Continuous Intelligent Planning for retail supply chains

Retailers are hit particularly hard by unpredictable global events, like COVID-19, which bring persistent supply chain challenges front and center. It can be difficult to navigate the volatile demand, unprecedented channel shift toward online shopping and working capital risk of aging inventories.

IBM Continuous Intelligent Planning can help evolve your supply chain planning to address immediate challenges and emerge stronger from disruption.

1 **Reduce lost sales**
Accurately sense demand

2 **Manage inventory risk**
Gain real-time visibility and dynamically allocate inventories across channels

3 **Manage business profitability**
Integrate demand, supply and financial planning processes

1. Reduce lost sales

Traditional demand forecasting models are based on historic sales and fail to accurately sense and predict customer demand, causing a spike in lost sales.

Continuous Intelligent Planning incorporates new data sources, including demographics, economic volatility, unemployment, COVID-19 index, the movement of people and weather data. These data sources feed intelligent, self-learning capabilities that help you make sense of the constantly changing demand associated with COVID-19 and drive informed product ordering and placement decisions.

2. Manage inventory risk

Many retailers have inventories that are not aligned with demand in retail or online channels leading to inventory obsolescence, tied-up working capital and missed opportunities.

We combine IBM Sterling™ Control Tower, demand sensing and TM1® to provide real-time visibility into both inventory and demand. Not only does the enhanced visibility help you make better decisions about inventory placement, it also reduces risk of inventory obsolescence.

3. Manage business profitability

Financial decisions on assortment planning, margin management and capital allocation are not aligned with future demand and supply availability.

Our solution pairs demand sensing with TM1 to integrate financial, demand and supply planning and help retailers make informed financial decisions and run “what if?” scenarios to protect margins and allocate capital efficiently.

Continuous Intelligent Planning for the smarter, more resilient supply chains of today and tomorrow

Our approach to demand sensing and supply chain planning goes beyond lifting and shifting your organization to a new system. We add a robust layer of intelligence to your planning processes and look for opportunities to optimize your supply chain every step of the way.

If you would like to learn how to implement intelligent, proactive demand planning in your business, IBM experts are here to help. Speak with a representative to see what IBM can do for you.

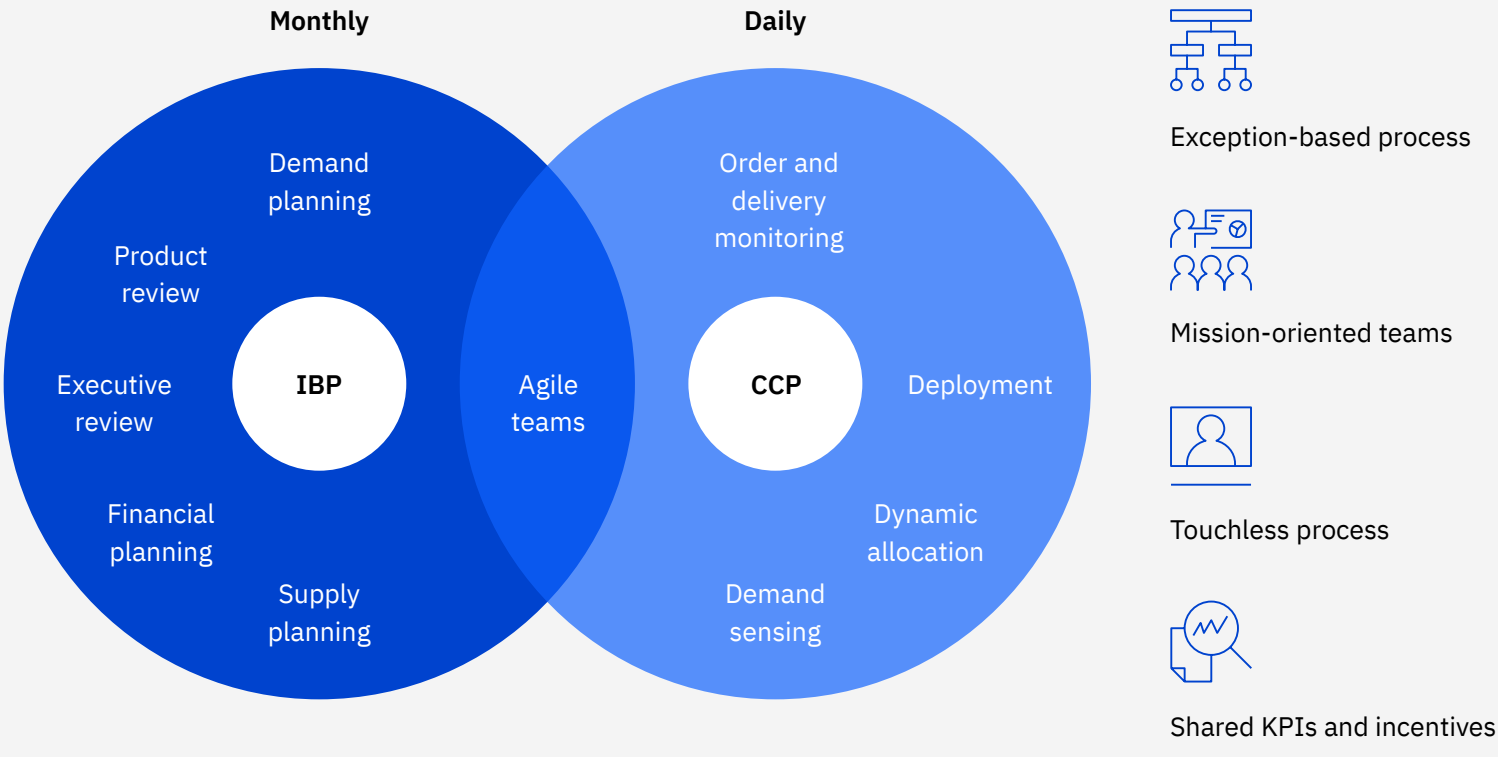

Figure 1. Continuous Intelligent Planning

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