



Demand Forecasting & Planning

for Retailers

Anticipate Omnichannel Demand

Employing a Unified Demand Signal, retailers sense changing market conditions and align merchandising and supply chain operations across planning, allocation, replenishment, pricing, and fulfillment under a single, demand-driven forecast.

The solution achieves a unified demand signal by combining all available demand drivers, such as price elasticities, promotional lifts, trends, seasonality, and event data, and delivering the forecast at the necessary time and level for the organizational process.

Finally, retailers will maximize their inventory efficiency by predicting store demand, online demand, and fulfillment options in their demand forecasting and planning processes.

Case Study - Realizing an Enterprise, Unified Demand Signal

The Problem - A fashion retailer's forecasting practices did not incorporate advanced modeling. By primarily using the Average Rate of Historical Sales in their planning and fulfillment functions, it was challenging to take advantage of upward or downward trends.

The Result - Recognizing the value of advanced data-driven decisions, the retailer implemented antuit.ai's forecasting solution across their financial planning, allocation, and replenishment functions. Deployed early in their digital transformation initiative, the solution forecasts demand for 300+ stores and millions of SKUs while being seamlessly integrated with SAS Planning, Oracle Replenishment and Allocation, and an in-house Assortment Planning solution. From planning to buying to replenishment and allocation, this solution empowers better business decisions and quicker reactions to trends.

20%

Improved
Accuracy

\$70M

Improved
Gross Margin

"Antuit.ai not only delivers on its promises, but has gone above and beyond to design a solution that truly delivers superior results."

Marty Anderson,
VP Merchandising Business Process, Belk

Our solutions are built upon antuit.ai's world-class AI Demand Forecasting

Unified Demand Signal

Control for the differences between regions, stores, online, and even the fulfillment type, and serve as the connective tissue across financial, assortment, allocation, size, and pricing decisions.

Dynamic Aggregation

An analytic methodology to address data sparsity, avoid the impact of fringe sizes, handle new items, and protect unit minimums.

Omnichannel Profiling

Delivering demand profiles that consider store and online sales independently, but optimize for BOPIS and ship-from-store (SFS) aspects of inventory location.

Seamless Integration

Delivers pricing and forecasting results through API integration, feeding either antuit.ai's application suite or existing ERP solutions.

Scalable Data

AI models capable of digesting data that accounts for every demand driver - including seasonality, price, product lifecycle, trends, and local events.

Cloud Native

Built natively in the cloud with scalable distributed processing.



About antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more visit antuit.ai



Serving Fortune 1000 companies globally, antuit.ai - now part of Zebra Technologies - is rethinking the way consumer products and retail companies use AI to solve real business problems. Antuit.ai offers solutions that inform the most important business decisions, from supply chain to merchandising to marketing, empowering world-class retailers and consumer products companies to digitally transform their businesses to achieve substantial business results.