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**CLIENT
SUCCESS
STORIES**

Supply Chain



SUPPLYING CPGS WITH RELIABLE DATA & INSIGHTS

In a rapidly changing retail world where consumer demand can shift in a heartbeat—and where supply chain disruptions don't seem to be slowing down—CPGs must be able to predict, identify, respond, and adapt quickly and intelligently to both sales opportunities and inventory risks.

Through our cloud-based VELOCITY® platform, we help consumer brands automatically collect, integrate, and leverage daily POS and inventory data at the most granular level from all their retail data sources. With complete visibility into their supply chain, companies gain the insights needed to more effectively manage supply and demand across all retailers and channels.

Learn how our clients have used VELOCITY to optimize their supply chain and avoid inventory distortion, gain operational efficiencies, and ensure they have the right product on the right shelf at the right time.





CONSUMER GOODS

Inventory Exception Reporting Leads to 116% Increase in Incremental Sales

Situation

A consumer packaged goods manufacturer had a large mass market retailer partner whose stores had variable inventory levels. Some retail stores carried only two weeks of supply (WOS) while other stores were overstocked with as much as 15 WOS.

Solution

Using VELOCITY® WOS exception reports and reviewing daily item- and store-level data, the supplier effectively collaborated with the retailer to accurately identify items at specific stores that were out-of-stock or had low WOS.

Results

With granular inventory data and timely reporting, the CPG was able to fulfill store-specific orders the same day to improve in-stock levels. Utilizing only one standard VELOCITY dashboard, the supplier realized a 116% increase in incremental sales for that week.

Increased Speed to Actionable Insights Leads to More Efficient Reorders

CONSUMER
GOODS

Situation

A large consumer goods manufacturer was mostly in the dark when it came to identifying low stock levels and phantom inventory at its retailer locations; thus, it was quite difficult for them to effectively manage inventories and fulfill product reorders, especially with using numerous spreadsheets.

Solution

Using in-depth reporting within VELOCITY®, the manufacturer was able to analyze and leverage store-level data to identify exceptions at individual retailer store locations and dig further into the data to determine specifically which SKUs and stores were problematic, and then develop an appropriate strategic solution to optimize inventory and ensure on-shelf availability to meet consumer demand.

Results

The supplier was now able to complete store-specific orders in about one quarter of the time they once spent using their old spreadsheet process. It believes that the largest single improvement provided by VELOCITY is the ability to better manage their inventories and complete reorders faster.

Their account manager explained, "VELOCITY allows us to spot exceptions 10 times faster than our old system. It lets us take a 'snapshot' of every retail facility we serve across the country—at the store level—so we can instantly identify a low on-hand number or a high 'phantom' number. For example, if there is a negative or erroneously high inventory count in the system, that product will not reorder. Because VELOCITY's exception-based reporting highlights these products for us, we can dig right into the data quickly and attack those numbers directly to determine specifically which SKUs and stores are problematic and then go in and provide a solution. And even though we have not added any new field sales staff, our service levels are much higher.

"We are effectively correcting and adjusting retailers' inventories every day and that has a huge impact on reorders and increased sales. With thousands of stores and responsibility for more than 1,500 SKUs, there is just no way we could provide this level of service without the timely, store-level data and analysis tools that VELOCITY provides."

Improved Replenishment and On-shelf Availability Processes Result in 8% Increase in Incremental Sales

CONSUMER
GOODS



Situation

A global consumer goods manufacturer was experiencing significant out-of-stocks at several stores with their largest retailer. The challenge was made more difficult as they tried to manage large volumes of store-level data on 3,000+ items, while applying variables including POS information, sales forecasts, and in-stock performance metrics. They needed to drastically improve in-stock positions and optimize the amount of inventory held by this retailer, as well as other leading retailers.

Solution

Retail Velocity helped the client manage this data deluge through exception-based reporting tailored to each brand and business users' specific needs, providing alerts and warnings on daily inventory at the store level. VELOCITY® enabled the client to set their own criteria for reports to take appropriate corrective action.

The client's product supply director stated, "Now, for a particular item, a user can say 'Show me the top 200 stores for in-stock performance or the stores with underperforming inventory,' so we know which stores to address. The VELOCITY application allows us to manage huge amounts of information and efficiently target our improvement efforts."

Results

The client dramatically reduced out-of-stocks and achieved top-line sales growth of 8% within one year of implementation, resulting in billions of dollars of revenue for the consumer goods giant.

The product supply director said, "The use of VELOCITY combined with some improved standard work processes has enabled us to run this continuing data, reporting, and analytics challenge almost like a production facility. It's given us standard processes and practices, standard exception reports, and has allowed us to take corrective actions on a regular basis. To be a preferred supplier to our leading retail partners, we must continually improve their cash flow, sales, and profits. Retail Velocity has helped us achieve those goals."



HOME & PERSONAL CARE

Complete View of Global Retail Sales and Inventory Data Helps Manage 656,000 SKUs

Situation

A multi-national home and personal care corporation was experiencing complexity in managing 656,000 SKUs. Inaccurate retail sales data was feeding their demand planning, and account teams were wasting valuable time pulling POS data.

Solution

Using VELOCITY®, the client built a Center of Excellence where they were able to combine accurate, detailed retailer data with internal and external data to have centralized, unified data.

Results

Data was now accepted as accurate by all departments to feed Machine Learning models. C-level executives obtained a complete view of global retail sales and inventory. Account executives have access to clean, harmonized data and big data tools without having to mine it themselves.



APPAREL & FASHION

Global Coverage for All Products and Improved Vendor Managed Inventory (VMI) Ordering

Situation

A large apparel brand was utilizing multiple legacy POS data warehouses, which was not efficient or optimal. They needed a nightly processing cycle to feed all downstream applications, including daily VMI order generation, and they did not have global coverage for all products.

Solution

Retail Velocity replaced the client's legacy Demand Signal Repository in only three months with "one version of the truth." 40 key retailer data feeds were set up, and the data feeds were connected to SAP, Manugistics, Teradata, and Marketmax to improve actionable insights.

Results

Global coverage was obtained for all products, and the client was able to feed all downstream applications, including daily VMI order generation.

10% Reduction in Global Inventory Carrying Costs

Situation

A global apparel manufacturer had no shortage of retailer data—billions of rows in its database. But they didn't have the right data or tools needed for accurate demand sensing and analysis. The data they did have, often arrived and was processed much too late to be useful to the company.

Solution

Using VELOCITY®, the client reduced the time from data ingestion to generating actionable insights from four weeks to mere minutes, and they obtained richer, more accurate POS and inventory information to identify exactly where they needed inventory and where they didn't—and when.

Results

The client increased sales by improving their forecasting and keeping retail shelves adequately stocked, and they reduced the carrying cost of inventory by 10% globally. Here's what the client's senior manager, consumer shopper insights had to say about VELOCITY and its benefits:

"With VELOCITY, we've created a much more efficient process that drastically reduces the time we spend getting and analyzing retail data. Because the process used to consume so much personnel time, sales and marketing teams sometimes went without having all the data they'd have liked to have. That doesn't happen anymore.

"Having a 'single version of the truth' and making that truth easily accessible is a huge benefit for us. It eliminates conversations over what's the right data and puts us immediately in a position to make use of the data. With VELOCITY and Microsoft's Power BI platform, we can use advanced analytics for more in-depth and insightful analyses."



APPAREL & FASHION

Increased Channel and Customer Insights Leads to Reduced Out-of-Stocks

Situation

With a lack of complete data and reliable analytics for accurate demand sensing, an apparel supplier had difficulty managing 100,000 SKUs in 70,000 stores. Using static, disconnected spreadsheets resulted in inaccurate forecasts that caused excess inventories and a gap between shipments and consumer purchases.

Solution

With VELOCITY®, the client gained greater channel and customer insights by performing store clustering analysis—grouping stores selling products with similar attributes and customer demographics. They used a weighted score of product attributes within respective clusters.

Results

With greater channel and customer insights, the client was able to increase sales by lowering out-of-stocks.



Cleansed, harmonized daily POS and inventory data play a crucial role in enhancing supply chain management and operations. Here are several ways in which reliable retail data can assist you in optimizing your supply chain:

1

**MORE ACCURATE
DEMAND
FORECASTING**

2

**EFFECTIVE
INVENTORY
MANAGEMENT**

3

**ALIGNED SUPPLY
PLANNING &
PRODUCTION**

4

**OPTIMIZED
PROMOTIONS &
PRICING**

5

**IMPROVED
COLLABORATION &
RETAILER
RELATIONSHIPS**





DON'T LET YOUR INSIGHTS BE IN SHORT SUPPLY



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