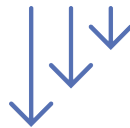


INSIGHTPLANNING

Retailers and manufacturers **LOSE BILLIONS** each year due to poor forecasting and **INCORRECT BUY QUANTITIES**.

InsightPlanning enables buyers and planners to **optimize** overall assortment **gross margin** for a selected set of products by determining the proper **buy quantity** for each item.



Minimize Stock-outs

Ensure the right level of inventory on winning products, avoiding stock-outs. Make accurate buys on high performing items by using forward-looking consumer data.

Reduce Surplus

Merchants gain a real-time view of how trends are developing in the marketplace, outlining growth opportunities or early decline detection. Trends can be identified on a product or category to help merchants optimize each buy and eliminate excess inventory.

Maximize Gross Margin

Increase the overall gross margin of an assortment. Total inventory investment is automatically allocated across selected items to maximize ROI.

Contact Us

 724.759.7141

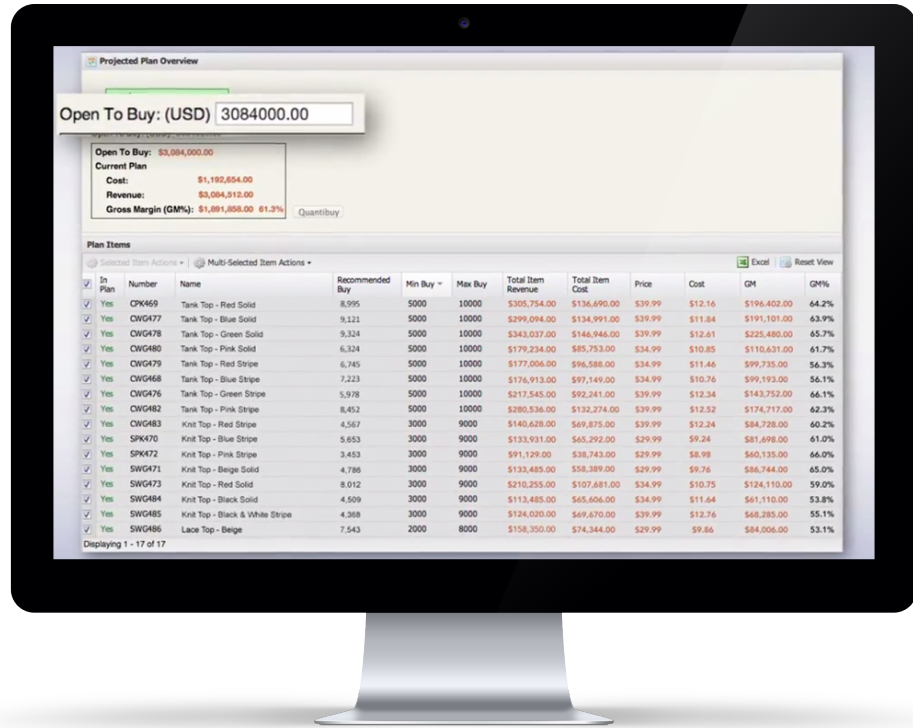
 info@firstinsight.com

 www.firstinsight.com


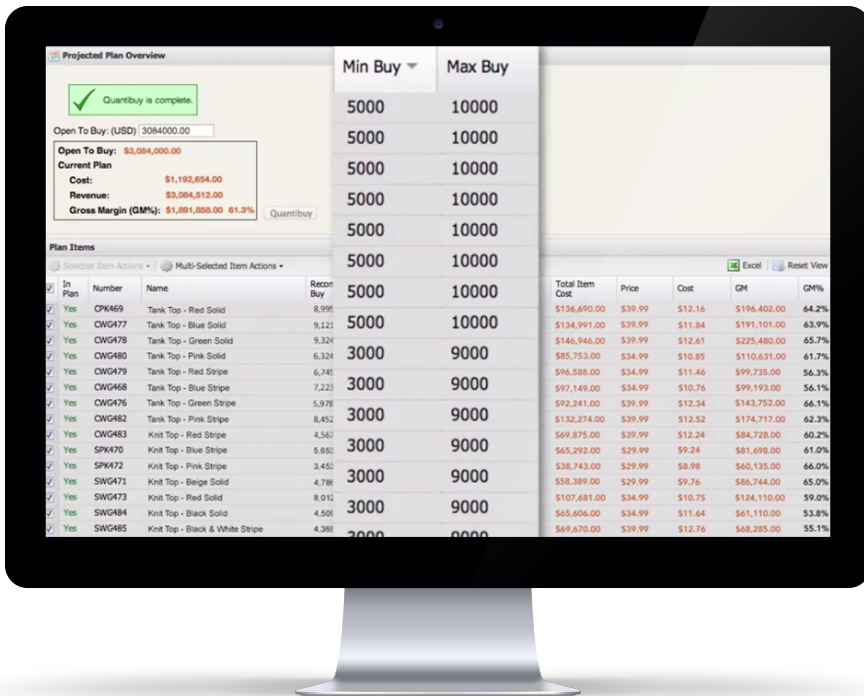


Set Buy Quantities

Users enter total Open-to-Buy amount for the assortment. Next, set minimum buy quantities for each item, or for the category overall.



“ Some say it is a cost of doing business, others an inefficiency that must be attacked mercilessly day after day. In either case, the elephant in the room is that inventory distortion is a huge problem in retail globally - over \$818 billion every year. - Inventory Distortion Study, IHL Group 2012

Allocation using QuantiBuy™
 QuantiBuy™ allocates inventory to each item, optimizing gross margin with each additional unit of inventory, until total Open-to-Buy amount is allocated.