

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.

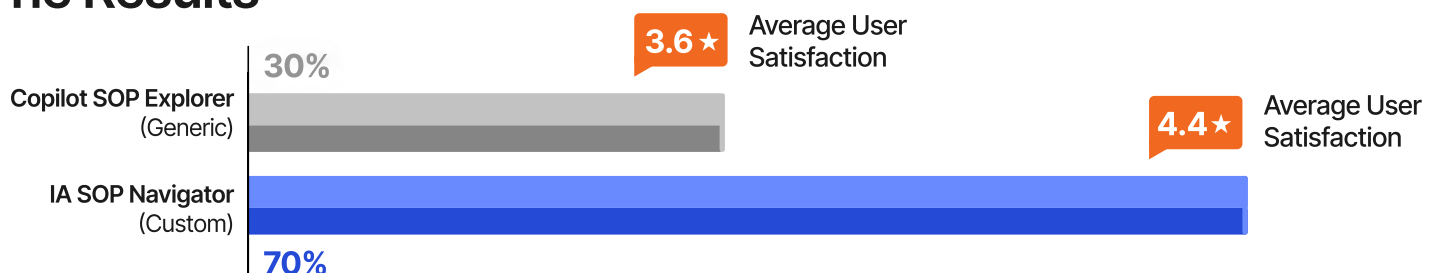


The Verdict

“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

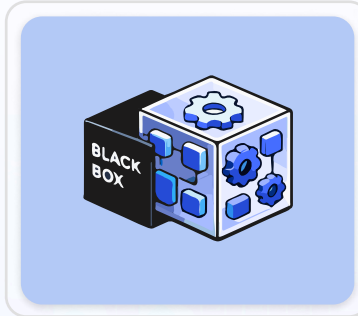
+90%

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



Proud to Be Recognized By

