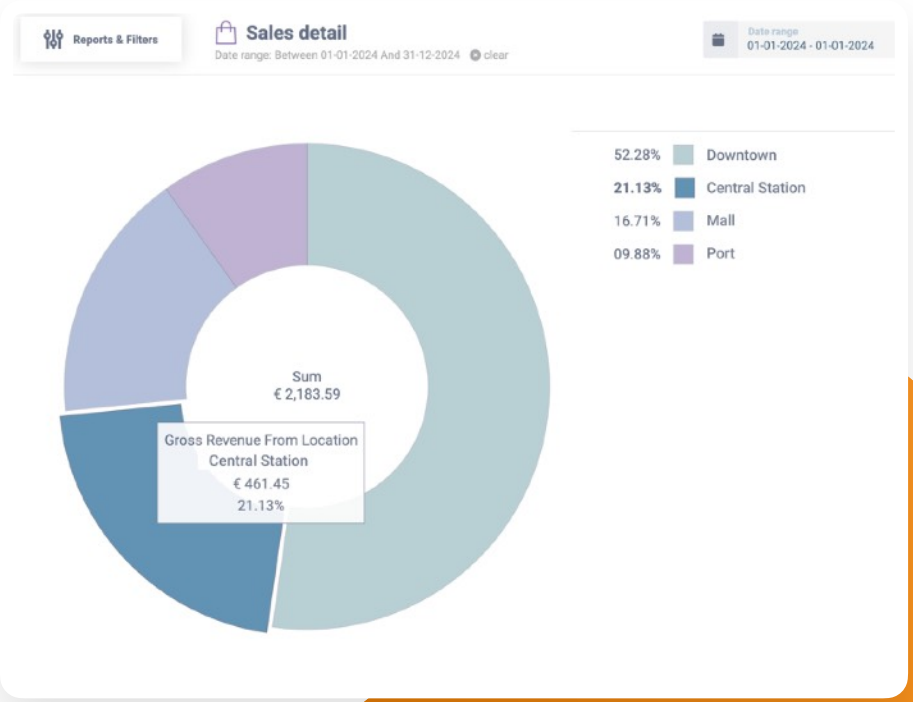
- **Sort**, **filter**, and present your data the way you need
- Choose from **multiple chart types** (line, bar, area, stacked area, pie, donut, map, heatmap, data table) or combine them
- **Export** as PDF, Excel, CSV, or JSON files
- Expand your view by adding **external data sources** and linking to other reports, records, apps, or URLs



Reports

Flexible, **customizable** reporting options

- **Save presets** for recurring use
- Set **multiple access levels**
- Support for **multiple languages**, **time zones**, and **currencies**
- **Share internally** across teams or **externally** with partners and stakeholders
- **Customize reports** with several filters per report
- Access on **desktop** or **tablet**



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Thank you!

For more details you can visit us at

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