OMNI-TRANSFER OPTIMIZATION

Increase your omni-channel profitability by rebalancing inventory across locations

Omni-Transfer Optimization lets you rebalance inventory across locations for maximum efficiency.

By moving products from underperforming locations to other locations where demand is higher, you minimize lost sales and markdown losses.

Key Benefits

Maximizes conversion to cash and increases inventory productivity

Increases sales conversion and turnover

Proactively rebalances inventory across locations

Reduces out-of-stocks & minimizes lost sales

Reduces markdown loss & increases sell-through

Reduces inter-store transfer logistics costs

Reconstructs broken assortment to bond with unmet demand

Increases effectiveness of new store openings and store closings

Why Use Omni-Transfer Optimization?

A Complete Store Transfer Optimization

- ✓ Transfers products from underperforming locations to the stores with higher probability of sales

- ✓ Solves capacity imbalance between stores to create space for new products

- ✓ Transfers inventory from stores approaching season-end to stores that are still in high-season

- ✓ Manages aging stock by transferring inventory from stores to retail outlets or consolidation stores.

Achieve Maximum Sales Uplift With Minimum Logistics and Operation Cost

- ✓ Invent Analytics uses AI to compute the computing expected benefit probability for each product and every transfer (origin-destination) pair

- ✓ It identifies the optimal transfer plan with the highest conversion of transferred inventory to sales at the destination

- ✓ It optimizes the total cost of transfer using probabilistic sales uplift.

End-To-End Integration with Pricing and Replenishment

- ✓ Foresees markdown and promotion plans to create momentum for full-price sales

- ✓ Eliminates unnecessary new purchases

- ✓ Automatically blocks pointless transfers when there is inventory at the DC

- ✓ Optimizes number of inbound and outbound packages and destination stores and respects broken size/ assortment rules.

Support New Store Openings and Store Closings

- ✓ Carry the inventory from closing stores to the best possible locations

- ✓ Fulfill the inventory needs of a new store by taking account of excess inventory at other stores.

A/B Test Proven Client Results

2–5% ↑
Increase
in Turnover

5–10% ↓
Reduce
Markdown
Loss

20–50% ↑
Increase
Sales Conversion
of Transfers

10–30% ↓
Decrease
Transfer
Logistics Cost

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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