

SHORT LIFE CYCLE DEMAND FORECASTER™

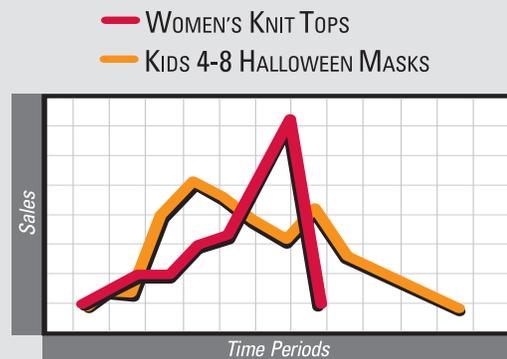
Forecasting the sales of “short life cycle” items (seasonal, event-driven, one-time, treasure hunt, etc.) presents different challenges than occur with basic, replenishment or staple items. It is common for this year’s short life cycle merchandise to be a “new” or “different” version of the SLC item or class that was sold during previous years. Complicating things further, the events or holidays vary by calendar day and even week each year, while other variable factors may be based on weather or fashion trends. The challenge of managing short life cycle items is the need to buy, allocate, price, promote and markdown in an optimized manner.

Churchill’s Short Life Cycle Demand Forecaster™

(SLC) software provides a demand-based foundation to the SLC challenge. In an automated manner, SLC sets up and creates pre-season and ongoing forecasts based on (1) “similar-to” methodology for preseason planning and initial forecasting; (2) demand (not sales) based allocation for store/item planning and forecasting; and, (3) any-level “statistical curve-fitting” for in-season plan and forecast updating.

Short Life Cycle Demand Forecaster is high volume, seasonal product forecasting software that provides the answers—when they are needed. With the SLC’s early season reporting, retailers can predict and manage “full-season” sell-through positions with time to take inventory, pricing and other corrective actions during the selling season. If necessary SLC can support optimizing clearance markdowns.

SHORT LIFE CYCLE SEASONS



Contact Churchill to learn more.

SHORT LIFE CYCLE DEMAND FORECASTER™

Features

- Full life cycle functionality
- Specific technology for each phase of the life cycle
- “Lost sales” capture capability
- Extensive reporting
- Extreme scalability
- Full integration capabilities

Benefits

- Ability to base initial plans and store allocations on demand—not last year’s sales
- Updates plans and allocations based on this year’s full season demand
- Builds bottom-up plans based on “could-sell”
- Identifies “troubled” store/items and enables timely pricing and inventory actions
- Easily handles large volumes of planning at any level
- Supports 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.

