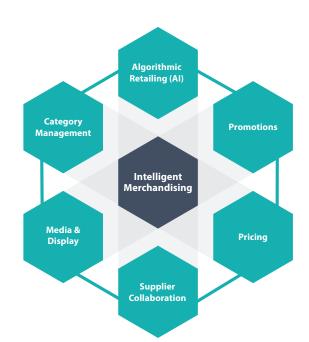# RETAIL EXPRESS™

# Demand Forecasting

Understanding the varying demand patterns caused by price, promotional and advertising effects is where the Retail Express forecasting platform excels and is crucial to accurately forecasting future demand. Our solution tracks changes in demand from regular prices, promotions, ads, displays etc. and can accurately forecast the effects of those changes.

The Retail Express solution also carries out the initial recording of all these demand drivers setting us apart from the rest of the market. While other technologies can take feeds of information that is near impossible to manually track, we have systematised the whole process. Forecasts are provided in real-time to support the promotion and pricing analysis, optimisation and forecasting for all stakeholders and can be used to support or enhance existing systems.

**Game Changers:** See the effects of different prices and promotions on specific items, and the cross effects on the category as a whole at the planning stage. Forecast all current and planned customer touch points (price, promotion, ad, display, web, flyer, etc.) at the desktop in real-time delivering the most accurate possible forecast of demand.

The Retail Express forecasting platform provides the operational aspects of managing, recording and delivering advertising, marketing, pricing, promotions, and assortment and forecasts for merchandising and the wider supply chain in a single unified product.



Algorithmic Retailing (AI)

Category Management

Promotions

Intelligent Merchandising

Media & Display

Pricing

Supplier Collaboration

**Retail Express Forecasting Software**

## Forecasting

The sales forecasting software calculates forecasts by day, week or period, using advanced algorithms developed with leading universities. The forecasting engine enables retailers to integrate merchandising and supply chain planning across disparate functions, reducing stock, and waste and improving shelf availability. Users can share information enabling collaboration with all parts of the business, including buyers, merchandisers and suppliers, to ensure continuity of supply to stores and better service to customers.

## Demand Modelling

Elasticity Demand Models are at the heart of the Retail Express solution which uses a demand model calibrating engine, capable of building reliable demand elasticity models from past sales transactions. The platform's demand engine uses daily/weekly data to automatically determine the best mathematical model based on goodness-of-fit and other statistical performance metrics.

## Science and Analytics

RE 2.0 Forecasting module uses non-linear mathematics and dynamic models to forecast current demand taking into account all prices and marketing activities. The module uses up to 12 different algorithms to support a wide variety of product types: slow-moving, fast-moving, lumpy demand etc. Specific algorithm and model forms are automatically selected for each item (SKU) per location or store group. The modules are regularly updated for sales and customer behaviour and the parameters and selected algorithms reviewed

## Enhance your legacy systems

Improve your forecast accuracy, reduce safety stock and improve on-shelf availability with the Forecasting module from Retail Express. Flexibly integrate with your legacy systems to address specific problems or enhance current forecasts.

The benefits of accurate demand forecasting are immense. It has been shown that if your current forecast accuracy is 60%, then every increment of just 1% can lead to a 2.5% improvement in safety stock. Imagine if you could improve forecast accuracy by 10%, or even 20%. It's possible but requires a more sophisticated demand forecasting engine that can combine sales history with those factors that influence demand. During everyday use, the forecasting module records all the historic information that can then be used to enrich the sales history with causal information.

This data is modelled and can be used by the demand forecasting engine to produce the most accurate forecast possible. Our forecast engine considers price changes, promotions, advertising, display, seasons, and trend including ad-hoc events and has been designed to be able to easily introduce more causal factors to produce an integrated demand forecast containing base and promotional lift as well as reporting on the effects of advertising and display.

The system is easy to use and doesn't require a team of dedicated forecasting experts to operate. The result is something unique and inherently powerful for managing your day-to-day merchandising and planning tasks.



**RE 2.0**

**Pricing**
- Pricing Promotion Optimisation
- Automatic Rules-based Pricing
- Pricing Workbench
- Markdown Management

**Forecasting**
- Forecasting
- Demand Modelling
- Science & Analytics

**Promotions**
- Promotion Planning
- Promotional Offers (Product Specific)
- Smart Offers (Non Product Specific)
- Media & Ad Development

**Merchandising & Demand Management**
- Category Management
- Customer-centric
- Assortment

**Vendor Negotiation**
- Supplier Portal
- Deal Management
- Vendor Funding Tracking & Reporting
- Supply Chain

**Reports**
- Sales & Forecast Reporting
- Market & POS Transactions
- Alerts & Dashboards

**Retail Express Service Offering**
- Data Analytics
- Consulting
- Strategy

**RE Services**