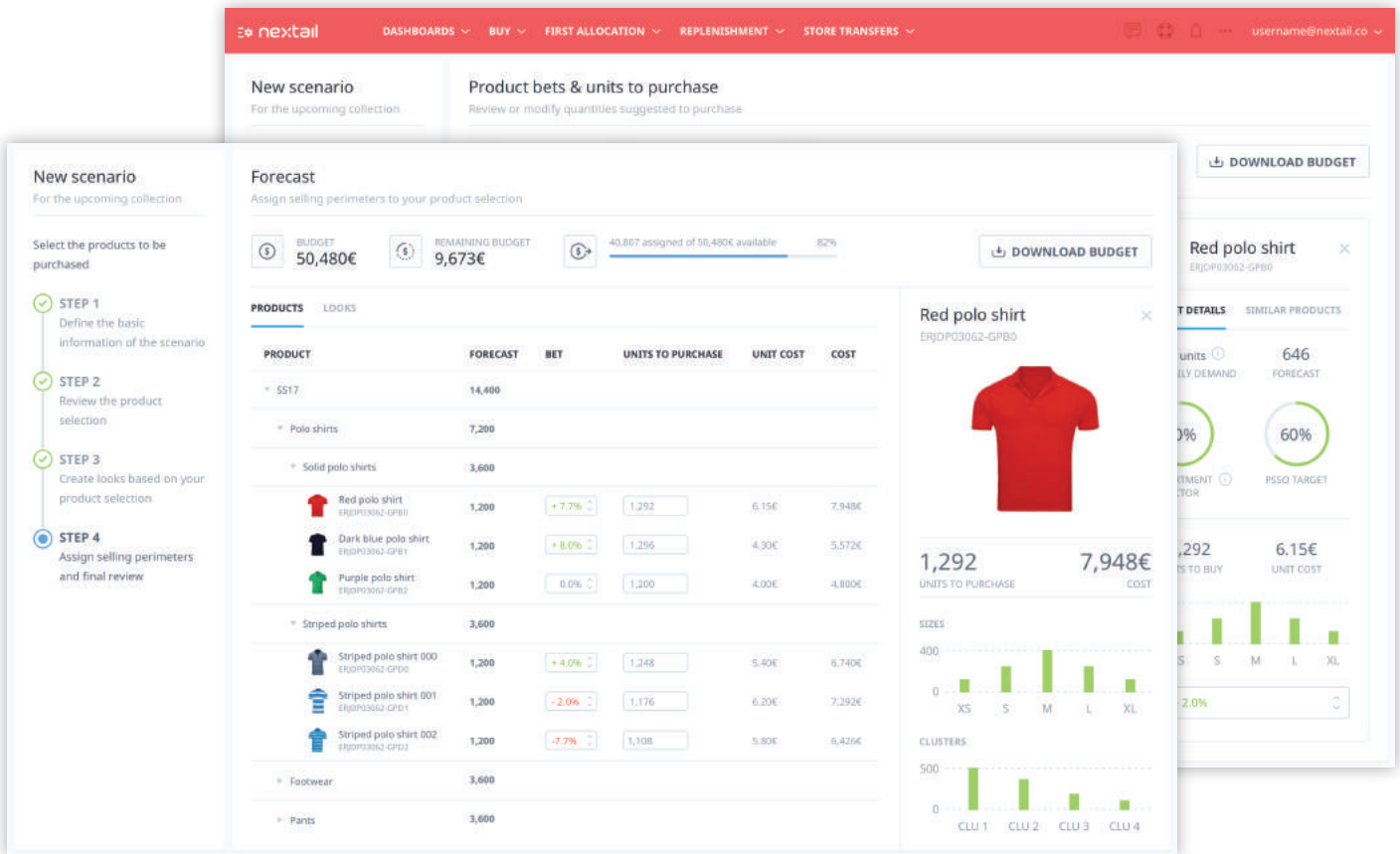# nextail

Using the power of artificial intelligence to support the art of buying

A problem of ever-increasing complexity reliant on legacy systems

One of the biggest challenges that online and offline retailers face is buying the right amount of each product in each size.

Long lead times, coupled with shorter product life-cycles require making these tough decisions more frequently and more accurately, with no room for error.

Unfortunately, existing applications tend to follow a rigid top-down approach or just rely on the pure intuition of buyers.

The perfect balance of intuition and analytics

Nextail's Buy Optimization application allows buyers to make informed buying decisions.

Nextail balances the intuition of the buyer with the most advanced cognitive analytics technology to create a bottom-up forecast starting at size and store level.

Created by a team of mathematicians and former buyers, it considers all relevant variables in the buying process.

The result? Dramatically lower storage costs and markdowns needed at the end of each season.

Buy Optimization. Powered by artificial intelligence and machine learning technology

1 **Quick and precise decision-making**

Automatic generation of accurate buying forecasts thanks to machine learning algorithms based on performance of comparable products at store level.
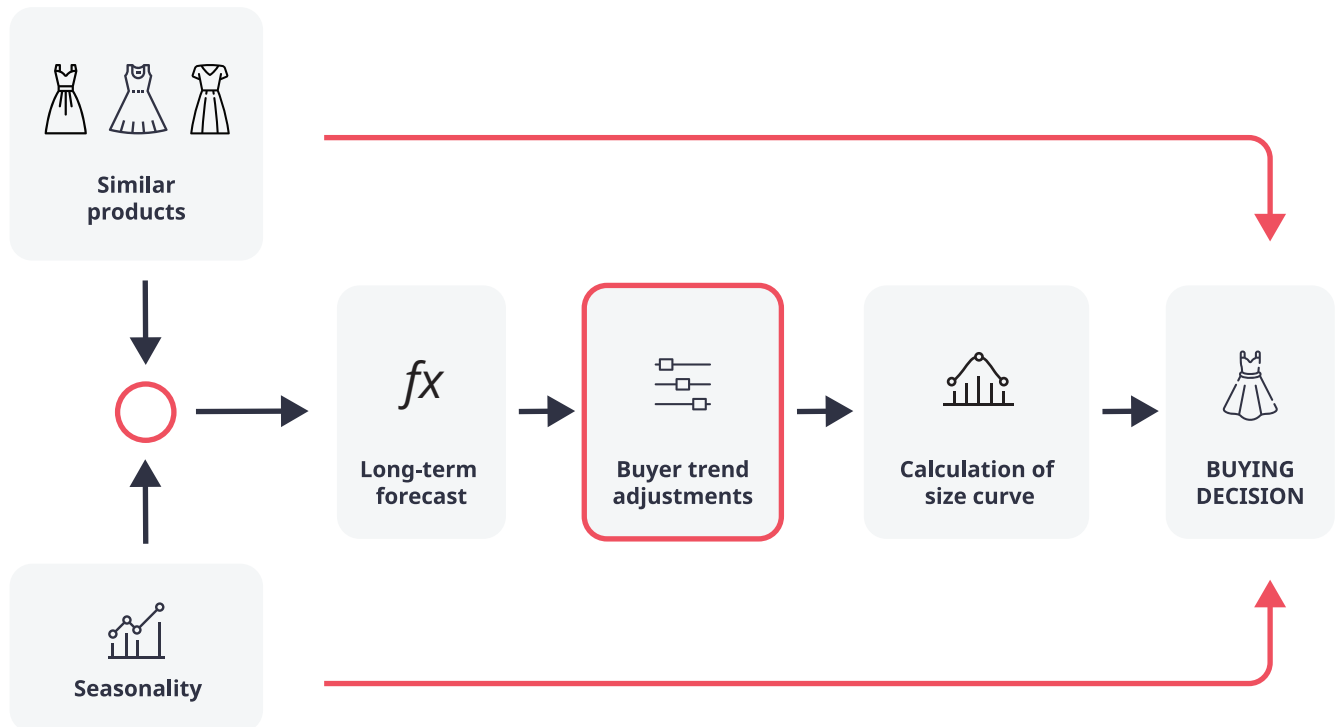
2 **Flexible and dynamic**

Easy to modify parameters within the algorithm and introduction of buyers' bets based on market knowledge.

3 **User friendly**

Visual interface designed as a consumer app. Computer vision algorithms facilitate the selection of comparable products.

4 **Easy to integrate**

Integration takes less than a month. Being ERP agnostic, we have already integrated with major ERPs such as SAP and Microsoft Dynamics.

Similar products

Seasonality

Long-term forecast

Buyer trend adjustments

Calculation of size curve

BUYING DECISION

About Nextail

Nextail is a cloud-based software that uses cognitive analytics and optimization to improve inventory management and store operations. Our fast-fashion DNA enables any retailer to adopt the agile retail paradigm in weeks. Nextail better aligns supply and demand, so that retailers can sell more with less stock!

Nextail supports four key decisions: buying, first product allocation, dynamic replenishment and store transfers. Additionally, it comes coupled with the most advanced retail-specific business intelligence. It's easy and fast to set up and it delivers high impact from day one!