

Revenue Management platform

Mission-critical, cloud-native, AI-first. Trusted by world's leading CG companies

Why global leaders choose XTEL

\$300B+

trade spend managed annually

400+

global mega-brands using the platform daily

100,000+

active users worldwide

120+

live countries deployed enterprise-wide

200+

API connectors to Databricks, Snowflake, Microsoft Fabric, and more

Compliance

SOX, SOC2, ISO27001, ISAE 3402, GDPR

Maximize value — from data to insights, from strategies to execution — with XTEL's mission-critical, cloud-native, AI-first platform trusted by the world's leading consumer goods companies.

Purpose-built agentic AI, ready to move you forward

XTEL leads the market in CPG-centric, purpose-built agentic AI, blending business and technology expertise to help your company leapfrog the competition. Our data science is vetted by industry experts and extensively back-tested — ensuring credible, relevant, and impactful insights your teams can trust from day one. Transparent and explainable AI maintains accountability, while our agentic AI orchestrator partners directly with your users to boost productivity and value generation. XTEL's AI platform seamlessly integrates within your company ecosystem and can both orchestrate and be orchestrated with your own and proprietary agents — giving you complete flexibility and interoperability.

Enterprise-grade, at any scale

XTEL platform is natively designed to be fully configurable to your company processes across all BU sizes, market structures, and geographies. Multi-company, multi-language, multi-currency support and full release management guarantee risk-free deployments. Built on Azure and taking full advantage of Microsoft Copilot and Teams, XTEL integrates seamlessly with your ERP, supply chain, CRM, and data warehouse solutions.



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XTEL's holistic approach to Revenue Management: solutions for end-to-end commercial processes success

AXL - Orchestrating specialized AI agents for real-life value

The AI layer connects commercial processes within the platform that accelerate and synchronize decision-making. Serves as a frontline daily operations buddy for every commercial role, orchestrating XTEL CPG-specialized multi-agent system, to automate management and optimization of financial planning, predictive analysis, promo calendars optimization, and more. Built with Microsoft Copilot and Azure at its core, makes every member an RGM master – with seamless integration with XTEL and third-party solutions for immediate execution.

ADAM - Your reliable augmented data management

AI-ready data with no data science team required. ADAM is the intelligence foundation powering the entire ecosystem, harmonizing and enriching data across all commercial processes, to provide a single source of truth. Fully automated "gold standard" data with 60% greater computational efficiency, 360° coverage across shopper, customer, and organizational data, pre-configured ingestion from all major sources.

TPO - True optimization across all the RGM pillars – promotion, pricing and assortment

TPO allows for optimal promotional funds usage, including revenues, margin, and growth analytics. Predictive and Prescriptive Portfolio – Assortment – Price – Promo optimization all in one. With RGM-lever specialized boosters, TPO provides both atomized and holistic analytical power covering pricing, promotion, mix, and trade terms in one model.

TPM - commercial strategies coming to life, from headquarters to the point of sales

The industry's most comprehensive TPM, TTC, Retail Execution, and SFA solution, with more multi-country rollouts among top CPGs than any other. The modular digital backbone for trade promotion management, customer business planning, trade terms, and store execution, ensuring each dollar spent is tied to a measurable performance.

