



Qlik® for supply chain: merchandise management

Improve service levels and protect profits

Challenge

Retail, wholesale, and consumer products organizations continue to face unprecedented pressure to maximize their return on inventory investments.

Supply chains are growing in complexity, with an influx of both internal and external data and a demand for more-responsive relationships with consumers who can choose to interact across multiple sales channels. Merchandise assortments need to be customized and tailored, requiring actionable insight, anyplace and anywhere across product performance, margin and inventory at the product, category and store level. Understanding business mix across ranges and product attributes is critical to reduce inventory carrying costs while aligning product, placement, price and promotions to ensure maximum share of wallet is captured across customer buying patterns.

Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

Qlik for Merchandise Management apps empowers individuals and groups to make faster and more informed decisions by allowing them to:

- Enable buyers, planners, and allocators to combine data from many sources on their own to dynamically analyze sell-through rates, determine the open-to-buy, get ahead of out-of-stocks and markdowns, and respond to customer demand signals across channels, categories, and seasons
- Manage at-the-shelf to maximize revenue, margins and in-stocks while removing costs and capital expense lock-ups across the supply value chain
- Discover new ways to build a tailored assortment through analysis of product performance across attributes like color, size, style, and vendor
- Enable merchants to leverage secure mobile access to stay fully informed and connected and able to collaborate and make decisions while on-the-go



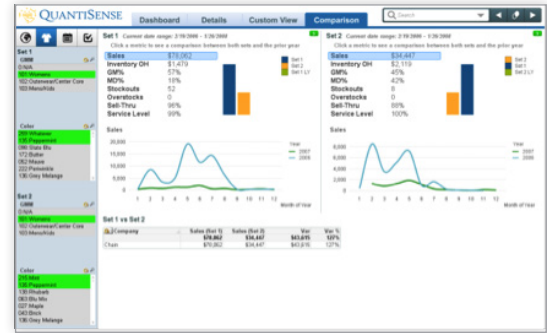
Example: A dashboard view of merchandise performance and availability, showcasing critically important attributes like color, size, style, and vendor

“Users are very enthusiastic. They can finally access, view and analyze all the data required to offer the right products at the right time, to the right audience, taking into account local trends, forecasts and external factors. It helps improve margins and profits at a time when operational costs are increasing, external market conditions are unpredictable and competitive pressures remain high.”

— Jolanda Cloete, Program Director – Business Intelligence, Intres Retail

Customer examples

- Robinsons Group - a leading upscale retailer, deployed multiple Qlik® merchandising apps and now spends 50% less time to yield up to 80% more detailed merchandising, pricing, inventory and operational performance information
- A European Multi-National Do-It-Yourself Retail Leader – implemented Qlik for merchandise analytics achieved \$1.75M in first year inventory savings by effectively aligning stock levels with actual sales trends
- A leading Outdoor Lifestyle Retailer – uses Qlik for merchandise management to analyze cost of goods sold, gross margin, markdown and category level performance in its weekly merchant meetings with GMM, VPs and Directors



Example: A merchandise management dashboard providing visibility into stockouts, service level, overstocks, sell through, and on hand inventory across categories, SKUs, and attributes. A Quantisense (acquired by Epicor) & Axis Group application