



AI Solutions for Intelligent Retailing

Quick Guide to Retalon's Award-Winning Solutions



About Retalon

WHO WE ARE:

Retalon is an award-winning provider of advanced analytics and AI for Retail.

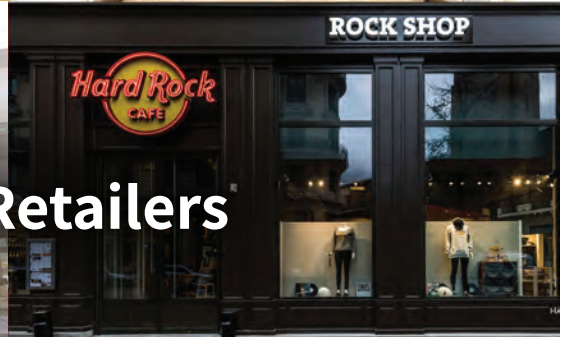
We believe that retailers should be able to optimize and scale their business using AI without a PhD in data science.

WHAT WE DO:

Our solutions solve complex challenges in Planning, Inventory, Pricing, and Promotions, and all solutions stem from one unified analytics platform.

Retalon's platform seamlessly integrates with any ERP or OMS, and our 100% in-house professional services, technical support, and analytics teams ensure you hit your goals on time.

To learn more about Retalon, we encourage you to check out these retail video stories from our customers: retalon.com/use-cases



Trusted by Top Brands & Retailers





Proven Technology. Impressive Results.



Unified Retail AI
Designed for Unified
Commerce



Over 50 Billion
Store/SKU's
Optimized Daily



Easy & Seamless
integration into any
ERP or OMS System.



Tested & Proven in
over a Dozen Retail Verticals



Powerful **Boost** in
Gross Margin and increased
sales by 10-15%



Reduce your Inventory
Costs by 25-35%



Intelligently Integrate
Marketing, Supply Chain, and
Merchandising



Increased Automation
with over 300% increase
in productivity



Cut waste and **optimize**
for sustainability

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REQUEST AN ANALYTIC ASSESSMENT

Get in touch with our team to get a personalized analytic assessment on your own data to see what kind of ROI you can achieve with Retalon predictive analytics in your business.

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RETAIL AI & PREDICTIVE ANALYTICS PLATFORM

Retalon's powerful AI & predictive analytics engine builds a **highly accurate demand forecast** that is used across all solutions below:



PLANNING

- Financial Planning
- Merchandise Planning
- Assortment Planning
- Store Planning
- Open-to-Buy



INVENTORY MANAGEMENT

- Forecasting
- Order Management
- Replenishment
- Purchasing & Allocation
- Supply Chain Flow



PRICING

- Price Optimization
- Price Management
- Promotions
- Markdowns



Retalon's forecast intelligently accounts for dozens of critical factors that influence demand such as: seasonality, price elasticity, assortment diversity, store types, vendor leadtimes, size distribution, inbound logistics, product cannibalization and much more.



Planning

Financial Planning
Merchandise Planning
Assortment Planning
Store Planning
Open-to-Buy

retalon¹

Retalon planning solution leverages AI and predictive analytics to offer unified commerce retailers a dynamic framework to optimize strategy, plan execution, and track progress.

Smart Planning with Predictive Analytics and AI:

Rather than the traditional process of using only past data to build a plan, Retalon offers a more intelligent, accurate, and integrated approach. Retalon identifies and incorporate many critical factors such as past events & promotions, and lost sales to build a future demand forecast that sets the foundation for a more pragmatic and accurate plan.

Adaptability, Scalability & Flexibility:

Retalon's planning process offers an easy and controlled workflow. Retailers can start with a master plan that can be easily delegated down to different planners, and then intelligently merged back to the original plan. Moreover, Retalon supports multiple product/category hierarchies and attributes, store hierarchies, and clusters, as well as any required time periods, which adds the flexibility required in merchandise and assortment planning.

Comprehensive Planning Suite:

Retalon users can build a wide range of plan types such as Financial Plan, Merchandise Plan with OTB, Store Plans, Assortment Plans, Pre-season & In-season plans, and more. All the plans are automatically reconciled at all the levels and between the plans. Retalon's planning solution is equipped with all the necessary tools, such as locking and freezing, aggregating and prorating, multiple convenient views, data exchange with Excel, graphic views and product images – to mention a few.

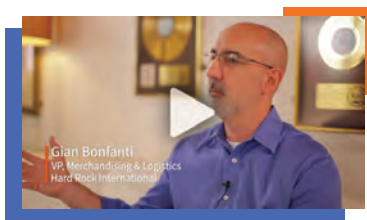
Envision, Plan, and Execute:

Retalon's End-to-End predictive analytics platform empowers retailers to execute their plans and reap the benefits by optimizing the entire process & bringing it full circle. Retailers can plan assortment, manage inventory, optimize promotions, and then automatically feed this knowledge into next year's merchandising plan.

AI-Driven, End-to-End Planning Software for the Full Retail Life Cycle.

Go from planning to execution easier than ever before.

- ✔ Leverage a highly accurate demand forecast in your planning process
- ✔ Configure the solution to the unique planning process of the retail business
- ✔ Avoid repeating last year's mistakes with advanced predictive analytics
- ✔ Connect planning to inventory management, pricing, and promotions to hit your targets
- ✔ Intelligently reconcile your financial, merchandise, assortment plans and open-to-buy
- ✔ Simulate “what-if” scenarios with your assortment to optimize depth vs breadth
- ✔ Save time and resources with intelligent automation



Hear from the executive team of Hard Rock International about how they use Retalon across 74 countries for their retail business.

Watch this, and other retail customer story videos at:
www.retalon.com/use-cases



Financial Planning

Leverage Retalon AI and predictive analytics to incorporate an accurate demand forecast into your financial plan.



Merchandise Planning

A smart and efficient way to build merchandise plans that are reconciled with high level targets and forecasted demand.



Assortment Planning

Use Predictive Analytics to shrink or expand your assortment. Identify the optimal assortment depth vs breadth, and more.



Store Planning

Optimize your stores and ensure that your shelf-space is filled with the right merchandise for each location.



Open-to-Buy Planning

Use Retalon AI to intelligently wrap your plans into an Open-to-Buy budget you can execute through purchasing and allocation.



"A plan not supported by specific set of actions is just a good intention."

Retalon's Planning solution powered by AI and unified with Retalon's solutions for inventory optimization and pricing ensured you can execute your plan in-season.



Inventory Management

Demand Forecasting
Order Management
Replenishment
Purchasing
Allocation
Inventory Transfers
Supply Chain Flow

When it comes to inventory management, Retalon is bar none! We have been innovating, developing, and successfully delivering world-class solutions for inventory management to top brands & retailers for over 15 years. Today we are optimizing over 35 Billion Store/SKU combinations daily.

Our experience working with a variety of leading retailers with unique challenges coupled with our growing team of retail management experts, and scientists has allowed us to build a highly refined and intuitive solution based on our predictive analytics & machine learning platform.

Retalon consistently suggests the right quantities of the right assortment to the right locations at the right time & price, no matter how complex or fast-paced the retailer's business may be.

Here is what makes our inventory management solutions so successful:

1. Retalon offers a comprehensive end-to-end solution for inventory management that proactively optimizes and brings intelligent automation to the entire process.

2. Our predictive analytics platform seamlessly connects inventory management with planning and price management for greater accuracy and efficiency.

3. Retailers experience a significant reduction of inventory costs, as well as tied up time, labor and resources.

4. Our predictive analytics solution is smart & flexible, able to support omni-channel retailers, as well as any fulfillment options a retailer may want to offer.

5. In addition to proactive suggestions, Retalon's MBA tool is a highly convenient tool that empowers retailers with deeper insight into their business. Retailers can learn more about sales, location/product performance, forecast, and many more critical KPIs.

6. Retalon's flexible workbooks make teamworking easy and secure.

Award-winning predictive analytics and retail AI to optimize inventory. Cut costs and get the right product to the right place at the right time.

- ✔ World-class retail demand forecast accuracy
- ✔ Identify and reduce lost sales by 35-50%
- ✔ Increase sales revenue by at least 10-15%
- ✔ Operate sustainably and reduce inventory costs by 25-35%
- ✔ Increased productivity by over 300% with automation & smarter workflow
- ✔ Balance assortment to reflect demand across all channels of your business
- ✔ Optimize order fulfillment and returns process



Hear what Peter Simons, the CEO of Canada's most iconic retailer, Simons, has to say about Retalon in the digital age.

Watch this, and other retail customer story videos at:
www.retalon.com/use-cases



Forecasting & Replenishment

Get automatic recommendations for optimal shipping quantities and automate replenishment based on a highly accurate demand forecast powered by AI and predictive analytics.



Purchasing

Retalon recommends optimal PO quantities accounting for dozens of critical factors that influence demand.



Allocation

A truly unified commerce solution that intelligently optimizes the distribution of inventory with high accuracy down to store/sku level.



Order Management

Smart order fulfillment recommendations and returns optimization that boosts customer service level without jeopardizing margins.



Smart Inventory Transfers

Retalon proactively recommends merchandise transfers between locations eliminating out-of-stocks, overstocks, and markdowns.



Supply Chain Flow

Retalon reconciles inventory across the entire business. Leverage AI to determine optimal quantities at every point of the supply chain and design an efficient supply chain network.



Price Management

Price Management
Price Optimization
Promotions & Events
Markdown Optimization

Retalon unifies the Price Management Process

From inception, Retalon's price management & optimization, promotions, and markdown modules were built as one unified solution.

This approach enables retailers to manage and optimize prices throughout the entire product life cycle. From setting optimal initial prices, managing prices across multiple channels, price zones and currencies to suggesting promotions that maximizing GM as the product matures and finally optimizing markdowns when the product approaches end of life.

Not only can retailers manage prices throughout the product lifecycle, but this process can be mostly automated as well. With Retalon's flexible business rules/triggers, users can save a lot of time and resources by streamlining price management across their entire business.

Powered by World Class Predictive Analytics and AI

On top of bringing more automation, visibility, and flexibility to price management, one of Retalon's core strengths is the advanced predictive analytics and AI technology that identifies and recommends optimal prices, promotions and markdowns.

By tracking dozens of factors such as sales, inventory, past prices, and promotions and factoring in influencing forces such as seasonality, price elasticity, cannibalization between products, and competition, Retalon can proactively offer actionable suggestions.

Take Price Management to the Next Level with End-to-End Integration

All Retalon solutions stem from one predictive analytics platform. This means that price management is also connected with planning and inventory management solutions to streamline important decisions, unlock hidden potential, and reduce costs while maximizing profitability.

Manage & Optimize Prices Across the Entire Product Life Cycle.

A unified pricing solution that integrates into planning and inventory management.



Pricing

Retalon AI optimizes prices accounting for a multitude of factors including demand forecasts, seasonality, price elasticity, inventory, cross-product cannibalization and much more.



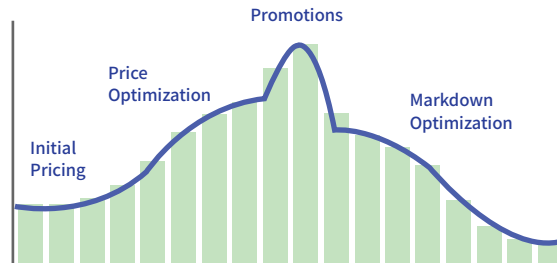
Markdowns

Retalon AI identifies the most profitable markdown strategies that get rid of EOL inventory on time with the maximum gross margin. Reduce markdowns and cut waste while retaining more profit.



Promotions

Retalon recommends profitable promotions, media types, and promo timelines. The system accurately projects future uplift in demand and adjusts future inventory levels to ensure a successful promotion.



Here are several additional features that make Retalon's Price Management Solution successful for retailers:

A Smart Approach to Initial Pricing:

Retalon's predictive analytics engine & machine learning technology enables retailers to set optimal prices for products with little to no sales history.

Optimize Product Families & Related Items:

Retalon intelligently accounts for related products (e.g. products of different sizes, brands, and labels) and automatically adjusts prices across the product family.

Price Zones, Store Types, Currencies and more:

The system is designed with omnichannel retailing in mind; easily manage price zones, store clusters, and multiple currencies in Retalon's business rules to automatically set prices.

Account for Competitive Prices:

Retalon allows you to stay within a certain position or threshold of your competition in specific products or categories.

Know the ROI Before You Invest

By learning the effect of past promotions, and having an accurate forecast of future demand, Retailers are able to build "what-if" scenarios in order to see projected benefit of future promotions.

Moving Holidays & Events

The system is able to account for moving holidays like Easter, as well as sporadic or business-specific events such as popular sport events, a book signing, or a new game release.

Coordinate Promotions with Merchandising

As with all solutions, Retalon provides the advantage of working with a unified predictive analytics platform that connects promotions with planning & inventory management. The system is aware of inventory levels, open orders, future demand and promotions, and is then able to suggest the incremental inventory needed to ensure a successful promotion.

 **simons**

 **bentley**

Bouclair

LAURA
MELANIE LYNE

Psycho  **Bunny**



retalon on Microsoft | Dynamics 365



All Retalon solutions are integrated into Dynamics 365



Retalon solutions are truly complementary to Dynamics 365 functionalities, providing Retailers with a clear edge over their competition



Avoids lengthy and complicated integrations and implementations



Retailers that choose Microsoft Dynamics 365 Commerce now have a powerful set of analytics tools from Retalon that work well with their retail and commerce systems while ensuring a faster ROI from their technology investment.

- Balaji Balasubramanian
General Manager, Microsoft Dynamics 365 Commerce at Microsoft



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Request a Demo:



retalon¹

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