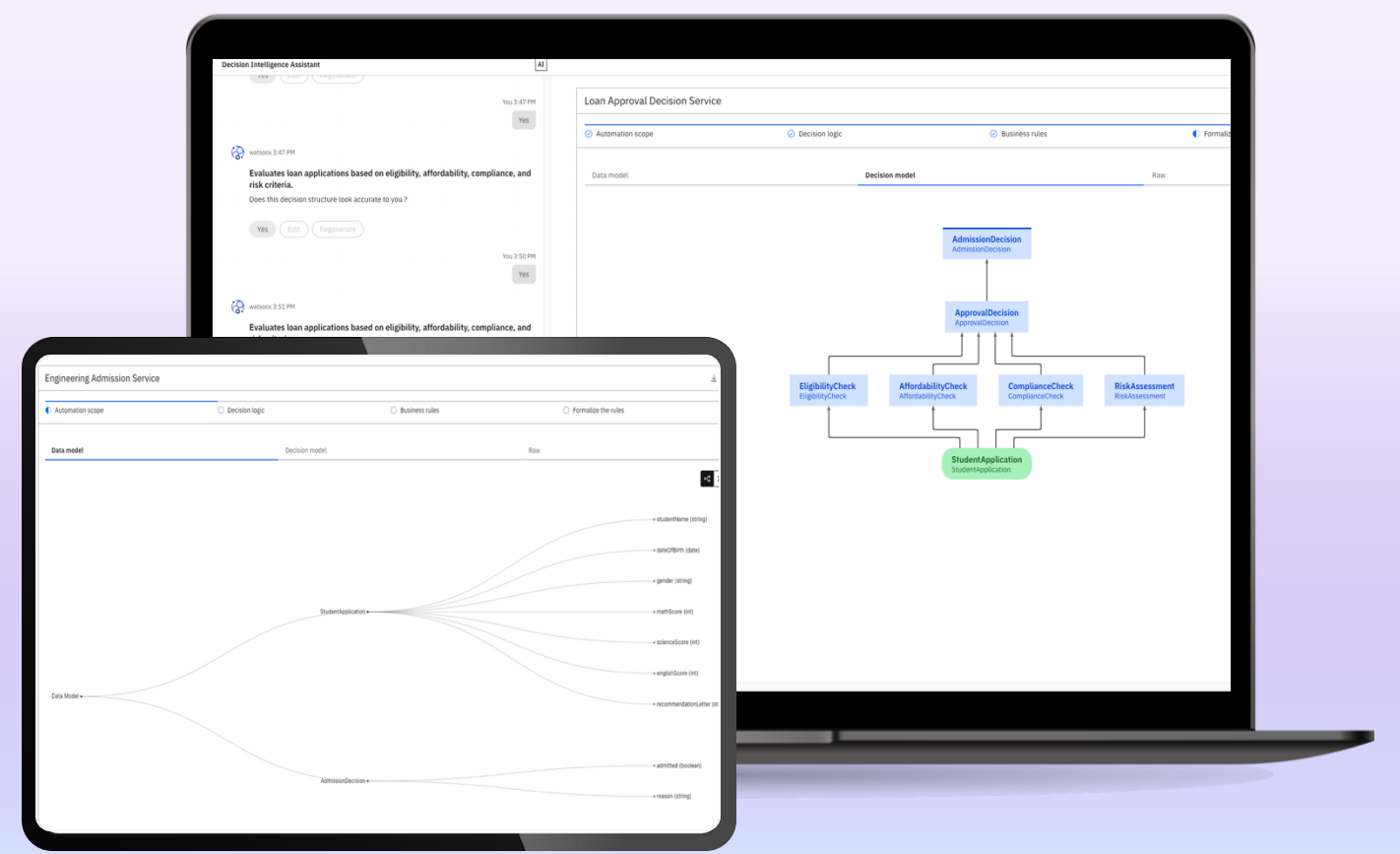


IBM Decision Intelligence for Retail & E-Commerce

Turn every retail decision into a measurable outcome



Why retail decisions are harder than ever

Retail and E-commerce leaders are under pressure to grow revenue and margin while managing volatile demand, shifting customer expectations, and complex omnichannel operations. Yet decisions about pricing, promotions, assortment, inventory and fulfillment are often made with:

- Siloed data across channels and systems
- Limited visibility into demand drivers and constraints
- Manual, slow decision cycles that can't keep up with the market

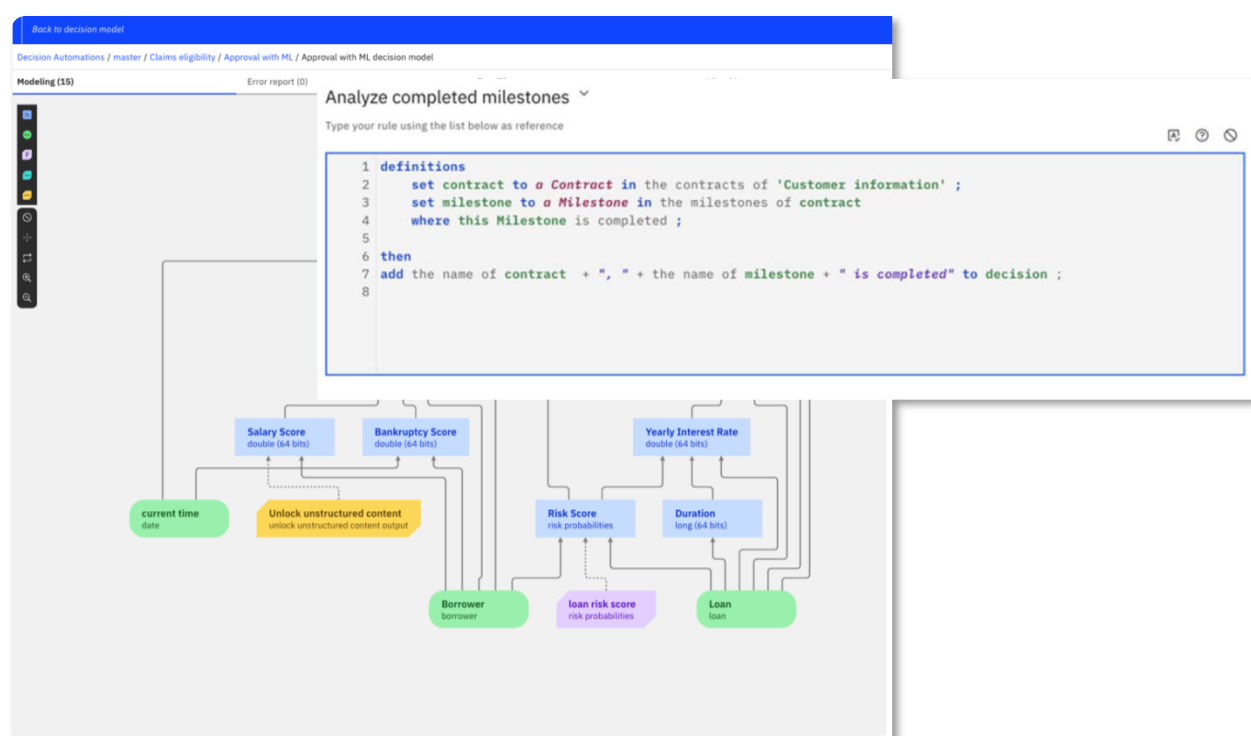
The result: stockouts and overstocks, missed sales, margin leakage, and inconsistent customer experiences.

From gut feel to guided intelligence

IBM Decision Intelligence for Retail & E-commerce brings together data, and AI/ML to help you make smarter, faster decisions across your commercial operations.

By combining historical and real-time data with predictive and prescriptive analytics, IBM helps your teams simulate scenarios, generate recommendations, and operationalize decisions in the systems they already use.

From pricing and promotions to inventory and fulfillment, you gain a closed-loop decisioning capability that continuously learns from outcomes and improves over time.



What IBM Decision Intelligence delivers

Connected demand signal across channels

Unify data from all touchpoints to create a single trusted demand view for smarter planning, pricing and allocation.

AI-driven pricing & promotions

Leverage AI to dynamically adapt price and offer strategies that maximize margin, conversion and basket size while minimizing cannibalization.

Inventory, replenishment & fulfillment optimization

Balance inventory placement and fulfillment methods across all channels, to minimize stockouts and markdowns while improving service and cost

Closed-loop performance management

Continuously measure and refine decisions based on their impact to revenue, margin, inventory and customer experience.

Where you see impact first

Dynamic pricing & markdowns

Adjust prices and markdowns by channel, region and segment based on demand and inventory positions

Omnichannel inventory and order orchestration

Decide the best fulfillment mode (store/distribution center/3rd party logistics) for each order based on cost, promise-date and capacity.

Demand sensing & forecasting

Anticipate demand shifts driven by external signals (events, weather, macro trends) and respond faster.

Promotion planning & offer personalization

Optimize promo calendars and tailor offers to customer segments to maximize ROI and loyalty

Assortment & space allocation

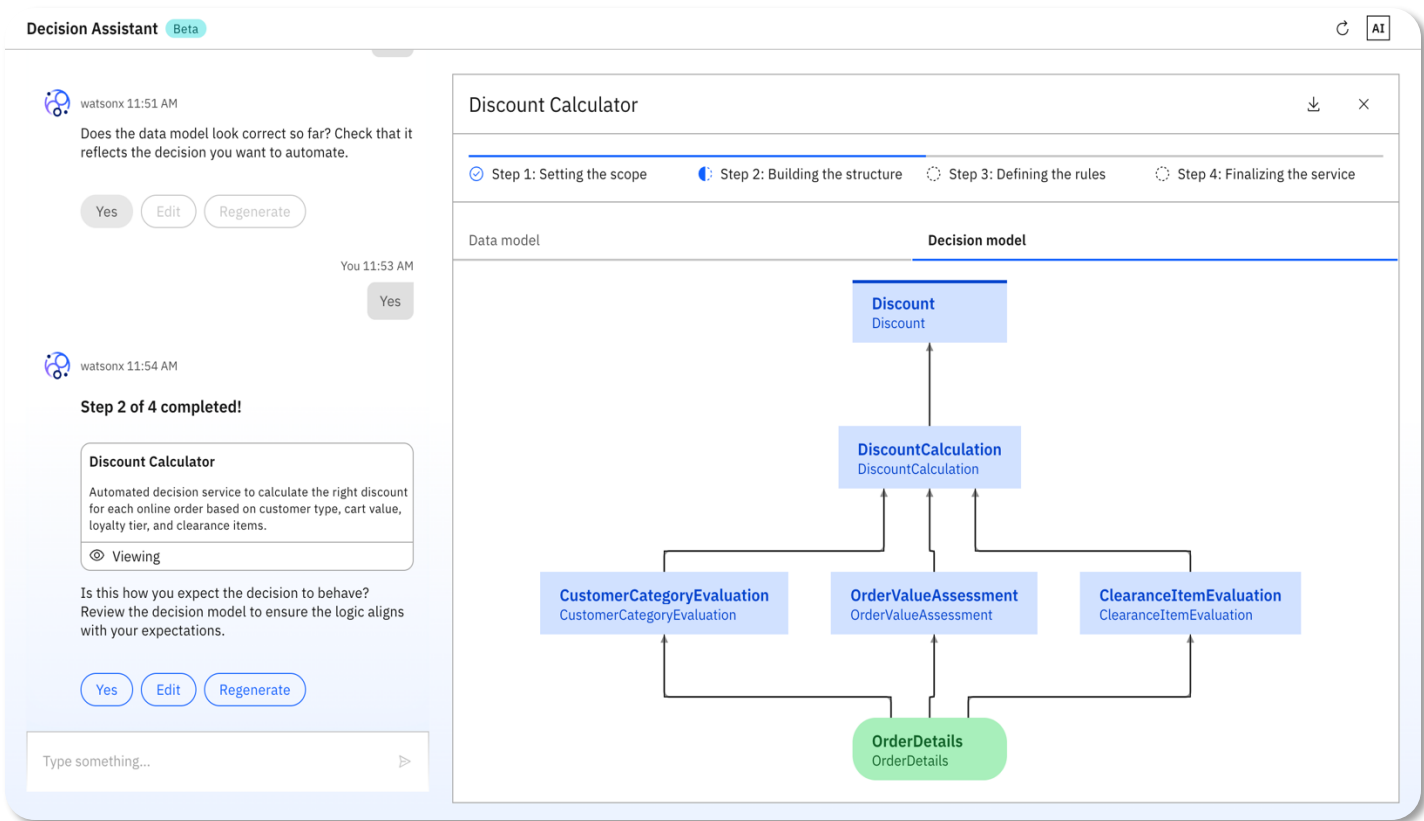
Decide which products to carry, where and in what depth, aligned to local demand and space constraints.

Powerful capabilities built for Retail & E-commerce (1/2)

#1

Decision Assistant

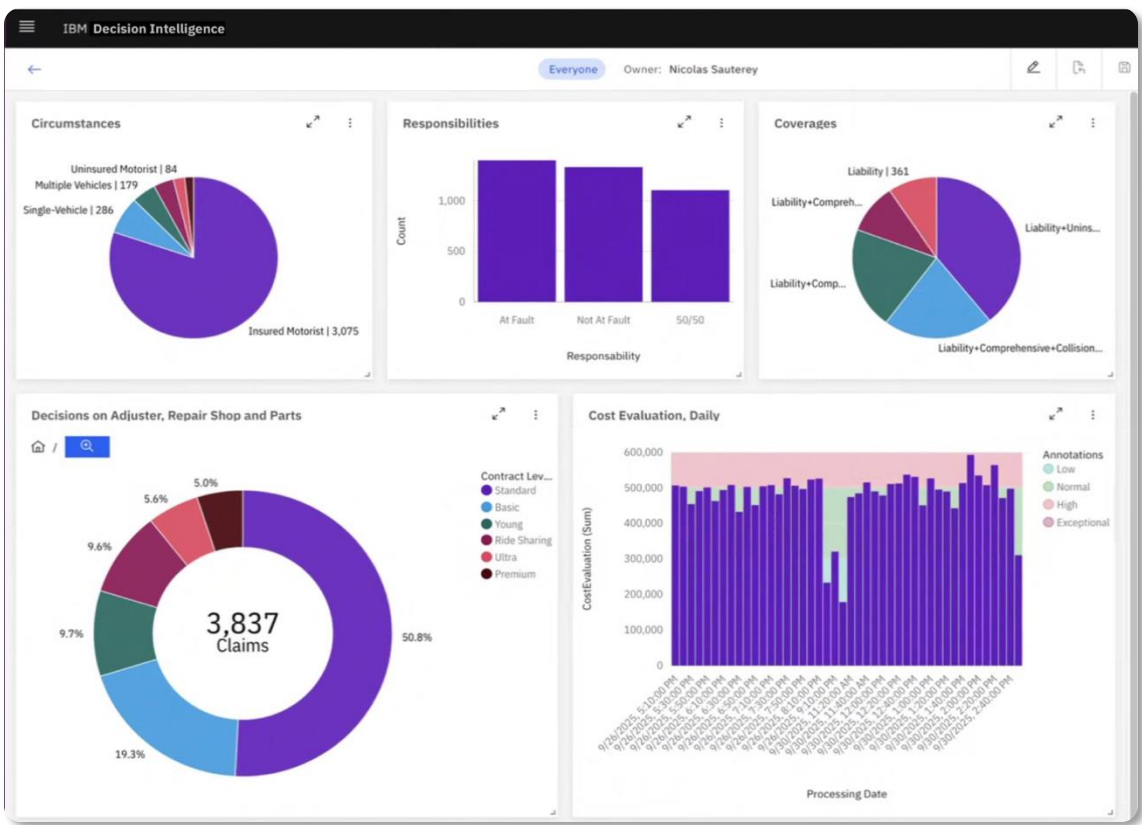
Turns complex retail policies into executable decision flows so you can launch new pricing, promo and fulfillment rules across channels in days, not months.



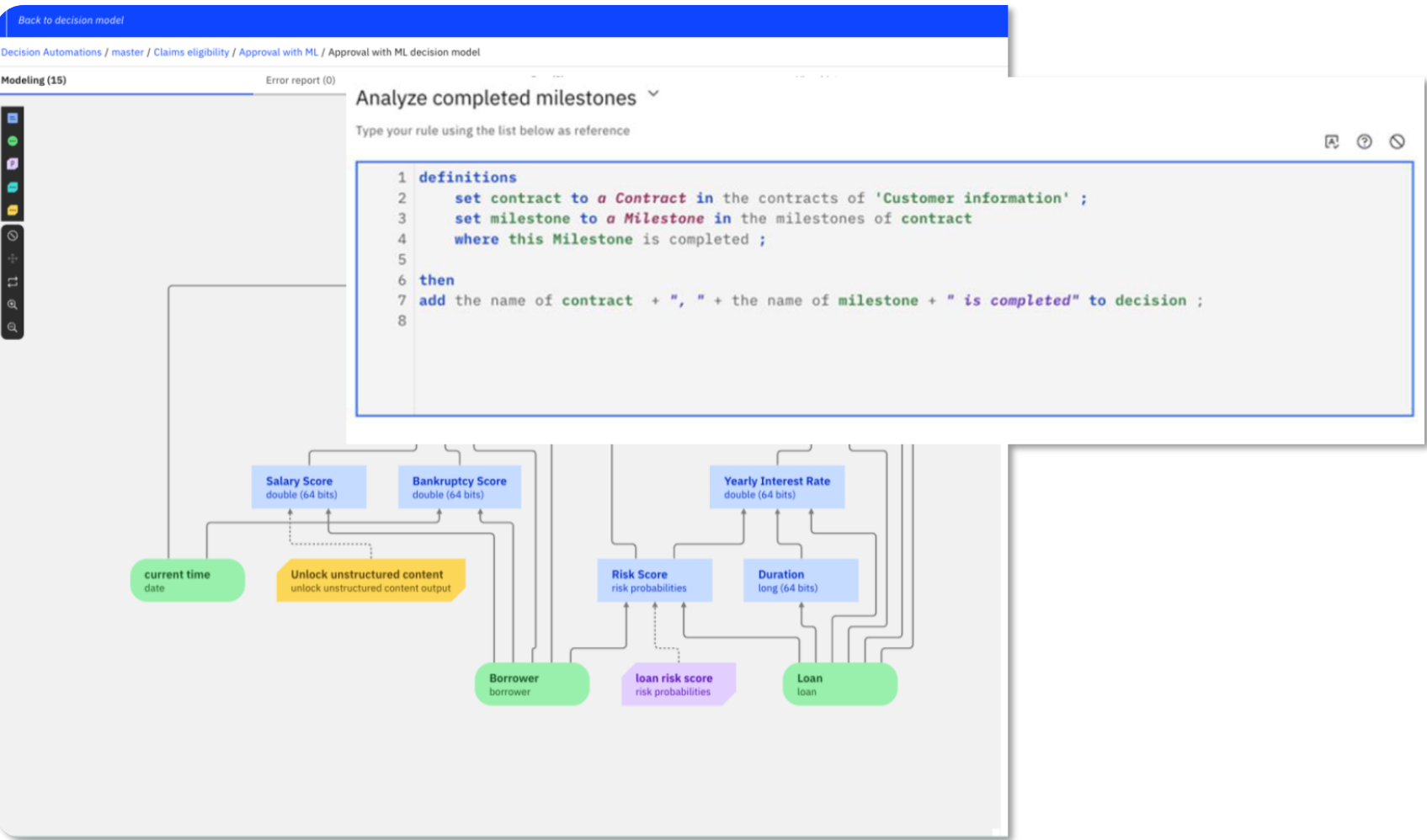
#2

Decision Insights

Shows how every pricing, promotion, assortment and fulfillment decision impacts revenue, margin and customer experience so you can adjust in near real time.



Powerful capabilities built for Retail & E-commerce(2/2)

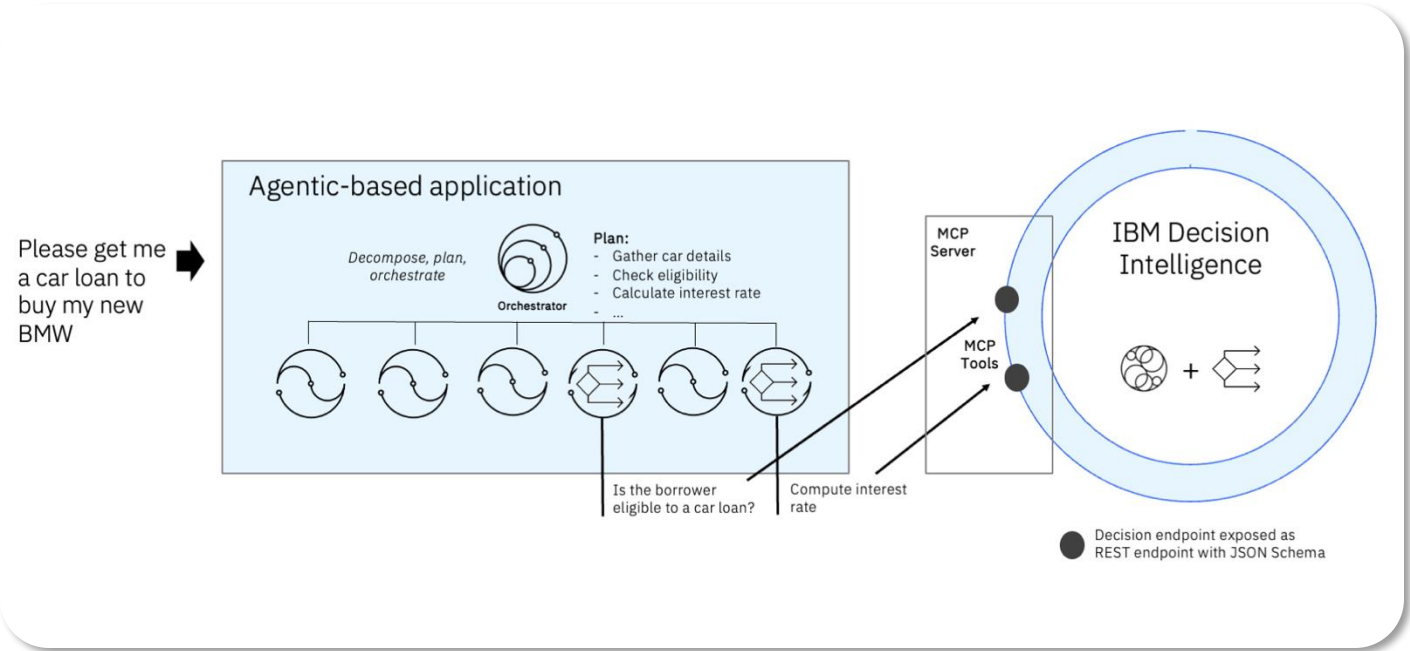


#3
Decision Management Enhancements

Brings merchandising, supply chain and digital teams together on one secure, governed decision hub so rules stay consistent across banners, regions and channels.

#4
MCP Supported

Makes IBM Decision Intelligence the “brain” behind your AI agents and copilots, delivering consistent, governed decisions in every interaction.



Why retailers choose IBM

Enterprise-grade AI built for retailers
Pre-configured retail and E-commerce decision accelerators plus industry expertise from IBM consultants

Hybrid and open architecture
Integrates with your existing data, planning, ERP and commerce systems across cloud and on-premise environments.

Trust, governance and transparency
Built-in data and AI governance to help ensure decisions are explainable, compliant and auditable.

Human-in-the-loop decisioning
Give planners, merchandisers and operations teams control to accept, adjust or automate recommendations.

Ready to turn Decisions into Outcomes? →

