



Allocation for Retailers

Create Optimized Allocations to meet Hyper-Local Demand

Stop distributing merchandise by the law of averages. Deliver store and channel-specific precision with intelligent, optimized allocations.

Antuit.ai's solution determines the ideal merchandise distribution balancing shopper demand and business constraints to increase full-price sales, minimize markdowns, and maximize sell-through. The user interface allows retailers to allocate multiple styles to different locations, and further manipulate and evaluate through excel-based imports and exports. Furthermore, the omnichannel predictive engine provides highly accurate predictive analytics and aligns allocation decisions with assortment, markdown, and fulfillment decisions.

Case Study - Rapidly Responding to a Retailer's Predicament

A fashion company with a distribution network consisting of hundreds of stores, an online channel, and other retailers' department stores required a replacement solution for its allocation optimization solution. Their current provider was ending their support, leaving the retailer only three months to find and implement a high-quality replacement solution.

The retailer knew that they could not merely replace with any off-the-shelf solution, as their current solution allowed them to operate with less headcount and better results. They refused to take a step backward. The replacement had to be easy to use and provide sophisticated optimizations.

After reaching out to antuit.ai, the team immediately began to formulate a plan. Not only was the implementation timeline compressed, but it would need to be completed during the holiday period. People's time was stretched, so effective communication and meeting milestones were critical. Despite the inevitable challenges, the solution was implemented on schedule with enhancements described as "life-changing" by the users.

Features

- **Optimized Algorithms** — Precise allocation recommendations that maximize sell-through and margin, while minimizing markdowns.
- **Efficient User Experience** — Easy to understand UI with import and export capabilities that improve productivity and results.
- **Omnichannel Predictive Engine** — shared predictive analytics keeps alignment across different decision-makers throughout the merchandise's lifecycle.
- **Shopper Behavior** — Precision allocation optimization to store/SKU level along with awareness of style and product attributes that influence demand.

“ [Antuit.ai] delivered an Allocation optimization solution uniquely suited to our fashion business. They were highly responsive to evolving business needs while delivering on time against a tight schedule. ”

**Chief Operating Officer -
Fashion Retailer**

Why antuit.ai

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at info@antuit.ai

Additional Solutions Available from antuit.ai

- [Personalization](#)
- [Retail Forecasting and Merchandising](#)
- [Life Cycle Pricing](#)

About antuit.ai

We are the leader in AI-powered cloud solutions for Forecasting and Merchandising. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Forecasting, Assortment, Pricing, Promotions and Personalization.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

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Learn More at www.antuit.ai



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