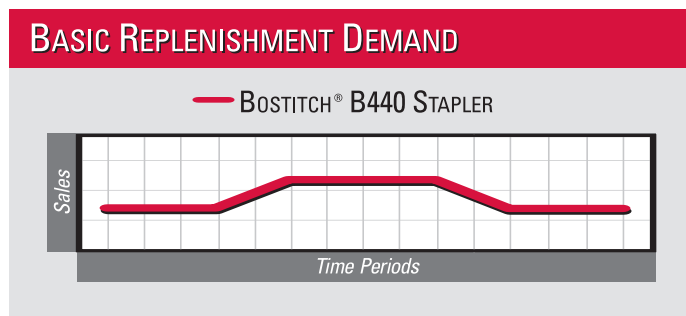


REPLENISHMENT DEMAND FORECASTER™

All retailers have “never out, year round” merchandise that is consistently sold throughout the year. Also called “basic” or “staples,” they may include items:

- sold long enough to generate specific history and seasonal profiles.
- with stable life spans such as basic food or clothing items.
- that can be shipped by store without restrictions on order size.



Churchill's Replenishment Demand Forecaster™ (RDF) is powerful software that enables retailers to accurately forecast their basic item needs. One of the hallmarks of RDF is its ability to handle either high-volume or fractional requirements. Forecasts can be daily, weekly, monthly or periodic demand at the distribution center or store level.

Seasonal profiling presents special challenges and RDF offers two solutions including an automatic profile generator. “Day of the week” and “week of the month” event-shifting algorithms are included. Retailers can also better manage their “in-stocks” by using RDF's dynamic model stock algorithms. From forecasting for products that sell less than one unit a week, to the need to process millions of forecasts per hour, Churchill's RDF software has the functionality, scalability and power to do it all.

Contact Churchill to learn more.

REPLENISHMENT DEMAND FORECASTER™

Features

- Multiple forecasting algorithms
- Algorithm optimization functionality
- Automated seasonal profiling
- Dynamic model stock algorithms
- Event and calendar shifting functionality
- Fractional unit forecasting
- Extreme scalability
- Full integration capabilities

Benefits

- Specific algorithms for slow moving product
- Utilizes algorithms that best fit individual business objectives
- Allows for massive profiling capabilities in a timely manner
- Automatically adjusts min/max based on demand
- Supports store/item specific forecasting for large retailers
- Integrates with customer's existing planning software

We provide demand intelligence software to enhance today's retail planning systems.

Retailers—worldwide—rely on Churchill Systems to provide large scale demand forecasting, analytics and optimization solutions that work.

For good reason. Our company was an early pioneer and proven performer, partnering with IBM in 1990 to introduce neural network and optimization technologies that became the cornerstone of Churchill.

Our management team includes veteran retailing executives and information technology professionals that understand the world that you work in—and can provide and implement the answers that you need to:

- Determine actual customer demand before you buy.
- Optimize prices for competitive marketplaces.
- Forecast sales at store-level early enough to take action.
- Analyze promotional campaigns before implementation.
- Increase sell-through and reduce clearance markdowns.

Capable of processing millions of pieces of information every hour, Churchill's powerful software works seamlessly with most retail systems, delivering the answers that you need—when you need them.

During the past 15 years, Churchill created, implemented and continuously improved many new software packages used by leading retailers, including Wal-Mart, Sears, Talbots, Valero and Avon.

Churchill's powerful proprietary software enables retailers at every level of the planning process to confidently forecast, analyze and optimize.

