

The InStore Group Announces Strategic Partnership with SymphonyAI to Advance AI-Powered Retail Execution

Partnership Combines Best-in-Class Retail Execution with Advanced AI Analytics to Deliver Greater Visibility, Insights, and Retail Performance

CHARLOTTE, NC, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- The InStore Group today announced an important [strategic partnership](#) with [SymphonyAI](#), a global leader in Vertical AI. Over the past several months, the two organizations have worked closely together to explore opportunities to combine their respective strengths in retail execution, analytics, and AI-driven intelligence to deliver greater visibility, actionable insights, and improved retail performance.

This new partnership brings together two powerful capabilities:

- The InStore Group's nationwide retail execution platform, delivering disciplined in-store merchandising services and maintaining a 99%+ on-time execution record across tens of thousands of retail locations each month.

- SymphonyAI's advanced retail AI platform, [CINDE](#), provides industry-leading analytics, store intelligence,



The InStore Group's nationwide field execution capabilities combined with SymphonyAI's advanced retail intelligence connect real-world store conditions with AI-powered insights and action.



and predictive insights utilized by many of the world's largest retailers and consumer packaged goods (CPG) manufacturers.

Together, the partnership positions The InStore Group at the forefront of the next generation of AI-powered retail execution and enables both organizations to deliver:

- AI-Powered Store Intelligence with insights powered by AI agents that surface actions proactively so teams can focus on execution rather than analysis
- Enhanced real-time retail reporting and analytics
- Predictive, agent-driven insights into store performance and execution gaps
- Improved shelf availability and retail sales performance
- Greater visibility into retail execution effectiveness
- A stronger value proposition for both retailers and CPG partners

The partnership follows a successful pilot project completed at 7-Eleven, which demonstrated the value of combining The InStore Group's retail execution capabilities with SymphonyAI's advanced analytics platform.

"The results from the pilot confirmed what we believed from the start: together, we can transform how retail execution is measured and managed through AI," said Jay Banerjee, Vice President of Strategic Partnerships at SymphonyAI. "This partnership is based on the principle that High Tech meets High Touch, creating High Value for retailers, manufacturers, and consumers alike."

"This partnership represents a significant step forward in The InStore Group's mission to build the most advanced retail execution platform in the industry," said Tom Palombo, Founder of The InStore Group. "By combining best-in-class retail execution with industry-leading AI and analytics, we are creating a new standard for visibility, accountability, and performance in retail."

Rishabh Arora, Vice President, Product Management commented, "Retail execution has historically been measured after the fact. With AI agents proactively identifying execution gaps as they happen, we're shifting from reporting on what went wrong to preventing it, giving retailers and brands a level of real-time visibility the industry hasn't had before."

The InStore Group extends its appreciation to the teams at both organizations whose collaboration, innovation, and commitment helped bring this strategic partnership to fruition.

About The InStore Group

The InStore Group is a national retail execution company providing merchandising, auditing, continuity, and retail support services across all 50 states. Through its proprietary execution platform and commitment to operational excellence, The InStore Group helps retailers, manufacturers, and consumer brands improve in-store execution, drive sales, and enhance the shopper experience.

About SymphonyAI

SymphonyAI delivers Vertical AI platforms that help enterprises solve their most complex, high-value challenges — from stopping financial crime to improving store -performance and boosting manufacturing efficiency. Trusted by more than 2,000 enterprise customers worldwide, including 200 of the top financial institutions, the top 25 CPG companies, and many of the world's largest grocers and industrial manufacturers, SymphonyAI provides domain-trained applications and pre-built agents that are ready to work on day one. Learn more at <https://www.symphonyai.com/>.

Jenni York

InStore Group

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