

# REAL (RETAIL ALLOCATION)



## ADVANCED STOCK ALLOCATION & REPLENISHMENT

### OMNI-CHANNEL ALLOCATION

REAL makes it easy for retailers to allocate inventory through the entire customer fulfillment network including stores optimally.

### SMART ALGORITHMS

Machine learning and AI algorithms accurately forecast demand and delivers allocation proposals accounting for store location, type of store and fulfillment location, balance work-load between online and in-store orders, monitor product sales-velocity, margins, cost, replenishment time cost and lead-times.

### REDUCE COST

ReAL allows retail planners to reduce store inventories and operational costs while increasing customer satisfaction (reducing lost sales).



**-20% AVERAGE STOCK**

**+10% STOCK ROTATION**

### HOW CAN IT HELP



Purchase Manager

- Multiple intra-day stock allocation & replenishment proposals.
- Integrated and accessible item-store demand forecast.
- Optimal initial allocation for new products.

Total value of store stock

