

PRESS RELEASE

Efficient merchandise management: Adler Modemärkte AG optimizes and automates supply chain with aifora

With the Software as a Service (SaaS) solutions from aifora, the fashion retailer ADLER is able to manage its inventory with the help of artificial intelligence – automated and in real time. This enables ADLER to make optimum use of sales and storage space and also reduce operating costs.

Düsseldorf, 16.07.2019 – Adler Modemärkte AG will be using aifora's SaaS solutions to optimize and automate its supply chain. The aifora solutions enable real-time monitoring of inventories as well as powerful analysis functions. These provide information on which articles must be ordered at which time and for which store in order to avoid shortages and overstocking. This enables the fashion company to make the best possible use of the available sales and store-warehousing space. The high degree of automation reduces the amount of time and effort required and thus the operating costs. In addition, the solution is characterized by precise, up-to-date forecasts and efficient exception control.

Optimization of allocation and replenishment

The fashion company laid the foundation for efficient inventory management based on artificial intelligence in all stores as early as 2014 with the introduction of RFID. Since May 2019, ADLER has been using aifora's replenishment solution. Its application includes basic stocking, replenishment and automatic ordering. In addition, the module also reveals emerging shortages and overstocking, even with long lead times.

Building on this, Adler Modemärkte AG will also optimize and automate the allocation process. Aifora's allocation module determines the initial order quantity and the subsequent allocation. The algorithm takes into account the available sales and store storage space, customer loyalty card data as well as weather and event data, thus forecasting the performance of the items.

Long-term partnership between ADLER and aifora planned

aifora is implementing ADLER's requirements as part of an agile development approach. "aifora was awarded the contract after a comprehensive tender because we found a partner in them who not only has sound IT and data science knowledge, but also in-depth retail and process know-how. In addition, aifora's platform approach offers us the best prospects for the future," says Thomas Rothe, Head of Buying and Supply Chain Management at ADLER.

"We are pleased that ADLER has decided against the mainstream and for aifora. The potential of RFID can only be fully exploited through appropriate intelligence in merchandise management. Through self-learning algorithms, the results will become even more accurate and better over time, so we are looking forward to a long-term partnership", says Thomas Jesewski, founder & CEO of aifora.

About aifora

aifora enables retailers and brands to optimize their prices and inventories across all channels and to automate the underlying processes. Through the use of artificial intelligence, data is processed on the aifora platform in such a way that it achieves maximum benefit. This results in a significantly higher level of profitability. The aifora SaaS solutions are quick and easy to integrate, can be individually configured and thus deliver a very fast return on investment. Clients include companies such as NKD, Reno and Peek & Cloppenburg Nord.

Find out more about aifora: www.aifora.com.

About Adler Modemärkte AG:

Adler Modemärkte AG, based in Haibach near Aschaffenburg, is one of the largest and most important textile retailers in Germany. In 2018, the Group generated sales of € 507.1 million and EBITDA of € 20.7 million (adjusted: € 26.2 million). As of March 31, 2019, ADLER had around 3,700 employees and currently operates 175 stores, of which 147 are in Germany, 23 in Austria, three in Luxembourg, two in Switzerland and one online shop. The company concentrates on large-scale concepts with over 1,400 m² of sales space and offers a wide range of goods with numerous own brands and selected third-party brands. Thanks to its 70-year tradition with high customer loyalty, ADLER is, according to its own surveys, the market leader in the high purchasing power segment of the 55+ age group.

Further information:: www.adlermode-unternehmen.com; www.adlermode.com

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