

## RETAIL – Optimization, Simulation and Forecasting

While consumers constantly redefine their shopping values and demand is subject to high dynamism,

**Retailers** must maximize the customers experience, predict trends and preferences.

**Retailers** must correctly define the products mix and buy correctly.

**Retailers** must supply the products at the right time in right quantity optimizing the management of several SKUs.

**Retailers** must carefully use resources at the trading area level.

**Retailers** must manage an high uncertainty impact on their business.

**In any way you are involved in the retailer filed, you know that you must excel in organization and process management!**

The words **optimization**, **forecast** and **simulation** are often considered and used in a weak sense. Generic software applications, like ERP, WMS, TMS give a strong help for organization but miss this specific targets of the optimization. Do not let that complexity, uncertainty and competitors erode your margin. Be better and different from your competitors, give a deep sense to the words optimization, simulation, forecast.



**ACT Solutions** provides vertical software and services that specifically support your decisions.

Our optimization engines, forecast models and simulators improve

your ability to manage and optimize the processes and improve the profitability. Our engines can be embedded in your IT systems or used as a service. Our international team can help you to correctly apply decision sciences and improve the decision making inside your corporation.

**Differentiators:** Our approach is different from traditional software application in order to manage the complexities connect with the optimization and permit you to strengthen your decision capabilities.



Our solutions powerfully combine predictive analytics,

optimization and dynamic simulation models.

How can we help you? Contact us.

### Predictive engine and analytics:

- predict the demand for single sku at the store level.
- predict the effect of price changing
- predict the effect of promotions
- predict the cross-influences among products
- forecast at different level of aggregation to support buying, logistics and manufacturing planning.
- what-if analysis.
- elasticity and econometric analytics.
- application of DEA techniques to compare performances and to identify the "best actions".

### Optimizations:

- define the category and products mix coherently with the corporate and brand strategy.
- price optimization.
- promotion optimization (\*).
- revenue optimization (\*).
- optimal shelf display.
- speculative buying Decision Support.
- minimize inventory costs.
- optimize the stores location.
- warehouse optimization (dynamic picking display, stock optimization etc).
- transport optimization.
- cross-dock management.
- resource optimization at store floor.

(\* ) available during 2011.

### Simulations:

- trading area simulator.
- consumer behavior simulator.
- logistics Simulators