

# OMNI-PLAN

Fulfill your retail omni-channel promise  
with integrated planning and execution

# Omni-Plan

## Inventory & Price Optimization



Omni-Demand Forecasting



Omni-Store & DC Replenishment



Omni-Allocation Optimization



Omni-Transfer Optimization



Markdown Optimization



Assortment Optimization



Dynamic Price Optimization



### Omni-Demand Forecasting

We **use AI** and **use self-learning algorithms** that respond quickly to changing consumer demand patterns.

With Omni-Demand Forecasting, you can **forecast offline, online and omni-demand** separately at **zip code-product-day level**. You can also forecast the fulfillment preferences of your customers at zip code-product-day level.

Our Omni-Demand Forecasting delivers highly accurate forecasts at all levels of granularity, which makes for better planning. You can also see the omni-channel impact of your promotions.



### Omni-Allocation Optimization

We focus on meeting your omni-customers' fulfillment expectations. We make products readily available at stores for pick up or shipping to customers for the fastest delivery and at the same time avoid overflow inventory to stores. We **allocate** inventory of the **short-life products to stores, mini-DC's and hub-stores** in anticipation of **omni-channel demand** that could be fulfilled from every possible source.

By sending the right amount of inventory to your stores, you **reduce left-over** risks at stores and **early stockout** risks at **distribution centers**. As a result of dynamic and smart positioning of inventory, you get **higher sell-through** and **reduced** overall **fulfillment costs**.



### Omni-Store and DC Replenishment

We help you replenish **stores, DCs, hub-stores** and **darkstores** with the right amount of inventory at the right time in anticipation of omni-channel demand that could be fulfilled from every possible source. Using Omni-Store and DC Replenishment, you can **maximize your profitability** by **lowering inventory** levels, **reducing lost sales**, and positioning inventory smartly to **reduce** overall **fulfillment costs**.

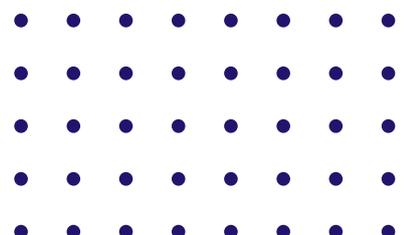
Our Store and Hub-Store / Dark Store Inventory Optimization enables you to **increase availability** of products **in each delivery zone** and respond faster to online orders.



### Omni-Transfer Optimization

Do you want to increase your omni-channel inventory productivity? Omni-Transfer Optimization lets you **rebalance inventory** across locations for maximum efficiency.

By moving products from **underperforming locations to other locations** where they sell faster, you minimize lost sales and markdown loss.





## Markdown Optimization

Markdown Optimization allows you to accurately predict seasonal demand for products with limited history by analyzing **product attributes** and markdown products at the option level to **maximize profit**.

This helps you **lower** your **markdown loss**, achieve **higher sell through**, and gain visibility into end-of-season sales and inventory levels.



## Dynamic and Competitive Price Optimization

We help you boost profits by optimizing the pricing of each product over its lifetime with the goal of attracting and retaining customers with larger baskets and higher customer lifetime value.

Have better **competitive positioned** prices for **each region/store** customer characteristics and compete smartly with automatically updated prices in response to competition.

## How Do We Make Your Planning Better?

It starts with adaptive, smart analytics and explainable-AI. We blend your omni-channel processes seamlessly into our inventory and price optimization solutions. This enables you to excel in every interaction with your customers.

- ✓ AI-powered probabilistic demand forecasting
- ✓ Margin-driven, profit-optimizing science
- ✓ Tailor-fit algorithms
- ✓ Highly accurate demand forecasts
- ✓ Profit-optimized inventory, price and promotion decisions



## Assortment Optimization

By leveraging consumer behavior data, our Assortment Optimization solution enables you to locally match each store's product selection to customer preferences and achieve greater **long-term profitability**.

This includes **optimizing local assortments** and **shelf space allocation** to match the product attributes most demanded by that store's customers. As a result, each store can offer the products that attract and retain customers with **higher customer lifetime value**.

## What Sets Omni-Plan Apart?

- ✓ **Delivery of outcome** rather than a tool
- ✓ **"Tailor-Fit"** solutions designed to optimize your business
- ✓ **Change request at no cost, forever:** Automated & adaptive systems every day monitored and enhanced by top-notch data scientists
- ✓ **Don't Calibrate, Set Strategy.** Invent Analytics takes care of configuration so you can focus on strategy and elevate capabilities
- ✓ **Speed to Value:** Risk-free fast implementation; simulations before go-live
- ✓ **Proven Hard ROI:** A/B test to prove results
- ✓ **Cutting edge solutions** developed by world-class experts in retail optimization and AI

# A/B Test Proven Client Results



**Gross Profit Improvement**



**Lost Sales Reduction**



**Inventory Decrease**



**Fulfillment Cost Reduction**



**Higher Forecast Accuracy**

## About Invent Analytics

Invent Analytics' Omni-AI **delivers significant financial improvement** by empowering retailers to **profit-optimize** their supply chain. It orchestrates a retailer's entire supply chain **by unifying network planning, inventory and price optimization, and fulfillment in one framework.**

Invent Analytics puts your **omni-customers at the heart of its tailor-fit solutions.** It **proves the financial benefits** with pre-go-live simulations and rigorous **A/B testing.** Invent Analytics' over 30 clients have experienced a **2-6% increase in profitability.**

Invent Analytics' Omni-AI SaaS solutions are:

- Omni-Network Design
- Omni-Plan Suite
  - Omni-Demand Forecasting
  - Omni-Store and DC Replenishment Optimization
  - Omni-Allocation Optimization
  - Omni-Transfer Optimization
  - Markdown Optimization
  - Assortment Optimization
  - Dynamic and Competitive Price Optimization
- Omni-Fulfillment

Invent Analytics has been selected as the **Top Supply Chain Technology Company by Retail Industry Leaders Association (RILA)** and **won the 2020 Innovation Awards for Supply Chain.**

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