

DuluxGroup Signs Contract for the Implementation and National Rollout of Complexica's Decision Cloud® for Retail Execution

ComplexicaThursday, January 7th, 2021

Complexica Pty Ltd, a leading provider of Artificial Intelligence software for supply & demand optimisation, announced today that it has expanded its relationship with DuluxGroup into the area of retail execution. DuluxGroup has been a strategic customer of Complexica since 2016, and this new contract will see DuluxGroup extend its use of Complexica's [Customer Opportunity Profiler \(COP\)](#) and [Larry, the Digital Analyst®](#) – which are part of the [Decision Cloud®](#) software platform – into the Dulux Retail business unit.

"Dulux is a leading marketer and manufacturer of some of Australia's most recognised paint brands. The Dulux Retail sales team manage a diverse portfolio of products and the execution of our sales and marketing activity within both large, medium and small format home improvement retail stores," said Jay Bedford, Dulux National Retail Sales Manager. "We consistently challenge ourselves to innovate and grow and to create greater value for our customers and the end consumer. Given the rise and application of Artificial Intelligence in recent times, we have partnered with Complexica to help us identify the right insight at the right time to improve our focus, decision making, execution, and value creation."

DuluxGroup is a leading marketer and manufacturer of some of Australia's most recognised and leading brands, across paints, coatings, sealants, adhesives, garden care and other home improvement product categories. With origins dating back to 1918, the company is committed to helping consumers to imagine and create better places and spaces in which to live and work. DuluxGroup generates annual revenues in excess of \$1.7 billion and employs approximately 4,000 people across Australia, New Zealand, Papua New Guinea, South East Asia, China and the United Kingdom. For more information about DuluxGroup, please visit: www.DuluxGroup.com.au

Contact Profile

Complexica

Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing, and supply chain decisions, particularly for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. We were founded upon the research of several world-renowned computer scientists, and have commercialised an [award-winning](#) Artificial Intelligence platform called [Larry, the Digital Analyst®](#) which powers our enterprise [software applications](#). For more information about Complexica, please visit: www.Complexica.com

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FIND OPPORTUNITIES

Larry, what **retailers & on-premises customers** need my attention this **week**?

Filters

CUSTOMER OPPORTUNITY PROFILER

Segment	Business	Reason	Sales (annual)	Last Contact	
	Cellarbrations AT Underdale	Store Refurbishm...	\$6,800,434	15 May 2018	
Larry, what should I focus on with this customer?					
Larry, what's the opportunity here?					
Larry, I need some additional insights					
	Cellarbrations AT Frewville	Cross-sell / Up-sell	\$6,798,313	13 May 2018	
	Hilton Hotel MyBar	New Lead	\$6,684,333	27 May 2018	
	McQWueens Tavern & Gaming	Potential Churn	\$6,620,679	15 May 2018	
	Cellarbrations AT Fullarton	Potential Churn	\$3,564,176	16 May 2018	

"The deployment of Complexica's [Customer Opportunity Profiler \(COP\)](#) will deliver the Dulux Retail team with real-time analytics and recommendations to optimise their planning, communication and execution of sales related activity.

We look forward to supporting the Dulux Retail business and helping them identify and capitalise on growth opportunities that creates enduring value for them and their customers” said Leonardo Arantes, Director of Business Development at Complexica.

Complexica's Customer Opportunity Profiler (COP) monitors all customers & prospects in real time - including their sales volumes, social media activity, complaints, service levels, and more - to identify opportunities or problems as they emerge. Through this continuous analysis, the Customer Opportunity Profiler (COP) can direct sales staff to the largest opportunities or problems in each territory, and arm them with personalised messages and value-adding insights for each call.