

Revionics®

# Markdown Optimization Long Life

Maximizing Return on Inventory



Revionics® Markdown Optimization – Long Life enables retailers to respond to current conditions and achieve their profit and inventory goals.

Through AI, 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

Shifting consumer demand, increased competition, and omni-channel pressures have created an environment where unproductive inventory is now a more painful issue than out of stocks. Consumers are looking for discounts and want an experience. As a result, assortments have become localized, new merchandise changes more frequently, and the number of markdown events has increased. Yet many retailers execute the same markdown enterprise-wide that hemorrhages margins.



Improving markdowns through responsive, intelligent recommendations have 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 for Profit or Inventory Goals
- Promotes Efficiency, Consistently Enforces Best Practices
- Infers New Item Demand from Attributes or Product Hierarchy
- Forecast Results, Incorporating Vendor Funds & Promotions
- Leverages Aggregated Demand Models for Slow Moving Merchandise
- Automatically Generates Price Zones, If Needed
- Create & Compare Various What-if Scenarios
- Price at Any Level: Enterprise, Channel, Zones, or Location Specific

REVIONICS®

Revionics®

# Markdown Optimization Long Life

## 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 data. Revionics self-learning models continue to learn over time and naturally adjust based on new inputs and without the need of human intervention. Additionally, 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 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. And, 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 provides accurate, understandable forecasts which leads to confidence, which leads to adoption, and ultimately sustained benefits.

### **MANAGES THE SLOW SELLERS**

For slow selling items, the Revionics Markdown Optimization – Long Life solution 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. The Revionics solution unshackles and empowers the user. Retailers gain additional insights, an efficient workflow, simulations, and forecasting allowing markdowns at the enterprise, channel, zone, or location level.

### **ONE PLATFORM, TO DO IT ALL**

Price is a direct reflection of a retailer's brand and strategy. This carries on through the entire lifecycle of the item, from introduction through promotions and markdowns. Revionics Markdown Optimization – Long Life has a unified platform along with the Revionics Price Suite, the Revionics Promotion Suite, and the rest of the Revionics Markdown Suite - delivering a comprehensive markdown solution that maximizes return on inventory, margins, and sell through for all types of products.