

Digital Assortment Solution

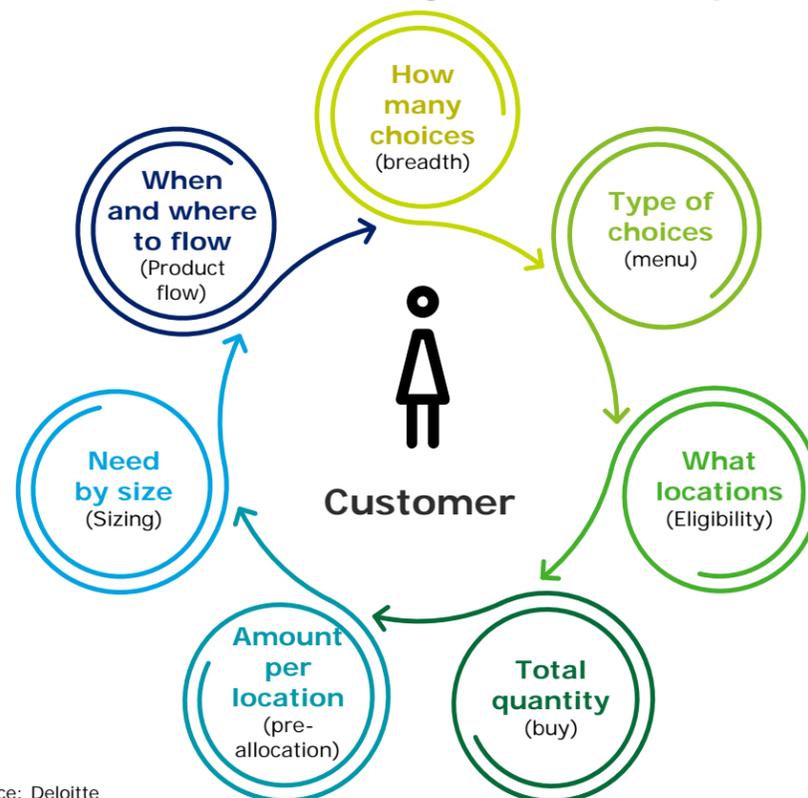
End-to-end decision support for assortment management

The digital era demands an alternative to yesterday's spreadsheet-driven assortment planning support.

Building assortments has never been so complex. "Omni-channel" customers shop across multiple channels, geographies, brands, and even business models. Yet most companies still rely on simple spreadsheets and manual processes to manage this critical activity. A better solution is needed, one designed for how your people work and assortments really get defined. Such a solution should combine smart analytics, flexibility, and integration on a leading-edge technology platform.

Deloitte's Digital Assortment Solution is designed to offer you all that and more. This innovative tool supports merchants and planners through each key decision point in developing assortments (Figure 1). From initial hindsight through purchase order creation, DAS leverages analytics and industry leading practices to create effective assortments. By using the Digital Assortment Solution to help transform your merchandizing process, you can efficiently drive sales, improve margins, and fine-tune inventory levels.

Figure 1. Assortment management decision points



Source: Deloitte

Digital Assortment Solution components

Deloitte's Digital Assortment Solution includes three integrated modules that support merchants and planners in making key assortment decisions



Hind-sighting

Aligned with your strategy, this module uses multi-dimensional analytics to recommend assortment breadth and targets (both additions and subtractions), and it seeds your plan with placeholders. The hindsight analytics also provide flexible views of attribute and performance metrics, highlighting what factors drove previous winners and losers.



Conceptual Assortment Plan

You can start building your assortments based on attributes, current styles, or even products still in development from your PLM system. The Digital Assortment Solution allows you to develop one integrated assortment representing multiple channel needs. You can easily make important decisions about where to expose your products to customers.



Buy Quantification

The Digital Assortment Solution uses a combination of analytical techniques, along with your priorities and insights, to calculate recommended buy quantities for each item. It takes into consideration constraints, such as minimums and packs, and can interface with your size optimization tools. You can model out your product flows and then reconcile everything back to your financial plans so your assortments meet both your customer and financial objectives.

Typical business benefits

- Effective assortments
- Improved sell-throughs
- Increased sales
- Reduced markdowns
- Improved inventory productivity

Digital Assortment Solution capabilities

Deloitte's Digital Assortment Solution is powered by the cloud-based platform Anaplan (see "Connected planning solutions") for fast implementation and rapid scaling across your company's planning functions. Embedded in it are many industry leading practices that help increase speed to value, including consistent approaches to assortment calculations, techniques for stratifying purchasing quantities against anticipated sales, and the ability to perform roll-ups and reporting. Here are just a few of the capabilities the solution is designed to offer:



Integrated assortment analytics and planning

Directly turns advanced analytics insights into recommendations and actions, provides flexible views to better understand performance, and links all plan components together efficiently.



Smooth integration

Interfaces with various backend systems, including financial and accounting, product development, product master, sizing, purchase order, and supply chain.



Real-time interaction

Uses in-memory computing for constant updates when changes are made to data and when activities are handed off from one person to another or between systems.



Flexible editing

Allows users to update and change key data fields, such as attributes, to match their business needs, without IT department intervention.



Omni-channel

Supports analysis, planning, and buying across physical store locations and e-commerce sites in one integrated solution.



Instant summary reporting

Provides real-time, instant availability of rollups and summaries across the enterprise and provides visualization of assortment status and results.

"In this digital age of omnichannel retail, implementing a modern, scalable tool has enabled us to make value-based business decisions faster. This successful, high-priority initiative has standardized and greatly enhanced our assortment planning and financial planning capabilities. Together, we have strengthened our multi-channel, multi-brand retail business while also building a foundation for connected planning across the entire Carter's organization."

**Director of Supply Chain,
Carter's**

Connected planning solutions

Anaplan's cloud-based platform is designed to connect you with data, people, plans, and your network to make better-informed decisions and drive faster, more responsive planning for retail. Create customer value while maintaining profitability by collaborating in real time on plans across your extended networks. Connect your supply chain plans to your financial, sales, and marketing plans so you can quickly adapt to changing priorities. Analyze and evaluate "what-if" scenarios to optimize your plans and create a solution-centric supply chain with relationship-based processes. Additionally, Anaplan's robust calculation engine allows users to tailor their experiences as variations in brick and mortar, wholesale, and e-commerce planning arise.

Start the conversation

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