

## Product features

Retail Optimizer helps retail companies earn more with less inventory using the inbuilt merchandise planning intelligence. Cloud-based solution and standardized implementation methodology guarantees rapid return on investment.

### MERCHANDISE PLANNING

- Open-to-buy and WSSI (weekly sales, stock and intake)
- Overbought and underbought monitoring
- Forecasting modelling and seeding of the plan from previous periods or other data points
- Markdowns, margins, intake and shrinkage planning by store/product category

### SALES AND OPERATIONAL PLANNING

- Retail sales and operations metrics planning by company/channel/week
- Main metrics: visits, purchases, average purchase

### DEMAND FORECAST

- Sales revenue and markdown planning
- SKU/store/segment level
- Predictive analytics

### PRICE AND MARKDOWN OPTIMIZATION

- SKU-level demand forecasting
- SKU-level profitability

### GENERAL FEATURES

- All reports and input forms can be exported to Excel
- Data can be freely copy-pasted between spreadsheets and forms
- User-defined seasons
- User-defined seasons and fiscal years
- Weekly retail calendar, divided into months and years
- User-defined seasons and fiscal years.
- Forecasts automatically updated with actuals

### DATA INTEGRATION

- Import channels, categories, customer groups and products from spreadsheet or directly from POS system
- Import sales, inventory and finance data from spreadsheet, csv files or POS systems
- Developer API

### SECURITY FEATURES

- Application administrators have full access to the system
- Granular security profiles for users with None/Read/Write permissions
- Fully managed infrastructure
- EU or US-based data centres: your data never leaves the continent
- End-to-end SSL encryption

### MODELLING UNDERPINNINGS

Create any number of dimension slices up to individual SKUs, and freely organize them into structures.

Possible to create multiple parallel structures to support different management and reporting scenarios.

Create new products and channels for planning even if they do not yet exist in the POS. Once created in POS system and synced to Retail Optimizer, created plans can be reassigned from fictional items to real items.

Use top-down and bottom-up modelling simultaneously at any level with any measure. Inbuilt business logic automatically recognizes input and applies appropriate top-down logic.

- Support for hundreds and thousands of products and stores
- Custom time-period rollups to enhance inbuilt weekly calendar (ISO or US)
- Data point locking to prevent accidental changes
- Multiple isolated scenario versions
- Unlimited overlapping seasons

## METRICS AND KPIS

- Sales at retail/cost price
- Gross margin
- Inventory balance
- Days sales in inventory, sell-through rate
- Underbought/overbought amounts
- POS and permanent markdowns
- Visitors, conversion rate, average receipt

## REPORTS

- Executive dashboard
- WSSI and Open-to-Buy
- Sales by channel, customer, category
- Sales and margins
- Stock & intake
- Sell-through, inventory performance
- Inventory levels

## DIMENSIONS

- Calendar
- Store/department
- Product
- Channel
- Customer group
- Version (e.g. baseline or final)
- Currency
- Company

## PREDICTIVE ANALYTICS

Inbuilt prediction engine:

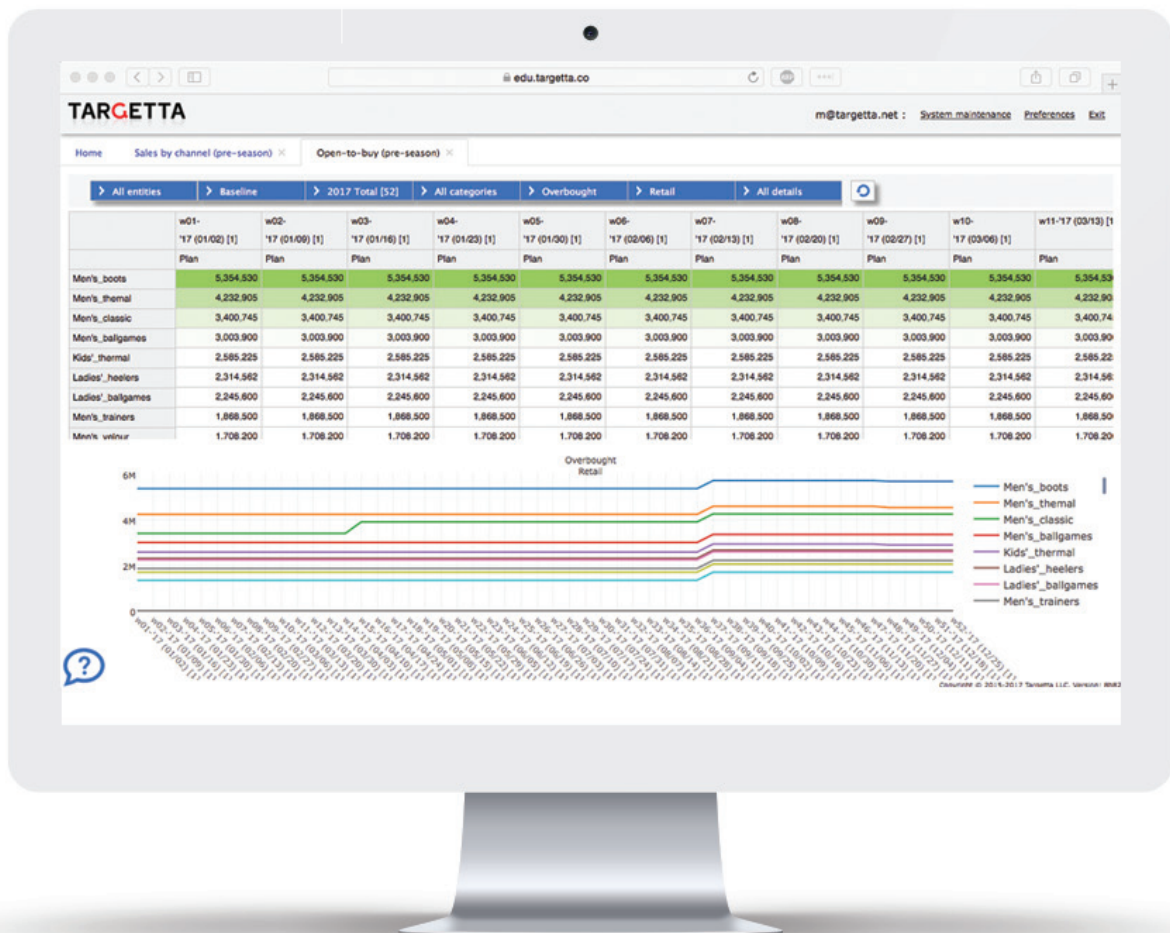
- Holt-Winters, ARIMA and more
- Sensitivity analysis

## OPTIMIZATION

- Direct product profitability
- Price and markdown optimization
- Demand-based intake plans

## WHAT-IF ANALYSIS

- Real-time what-if analysis
- Price and markdown modelling
- Promotion modelling



**Start improving your company's financial results now!**

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