

A Business Partner Solution for the Distribution Sector

Managing Inventory, Driving Revenue and Improving Retail Processes

TrueDemand

Forecast and Replenishment Manager (FRM)



Solution Description

The TrueDemand Forecast and Replenishment Manager (FRM) solution enables enhanced sales and market share for retail suppliers. By predicting and mitigating retail shelf out-of-stocks and improving new product introductions, the FRM solution provides continuously calibrated perpetual inventory with recommended actions. The solution helps predict product availability, inventory, execution and out-of-stock problems at the aggregate level across stores, as well as at the detailed product-store level.

The TrueDemand software recommends specific actions the user can take to prevent problems. The FRM solution helps to avoid lost sales, provides real-time insight, root cause analysis, and recommendations for continuous improvement. The solution provides a state of the business view, including dwell time, inventory levels, lead time, variance and lost sales of products.

Features & Benefits

- Improves market share and revenues through reduced out-of-stock situations at retail store and retail shelf level
- Improves, lifts and reduces remnant inventory through better planning and execution of promotions and new product introductions
- Increases efficiency of third-party merchandisers and account team members by providing them with up-to date, ready-to-execute actions
- Decreases inventory holdings at distribution centers by utilizing more accurate short-term forecasts of retailer orders
- Reduces variances in the supply chain through a better understanding of supply chain metrics, historical trends and root causes

Value Proposition

TrueDemand provides solutions and services that identify the root causes of lost sales at the shelf, enabling swift action in the store to align product availability with true customer demand. The FRM solution empowers retail account teams to achieve a dramatic and sustainable lift in sales. The solution takes the guesswork out of the complex task of store operations, making merchandising teams more effective and giving greater control over sales at the store level. With supplier-based tools, the FRM solution streamlines the replenishment analysis, improves retailer relationships, rapidly responds to market demand and makes sales execution a sustainable competitive advantage.

Company Description

TrueDemand is a pioneer in the development of integrated sales and supply chain solutions for retailers and suppliers. The solutions provide an innovative approach to driving revenue growth in the retail, food and consumer goods industries. By integrating planning and execution with predictive analytics, TrueDemand has created a suite of solutions that improves shelf availability, drives market share, optimizes promotions and new product introductions, improves shelf management and reduces store operating costs.

IBM Segment

- Data Management

Business Function

- Inventory Management

Target Industry

- Consumer Products
- Retail

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