

INVENTORY OPTIMIZATION

The stakes have never been higher for retailers when it comes to optimizing inventories in stores and across the supply chain. Margins and store foot traffic are declining year over year, and customer expectations are evolving rapidly. Because of this, retailers need to leverage their data better and adapt to an industry that is undergoing unprecedented change.

DATA-DRIVEN INSIGHT

The business of retailing has always been an art form. Retailers need a way to supplement their experiences, knowledge, and intuition with data to help them make more productive inventory and assortment decisions. Fortunately, the data necessary to accomplish this is already at your fingertips.

The Celect Inventory Optimization Suite leverages advanced analytics and machine learning to optimize retail inventories, throughout the merchandise planning and allocation (MP&A) process. With Celect, retailers benefit from true demand prediction — improving the performance of product assortments, store allocations, and online order fulfillment decisions.

ACTIONABLE DECISIONS

The Celect Inventory Optimization Suite provides analytics and recommendations, giving you the ability to filter, analyze and make sense of an overwhelming amount of data from disparate sources. The result is an accurate model of future buying patterns and behavior, helping you make better decisions while leveraging your honed intuition — throughout the merchandise planning process.

KEY BENEFITS

- Improve Merchandise Planning**
 Accurately predict the optimal vendor or product mix for the current or upcoming seasons, while considering business constraints.
- Maximize Margins**
 Boost accuracies of merchandise buys to lower markdowns, maximizing margins and sell-through.
- Rapid Category Growth**
 Easily see which categories are primed for growth, and which are being over-allocated.
- Increase Inventory Turns**
 Ship orders from stores with low in-store demand and higher inventory.



THE CELECT INVENTORY OPTIMIZATION SUITE

Throughout the merchandise planning and allocation process, retail professionals are tasked to make critical decisions that directly impact the performance of each store. To improve the effectiveness of these decisions, retailers are turning to Celect for prescriptive plan, buy, allocation, and fulfillment recommendations.

PLAN OPTIMIZATION

Discover opportunities to optimize store assortments with Celect Plan Optimization — for seasonal and non-seasonal retailers.

For seasonal products, such as apparel, Celect can recommend exact spend across departments to maximize revenues in merchandise financial planning scenarios. For store assortments, Celect intelligently determines the optimal mix of style attributes (such as color and fabric) to stock in a store.

For non-seasonal products, Celect discovers new revenue opportunities across aisles and categories, while considering space constraints. With this, retailers can understand how various products contribute to the performance of the overall assortment — removing the poor performers in favor of higher demand products.

BUY OPTIMIZATION

Upload and optimize your buy sheets with Celect Buy Optimization. Improve inventory buy accuracies for styles by predicting full-price sales quantities for any upcoming season — resulting in fewer overbuys, markdowns, and inventory stockouts.

ALLOCATION OPTIMIZATION

Enhance allocation of purchased styles to stores based on localized demand with Celect Allocation Optimization. Allocate purchase orders to stores based on dynamic factors such as predicted demand for attributes, existing store inventory, min/max style-color constraints, and min/max presentation constraints.

FULFILLMENT OPTIMIZATION

Intelligently leverage store inventories to fulfill online orders with predictive analytics and real-time optimization capabilities from Celect Fulfillment Optimization. Maximize store throughput while reducing pick declines, decrease split shipments and delays, and rapidly turn store inventories. Celect's patented demand prediction and real-time optimization capabilities determine which stores have more inventory than demand requires for each order.

BRINGING SCIENCE TO THE ART OF RETAIL®

ABOUT CELECT

Celect is a cloud-based, predictive analytics SaaS platform that helps retailers optimize their overall inventory portfolios in stores and across the supply chain, resulting in double-digit percentage revenue increases. This groundbreaking advance in machine learning and optimization allows retailers to understand how an individual customer shopping in store or online chooses from an assortment of products, revealing true demand. The technology builds on a fundamental advance in customer choice modeling called by MIT's Computer Science and Artificial Intelligence Laboratory one of the 50 greatest innovations it has ever produced.

The logo for Celect, featuring the word "celect" in a white, lowercase, sans-serif font inside a dark red rounded rectangle.