

Revionics® Markdown Optimization *Long Life Products*

Maximizing Return on Inventory



Revionics® Markdown Optimization – Long Life Products enables retailers to respond to current conditions and achieve their profit and inventory goals. Through science, deep customer analysis, retailer strategies, and a process-driven workflow, retailers maximize their return on inventory and improve their customer relationship.

Not the Same Anymore

Consumers want value and want an experience. As a result, assortments have localized, merchandise changes more frequently, and the number of markdown events has increased. Complexity has increased, but cutting prices as a policy can kill your margins and brand reputation. Yet many retailers execute the markdown enterprise-wide that hemorrhages margins. Improving markdowns through responsive, intelligent recommendations has shown to increase sales by 11-20% and gross margin by 5-10%.



Winning retailers respond to consumer desires and incorporate their business strategies into the markdown plan to execute the right marks, at the right time, through the right channels.

The Highlights

For those with limited time

- Set Strategies to Profit or Inventory Goals
- Promotes Efficiency, Consistently Enforces Best Practices
- Infer New Item Demand from Attributes or Product Hierarchy
- Forecast Results, Incorporating Vendor Funds & Promotions
- Leverages Aggregated Demand Models for Slow Moving Merchandise
- Create & Compare Various Scenarios
- Price At Any Level: Enterprise, Channel, Zones, or Location Specific
- Strategically Rank Markdowns to Understand Opportunity Costs
- Unified Platform with Revionics® Markdown Suite, Revionics® Pricing Suite, and Revionics® Promotion Suite

Revionics® Markdown Optimization

Long Life Products

Using Data to Get that Edge

ALWAYS LEARNING, ALWAYS CURRENT

Retail changes are accelerating. What is new today will be old tomorrow. While evaluating all historical data, Revionics® solutions give more relevance to the latest. Revionics® models are self-learning and the science can automatically infer new item demand from similar attributes or product hierarchy. This ensures relevant, current recommendations, which drives year-over-year benefits.

INCORPORATES PROMOTIONS & VENDOR FUNDS

Revionics® Markdown Optimization – Long Life Products understands planned promotions and vendor funds and accounts for them in the markdown plan. Thus ensuring you account for the true cost and that you aren't taking unnecessary discounts.

UNHINDERED BY ANTIQUATED SUPPLY CHAIN SOLUTIONS

Accurate markdown plans must account for every piece of inventory in the enterprise, even those sitting at the Distribution Center (DC). The solution can take future DC allocations, if provided. However, if the retailer's supply chain solution cannot provide them, the solution can infer future DC allocations.

KNOW ALL YOUR OPTIONS

When have you ever been confident in a decision without evaluating other outcomes? To be confident you need to ask, "what-if?" Revionics® allows you to simulate, forecast, and compare all the different alternatives, so you can be sure you are taking the right markdown at the right time.

ACCURACY DRIVES USE

When you buy a solution you need to be confident in the results. More importantly, your teams need to actively use the solution. Revionics® Markdown Optimization – Long Life Products provides accurate, understandable forecasts which leads to confidence, which leads to adoption, which leads to sustained benefits.

MANAGES THE SLOW SELLERS

For slow selling items, the Revionics® Markdown Optimization – Long Life Products uses aggregated demand models, mitigating the inaccuracy of individual SKU/store models for those items.

FREEDOM TO CHOOSE

Maybe you know what you want to do, but your system or spreadsheet doesn't support it. Maybe you want to manage at a more granular level, but it would be an impossible task of time and people. Maybe you want to discount differently, but you don't know what that would mean for the business. This solution unshackles and empowers people. Retailers gain additional insights, an efficient workflow, simulations, and forecasting allowing markdowns at the enterprise, channel, zone, or location level.