

>://1.0/SNAPSHOT.TXT

## COMPANY OVERVIEW

CLIENT-LOGO-CONFIDENTIAL.PNG

<b>LARGE</b>	UK Health and Beauty Retailer
<b>£1.2B</b>	Annual Revenues
<b>900</b>	<b>Stores</b> across the United Kingdom and Ireland
<b>40K</b>	<b>SKUs</b> eligible for different price and promotion mechanics
<b>70</b>	<b>Buyers</b> managing 60 categories with hundreds of suppliers
<b>OWN BRAND</b>	Spread across <b>own-brand</b> and name-brand business

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## PROBLEM STATEMENT

Buyers and merchandisers spend over 50% of their time manually planning and forecasting for promotions.

Manual planning process is prone to **inconsistencies**. Buyers aggregating data across disparate systems have ignored broader business impacts, resulting in **excess inventory, increased stockouts, and missed cross-selling opportunities**.

>://3.0/\_A\_NEW\_HOPE.TXT

## CUSTOMER SOLUTION

Implement AI and machine learning forecasting to **reduce stockouts, drive incremental sales, and reduce holding costs** at the store-level.

Leverage predictive recommendations on past promotion results to **improve trade negotiations**.

Automate machine learning decisions using the Promotion Manager solution to increase operational efficiency in supply chain systems.

Intelligent decision automation allows merchandisers to focus on higher value work, such as improving customer focus and increasing competitiveness.

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## RESULTS | PROMOTION MANAGER

**50%** **1200-1600** Days

Reduction in Planning and Execution Time

Full-Time Employee Days Saved in a Year

**30%** **5** Months

Increase in Forecast Accuracy

To Integrate Data and Automate Forecast

**31%** **£7.5M**

Reduction in Stock-outs

Incremental Revenue due to Reduced Stock-outs

**25%** **£12.5M**

Reduction in Excess Inventory

Reduction in Shrink

