



OMNI-DEMAND FORECASTING

Achieve the highest forecast accuracy
in the omni-channel world

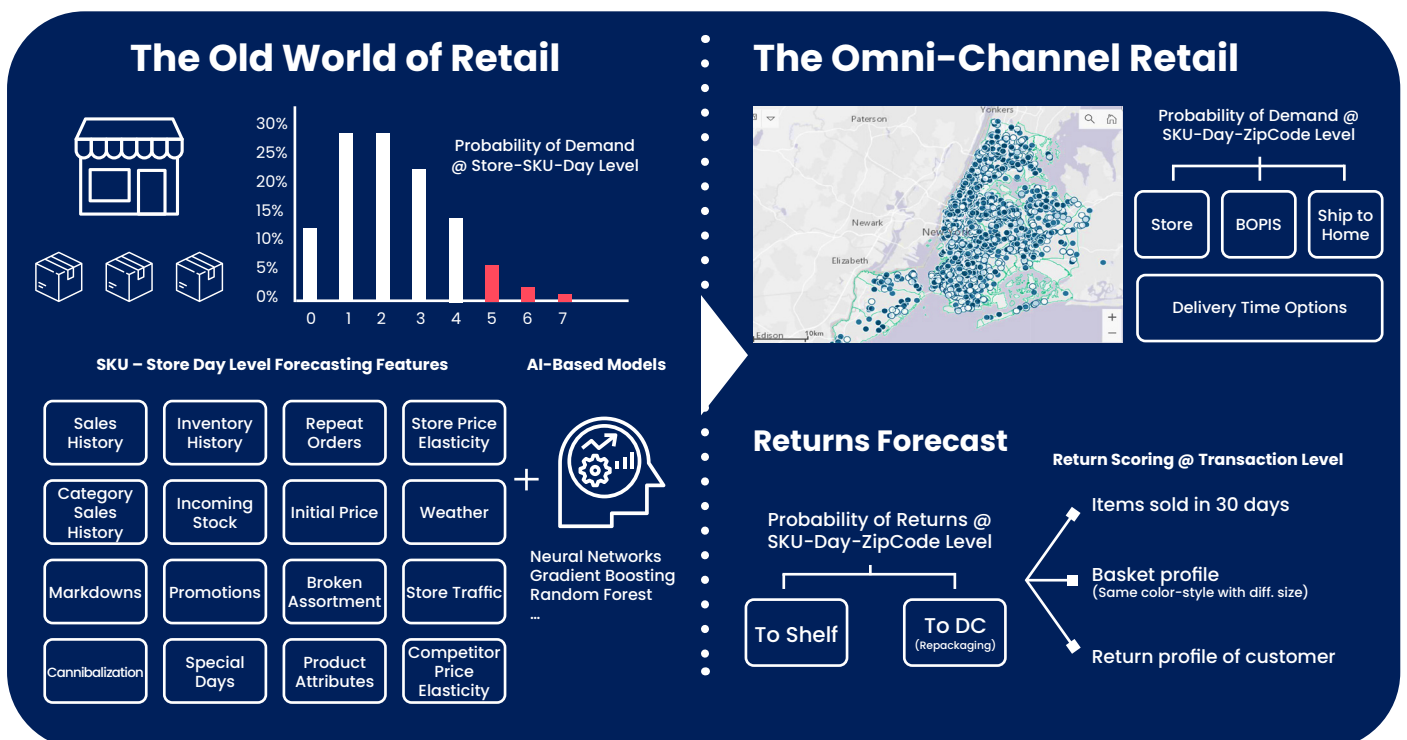
Becoming a future-ready retailer and delivering greater shopping experiences across all touchpoints requires you to put your Omni-Customer at the heart of your operations.

At Invent Analytics, we focus on your **Omni-Customer's world**. We use the most advanced analytic techniques and **explainable AI to forecast** their behaviors at the same granularity that the customers make choices.

Our **Omni-Demand Forecasting**, engineered specifically to help you meet the demands of your omni-channel customers, gives you highly accurate **forecasts at all levels of granularity** in your demand planning.

By forecasting demand at each location, we position inventory at the right amount at each location so that you can successfully increase your order fulfilment performance and keep your customers happy.

Omni-Demand Forecasting Framework



Why Use Omni-Demand Forecasting?



Highest Forecast Accuracy at a Granular Level

- ✓ Generate highly accurate forecasts at all levels of granularity
- ✓ Create more accurate short-term baseline forecasts at the **SKU / zipcode / day / fulfillment** preference level for **long-life** products as well as for **short-life** or **highly seasonal** products
- ✓ Make more accurate long-term and **promotional** forecasts by using our **AI-powered probabilistic demand forecasting** system



Better Planning

- ✓ Greater visibility into the future for better planning
- ✓ Improved short-term and long-term prediction quality
- ✓ Insightful customer behavior analysis, **including return patterns**
- ✓ The ability to do cross-channel testing
Oversight of the impact of omni-channel promotions



Demand Sensing

- ✓ Detect **demand shifts** quickly and adapt to changing demand
- ✓ Handle Covid-like high volatility environments effectively
- ✓ Enable autonomous inventory planning with more accurate forecasts
- ✓ Improve customer satisfaction by responding quickly to consumers' evolving needs



Zip-code or Store Catchment Area Demand Forecasting

- ✓ Use online channel data to make accurate decisions to convert which stores into strategic hubs for fast-time deliveries
- ✓ Capture the information about the stages preceding the order stage, most notably search and evaluation of alternatives



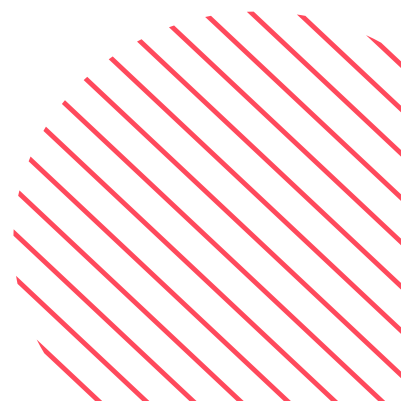
Fulfillment-based Forecasting

- ✓ Predict how, when and where your omni-channel customers want their orders to be fulfilled
- ✓ Determine the right amount of inventory required in your stores and distribution centers to meet customer demand



Explainable AI and Fast Learning Algorithms

- ✓ We use explainable AI to increase your confidence in the decisions and forecasts generated by Omni-Demand Forecasting. We provide the key components of the forecasts (including **promotions, special events, weather** and other factors affecting demand) and enable you to see the **root causes** of changes in the forecast.
- ✓ By exploiting advanced machine learning built specifically for retail and slow-moving inventory, we give you the ability to drill-down and analyze forecast deviations



Forecasting, Reengineered.

Omni-Demand Forecasting



Reduces lost sales by increasing availability and fulfilment options for your customers



Helps achieving high sales forecast accuracy



Uses return forecasting as a future source of supply to be included in replenishment planning



Makes cross channel testing analysis and customer behavior analysis



Provides details for regional demand characteristics



Uses Explainable AI to drive interpretable results and meaningful decisions

About Invent Analytics

Invent Analytics' Omni-AI **delivers significant financial improvement** by empowering retailers to **profit-optimize** their supply chain. It orchestrates a retailer's entire supply chain **by unifying network planning, inventory and price optimization, and fulfillment in one framework.**

Invent Analytics puts your **omni-customers at the heart of its tailor-fit solutions.** It **proves the financial benefits** with pre-go-live simulations and rigorous **A/B testing.** Invent Analytics' over 30 clients have experienced a **2-6% increase in profitability.**

Invent Analytics' Omni-AI SaaS solutions are:

- Omni-Network Design
- Omni-Plan Suite
 - Omni-Demand Forecasting
 - Omni-Store and DC Replenishment Optimization
 - Omni-Allocation Optimization
 - Omni-Transfer Optimization
 - Markdown Optimization
 - Assortment Optimization
 - Dynamic and Competitive Price Optimization
- Omni-Fulfillment

Invent Analytics has been selected as the **Top Supply Chain Technology Company by Retail Industry Leaders Association (RILA)** and **won the 2020 Innovation Awards for Supply Chain.**

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