



## **FMI Associate Member Search Results**

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If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

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## Digital Wave Technology

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Products / Services: Technology Services

Company Description: Digital Wave Technology delivers the AI-native ONE Platform, built from the ground up to unify product, customer, and operational data across grocery and consumer goods organizations. At its foundation is real-time Master Data Management, providing a single source of truth that accelerates decision-making and execution.

With ONE, companies can:

- Automate enrichment with GenAI and Agentic AI, generating accurate product attributes, descriptions, and campaigns in real time
- Unify enterprise data across merchandising, pricing, promotions, assortment, and supply chain in one connected platform
- Adapt quickly to shifting shopper behaviors, competitive promotions, and supply chain disruptions
- Streamline execution with automation that eliminates lag time, reduces complexity, and lowers costs
- Rapidly develop applications that extend capabilities, connect cross-functional workflows, and meet evolving business needs without lengthy IT projects

The ONE Platform unifies PIM, MDM, Lifecycle Pricing, Promotion Planning, Deal Management, and Category Management into one extensible environment. It also includes a governed Data Science Studio for developing and deploying AI models securely, enabling innovation at scale.

Organizations running on ONE move faster, operate smarter, and capture more growth.

Primary Contact: Lori Schafer  
Chief Executive Officer

Brands: Digital Wave Technology

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