

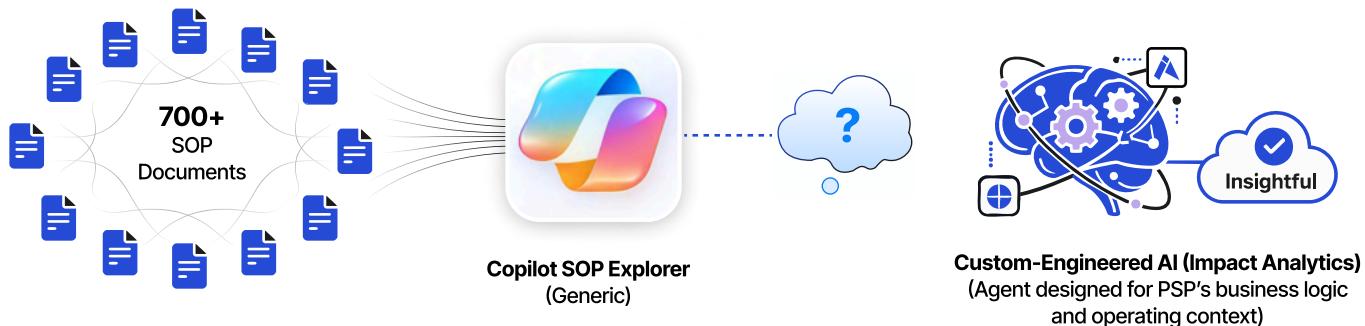
# Custom AI vs. Generic Platforms: The Enterprise Reality

Pet Supplies Plus navigated more than 700 complex SOP documents at production scale.

## The Challenge

### Scaling AI Beyond Personal Productivity

Pet Supplies Plus needed to enable teams to navigate **700+ SOP** documents accurately and quickly. While internal teams had built a Copilot-based agent for personal use, scaling it for production-grade, enterprise workflows surfaced clear limitations.

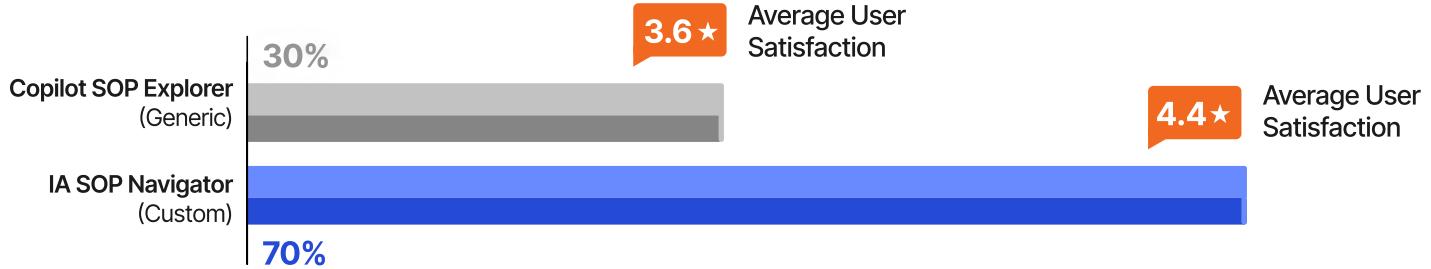


## The Verdict

**“**IA has been a great partner to build and scale several agents across our organization. Copilot has been good for our users' personal use, but to scale an agent for production with our unique needs requires custom engineering. IA delivers that. We tested one of IA's agents directly against the internal MS Copilot agent our team had developed, and the results were positive regarding IA's agent giving more insightful, accurate, and quicker answers for our users. We continue to engage with the IA Team to deploy additional value-added AI solutions.

Stan, CIO, Pet Supplies Plus

## The Results



# Why Custom Engineering Matters

## KEY FINDINGS

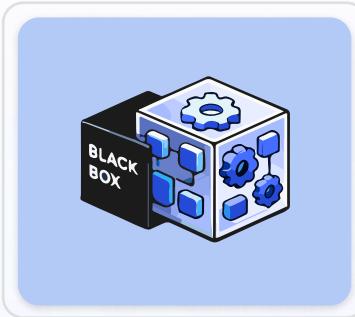


Engineered for Auditable, Trusted Results

**+90%**  
Precision

**3-5%**  
Hallucination Rates

## COMPARISON



Beyond a Black Box:  
An Open, Modular Stack

Our solution offers 25+  
configurable components for  
tailored, enterprise-fit solutions.

## ADVANTAGE



Built for Your  
Business Logic

We provide retail-specific context and integrate with your unique data and KPIs.

## About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG, and manufacturing.

## Clients Who Trust Us

**PET SUPPLIES  
PLUS**

RALPH LAUREN

**COACH**

*Tommy Bahama*

**carter's**

**kate spade  
NEW YORK**

**Levi's**

**patagonia**

**VICTORIA'S  
SECRET**

**STARBOARD**

**OFF 5TH**

STUART WEITZMAN

**PAC SUN**

M&S  
EST. 1864

**Cracker  
Barrel**

**SIGNET  
JEWELERS**

STEVE MADDEN

**BALSAM  
BRANDS**

ALLSAINTS

**TILLY'S**

**C&A**

**LESLIE'S**

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**JARED'**

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**KAY  
JEWELERS**

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SPORT**

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