



OMNI-ALLOCATION

Allocate your inventory in anticipation of omni-channel demand that could be fulfilled from every possible source

An advanced allocation optimization solution means much more than meeting customer demand at a store or regional level. Solution-based service-level frameworks to manage store inventories cannot capture the omni-channel complexity successfully. Initial and in-season allocation decisions should position inventory optimally anticipating offline sales and omni-customers' fulfillment needs – to be close to the omni-customers without carrying excessive inventory.

Our Omni-Allocation makes products readily available at stores for fast pick up by or delivery to customers while avoiding overflow inventory to stores. It allocates inventory of your short-life products to stores, mini-DC's and hub-stores in anticipation of omni-channel demand so that you can fulfill 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 reduce overall fulfillment costs.



Allocation, Reimagined. Omni-Allocation



Reduces fulfillment costs with better allocation anticipating omni-demand



Decreases lost sales and increases customer satisfaction at the stores



Fits into your business model and e-commerce management constraints



Takes your channel strategy and customer expectations into consideration

- Profitability review
- Sell-through analysis
- Demand trends & insights



- Season strategy & framework
- Buy & preliminary store allocations
- Item definition & configuration
- Initial forecast review
- Revised forecasts & Initial Store Allocations
- Final Forecasts, Initial Store Allocations

- Daily/Weekly store allocations
- Sell-through review and management
- Tactical levers

Why Use Omni-Allocation?



Make Profit-Optimized Allocation Decisions Over the Course of the Season

- ✓ Gain a full-season perspective to enable more accurate and timely allocations
- ✓ Make profit-optimized inventory decisions balancing lost-sales vs left-over risk at stores
- ✓ Avoid unnecessary markdowns.



Benefit from Robust, Allocation-Specific Forecasts

- ✓ Take advantage of highly accurate AI-powered forecasts to anticipate customer demand -even for new items with a unique combination of attributes-
- ✓ Use demand probability with highest predicted value for each and every potential item allocation
- ✓ Maximize sales and minimize stranded inventory costs while improving your merchandise planning decisions.



Use Dark Store Inventory Optimization to Meet Your Omni-Customer Demand

- ✓ Manage uncertain future demand in an omni-channel environment
- ✓ Increase availability of products in each delivery zone
- ✓ Respond faster to online orders
- ✓ Improve last-mile delivery.



Use Omni-Demand and Omni-Fulfillment as Your Allocation Backbone

- ✓ Monitor and anticipate omni-fulfillment from stores
- ✓ Fulfill your omni-customers demand by allocating inventory of the short-life products to stores, mini-DC's and hub-stores.



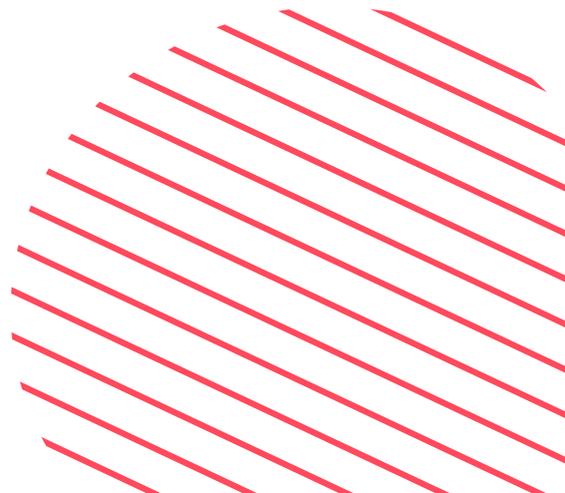
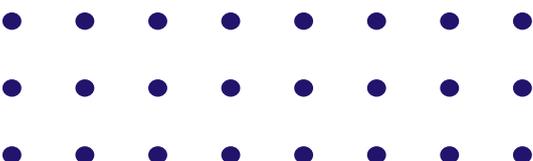
Maximize your inventory productivity

- ✓ Gain future order and fulfillment visibility across the season with dynamic inventory optimization
- ✓ Protect the optimal amount of inventory at the DC - to minimize fulfillment costs and support fast-selling stores.



Maximize season sell-through

- ✓ Use exception alerts during the season to detect supply and demand mismatches
- ✓ Use Markdown Optimization to explore the impact of different markdown depth and timing scenarios
- ✓ Reduce review and adjustment time while improving season performance using configurable thresholds and smart alerts.



A/B Test Proven Client Results



**Reduced
Lost Sales**



**Less
Stranded
Inventory**



**Increased
Sell Through**



**Lower
Omni-Fulfillment
Cost**



**Lower
Markdown**

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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The logo for Invent Analytics, featuring a stylized 'i' with three red dots above it, followed by the word 'invent' in a bold, lowercase sans-serif font, and 'ANALYTICS' in a smaller, uppercase sans-serif font below it.

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