Global Footwear Retailer Camper Selects Invent Analytics for AI-Powered Omni-Channel Demand Forecasting

Leading Spanish footwear retailer Camper partners with Invent Analytics to improve its omni-channel demand forecasting across its 400 stores, online channels, and e-commerce marketplaces.

30 May 2022 - Invent Analytics, a leading provider of AI-based demand forecasting and inventory planning solutions, announced a new partnership with global footwear retailer Camper. Camper operates in over 40 countries with nearly 1000 employees. With Invent Analytics, Camper will establish omni-channel demand forecasting in multi-dimensions.

The partnership will help Camper enhance its forecast accuracy for multiple sales channels including stores, outlets, online and digital channels, and e-commerce marketplaces. Invent Analytics will utilize its retail demand forecasting capabilities for Camper to forecast different product and location combinations for varying decision time windows.

> At Camper, we integrate physical and digital channels into an omni-channel retail format to deliver remarkable experiences to our customers at every point of their journey. And we are very excited to work with Invent Analytics on this Omni-Channel Demand Forecasting project. Their sophisticated AI-powered capabilities and deep know-how in the retail industry will help us to forecast better. Our goal is to increase better inventory management across different channels and increase sales with more accurate demand forecasting.

Sito Luis Salas
Deputy CEO, Camper

Leveraging machine learning algorithms and deep analytics, Invent Analytics will help Camper predict the demand. To achieve the highest forecast accuracy, Invent Analytics will take into account many variables such as customer information, product attributes and external factors (weather, tourism, competitors, and so on.) As a result of this project, Camper will be able to increase its inventory efficiency, optimize margins, and better manage its sales optimization for its sophisticated omni-channel structure.

> "We are thrilled Camper chose us as their trusted partner to support their omni-channel strategy. We are pleased to be adding such a pioneer omni-channel retailer to our customer base. As Camper continues to accelerate its omni-channel capabilities, we will be working alongside them. Our goal is to generate more accurate omni-channel forecasts, help them manage multi-dimensional channel structure, and position inventory smartly at the right amount at each location.
>
> **Ozgur Karabulut**
> **VP of Solutions, Invent Analytics**

About Camper

Camper was founded in 1975 in Mallorca, Spain, as a contemporary, casual shoe brand. It is a family-run business dedicated to creating original footwear concepts. Today, the brand has more than 400 sales locations and is available in over 40 countries.

More information: www.camper.com

About Invent Analytics

Invent Analytics enables retailers to profit-optimize their supply chain planning and delivers significant financial improvement with its AI-powered, omni-channel inventory and price optimization solutions.

www.inventanalytics.ai
info@inventanalytics.ai

Invent Analytics   @InventAnalytics   Invent Analytics   inventanalytics   Invent Analytics