Revionics®
Markdown Optimization Short Life Products

Maximize Profits & Achieve Sell-thru Targets

Revionics® Markdown Optimization – Short Life Products enables retailers to be responsive to the current conditions, customers and trends. By incorporating strategies, data, forecasting, and science with an effective, intuitive workflow it minimizes the effect of disruptions, as well as that occasional bad buy, and allows retailers to profitably clear inventory and achieve sell-through goals.

For the Love of Discounts

Fashion is emotional. The right fashion, the right experience brings memorable stories and deeper connections between consumers and the brand. To fulfill these unique experiences, fashion and apparel retailers are localizing their assortments, rotating the assortment more, enabling omni-channel shopping journeys, and providing discounts to drive sales. Uniformity is gone. Fragmentation has arrived. Retailers are left with a mix of merchandise, varying inventory levels at stores, and depleted margins.

Better assortment and supply chain planning can help, but there always will be disruptions of the plan. Retailers need to be responsive to the current conditions and inventory levels. Winning retailers operationalize data into insights; apply their knowledge, and shape their markdown discounts into strategic, profitable decisions that shape their brand and meet the expectations of their customers.

The Highlights
For those with limited time

- Set Strategies to Meet Goals & Targets
- Proactively Identify Markdown Candidates
- Constrain Markdowns by Time-bound Fiscal Budget
- Infer New Item Demand from Attributes or Product Hierarchy
- Forecast Results, Incorporating Promotions
- Create & Compare Various Scenarios
- Ability to Estimate Future DC Allocations
- Price at Any Level: Enterprise, Channel, Zones, or Location Specific
- Strategically Rank Markdowns to Understand Opportunity Costs
- Unified Platform with Revionics Markdown Suite, Revionics Pricing Suite, and Revionics Promotion Suite

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Art with Science? Yes...yes, it is.

NEVER BE STALE

Fashion is fresh, new, and trendy. Traditional optimization system recommendations fell apart over time or required constant human intervention to keep up with the changing assortments and trends. Revionics models are self-learning. Additionally, the science can automatically infer new item demand from similar attributes and the product hierarchy. This ensures relevant, current recommendations, which drives year-over-year benefits.

IMMEDIATELY GAIN INSIGHTS

With Revionics Markdown Optimization – Short Life Products, you start evaluating from the first week of sales and proactively identify markdown candidates. It continues to re-evaluate and update every week. This provides you with early visibility into what is occurring and what is needed. Along with providing early visibility into the future markdown plan, this also enables you to make adjustments prior to even taking a markdown.

PROMOTIONS, I GOT THIS

Revionics Markdown Optimization – Short Life Products understands price changes and planned promotions and accounts for them in the markdown plan. Thus, ensuring you aren't double dipping, sending confusing messages to consumers, or causing price collisions.

UNHINDERED BY ANTIQUATED SUPPLY CHAIN SOLUTIONS

Accurate markdown plans must account for every piece of inventory in the enterprise, even those sitting at the Distribution Center (DC). The solution can take future DC allocations, if provided. However, if the retailer's supply chain solution cannot provide them, the solution can infer future DC allocations.

DON'T DESTROY YOUR BUDGET

Many Fashion and Apparel retailers have a specified budget for markdowns. Revionics can constrain the markdown by a time-bound fiscal budget. Additionally, it can rank markdowns by the ones most beneficial to execute.

KNOW ALL YOUR OPTIONS

When have you ever been confident in a decision without evaluating other outcomes? To be confident you need to ask, "what-if?" Revionics allows you to simulate, forecast, and compare all the different alternatives, so you can be sure you are taking the right markdown at the right time.

ACCURACY DRIVES USE

When you buy a solution you need to be confident in the results. More importantly, your teams need to actively use the solution. Revionics provides accurate, understandable forecasts which leads to confidence, which leads to adoption, which leads to sustained benefits.

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