omnilytics

Powering business decision-making
with deep and actionable insights • www.omnilytics.co

Retail is changing.

As the industry gets increasingly competitive and consumers become more informed, these combined factors have led to the demise of many household retailers in recent years. Brands no longer dictate what's in and what's not. The roles have flipped - consumers are in control. Lacking accurate market information, retailers make important decisions with guesswork.

But, there is a better way.

The brands that will succeed are those that can detect early trends' signals, act fast and meet customer demands ahead of the competition.

This is why Omnilytics was created.

Transforming retail,
one decision at a time

Omnilytics set retailers ahead of the competition with deep and actionable insights that power decision making.

Win retail,
with data-driven decisions

Omnilytics is the retail data platform that fashion teams use to align product, price and marketing strategies to build winning collections.

Omnilytics solves the problems faced by retailers of today

Craft a future-proofed strategy

Replace intuition with accurate market information to implement strategies that accelerate growth

Build bestselling assortments

Identify the right trends and create commercial collections that engage the customers

Trade with speed and accuracy

Make confident trading decisions, meet customer demands and stay ahead of the competition

Time launches perfectly

Launch newness and promotions at the optimal time to meet targets and minimise stock risk

Hit sales targets across channels

Determine the right assortment mix and allocation strategy that potentialize sales across distribution channels
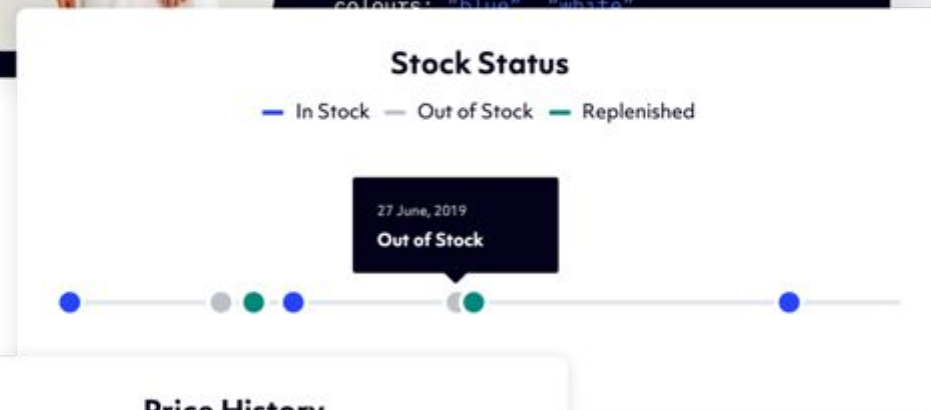
How we do it

We collect product data such as description, colour, price, discount and sizes from over 400 retailers' websites and more than 85,000 brands across different regions globally, every single day.

name: "Striped Textured Dress"
currency: "HKD"
price: 359.00
retailer: "zalora"
brand: "mango"
country: "HK"
season: "spring 2018"
discounted: false
gender: "female"
category: "dresses"
sub_category: "mini dresses"
colours: "blue", "white"

Stock Status

— In Stock — Out of Stock — Replenished

27 June, 2019
Out of Stock

Price History

27 June, 2019
22,003

Transforming data into insights

Our data goes through a seamless process from collection to processing before it is finally interpreted into the easy-to-understand graphs and charts that you see on Omnilytics data platform, also known as Omnilytics dashboard.

Data collection
Automated data mining across the globe

Data processing
Categorisation using image recognition

Data display
Visualisation of data into graphs & charts

Solution modules in Omnilytics Dashboard

Competitor Benchmarking

Identify and benchmark against competitors in a selected market

Trends Performance

Monitor shifting trends and recognise profitable opportunities

Pricing Analysis

Evaluate pricing and discount strategies to meet market expectations

Ageing Analysis

Crack the code for older stocks to plan the next move in real-time

Calendar

Compare discounting strategies against your competitors

Visual Merchandising

Track competitor newsletters and landing page updates

Industry Reports

Uncover valuable insights with leading industry reports
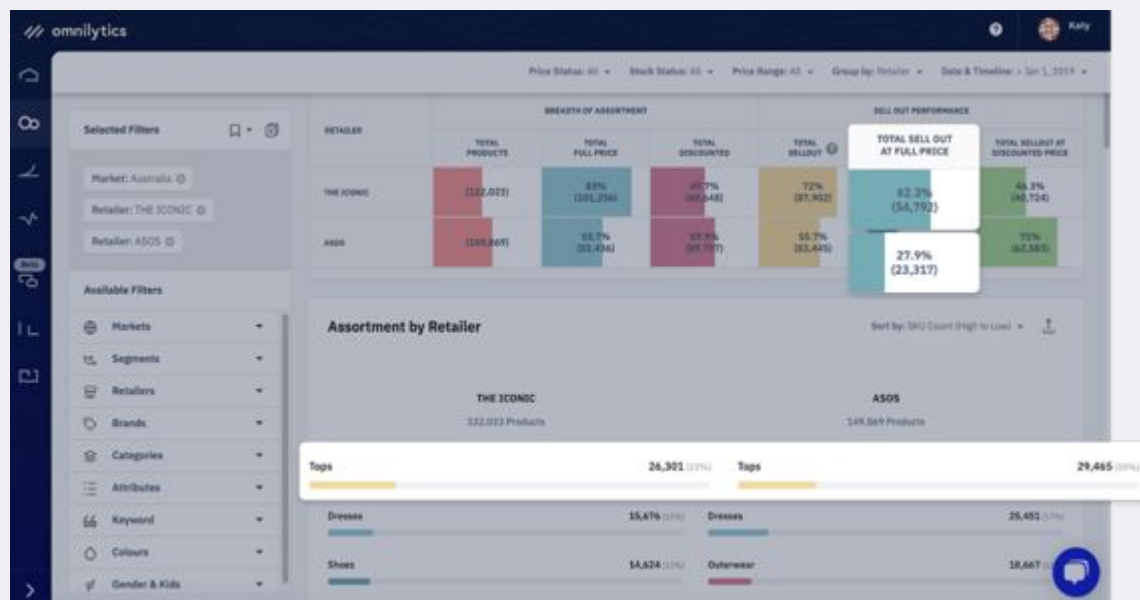
Fashion Academy

A comprehensive online education program that covers the entire fashion journey.

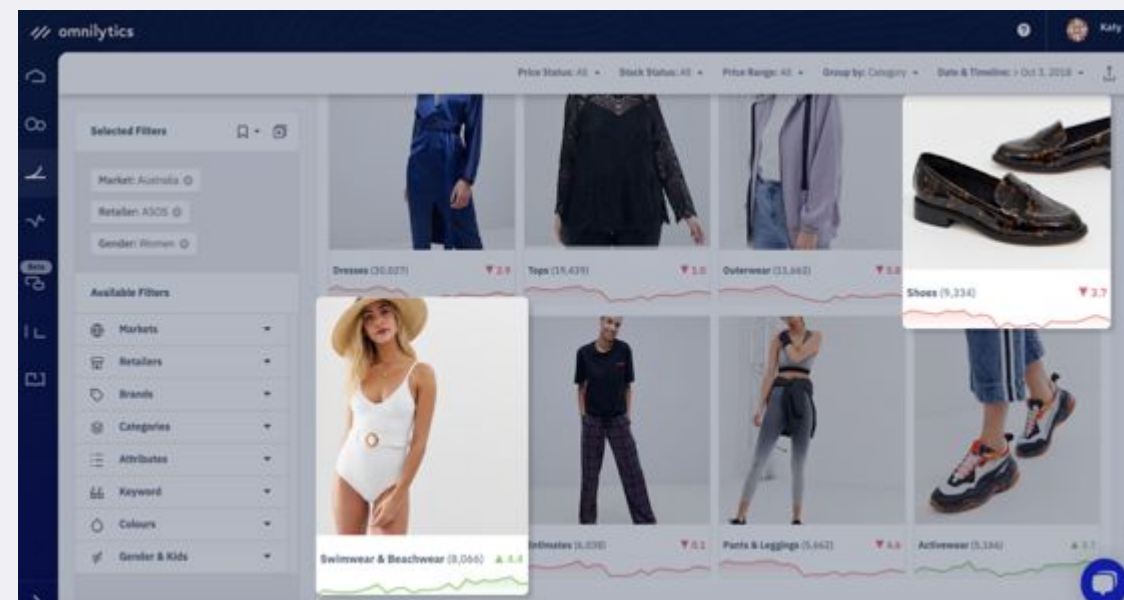# Solution modules in action

Competitor Benchmarking

Compare assortment mix across retailers and brands by market to spot commercial opportunities.

Trends Performance

Observe the changes in categories or colours over a specific time period to detect emerging trends and to validate trend movements.
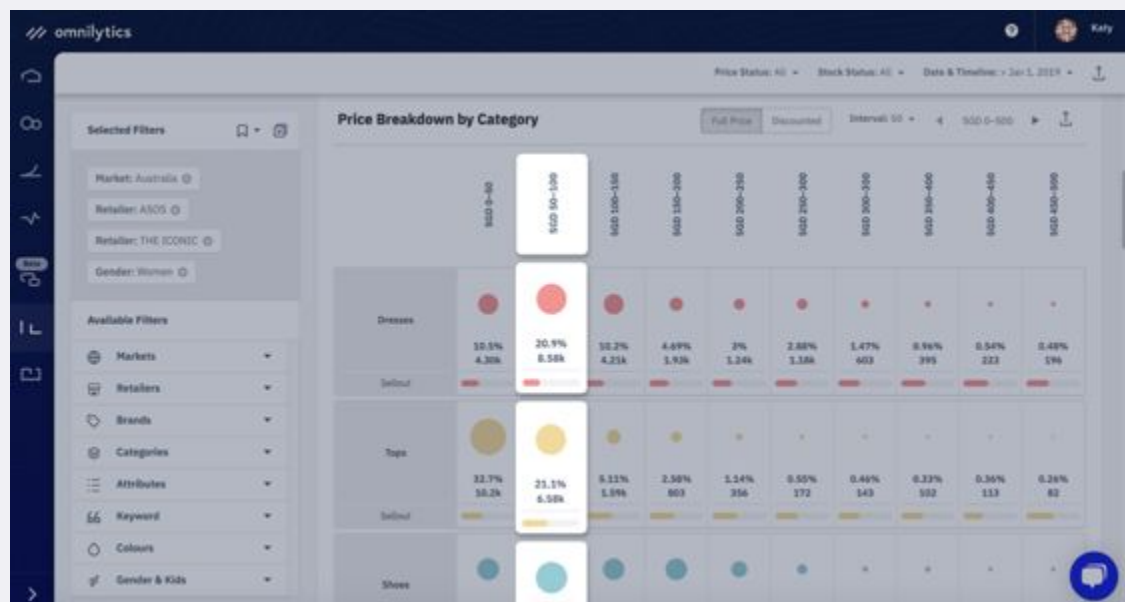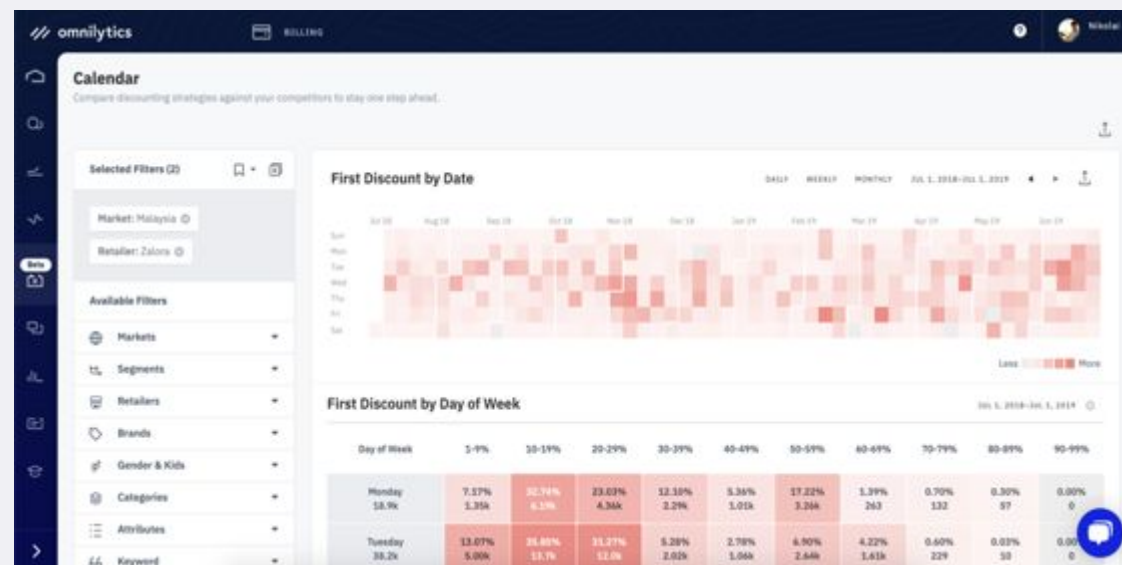
Solution modules in action

Pricing Analysis

Compare competitor pricing and discount strategies across categories, when evaluating own entry and exit prices.

Calendar

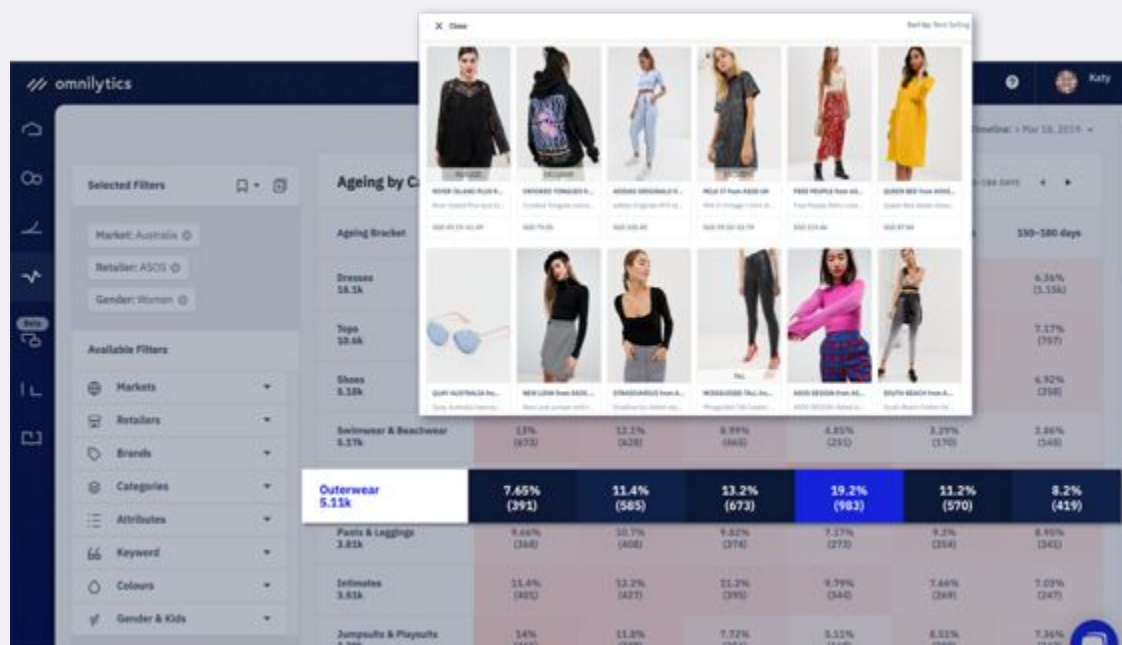Identify and adopt the best strategy for new launches and markdowns.
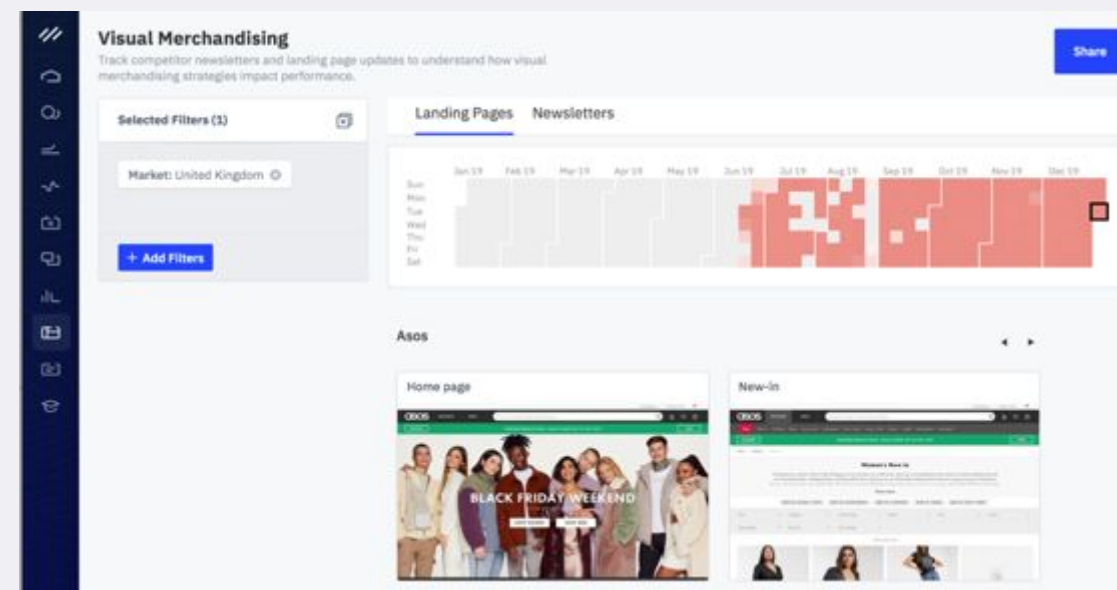
Solution modules in action

Ageing Analysis

Analyse ageing of products to identify which SKUs in inventory that needs to be restocked or cleared.

Visual Merchandising

Track competitor newsletters and site updates to understand how visual merchandising strategies impact performance.
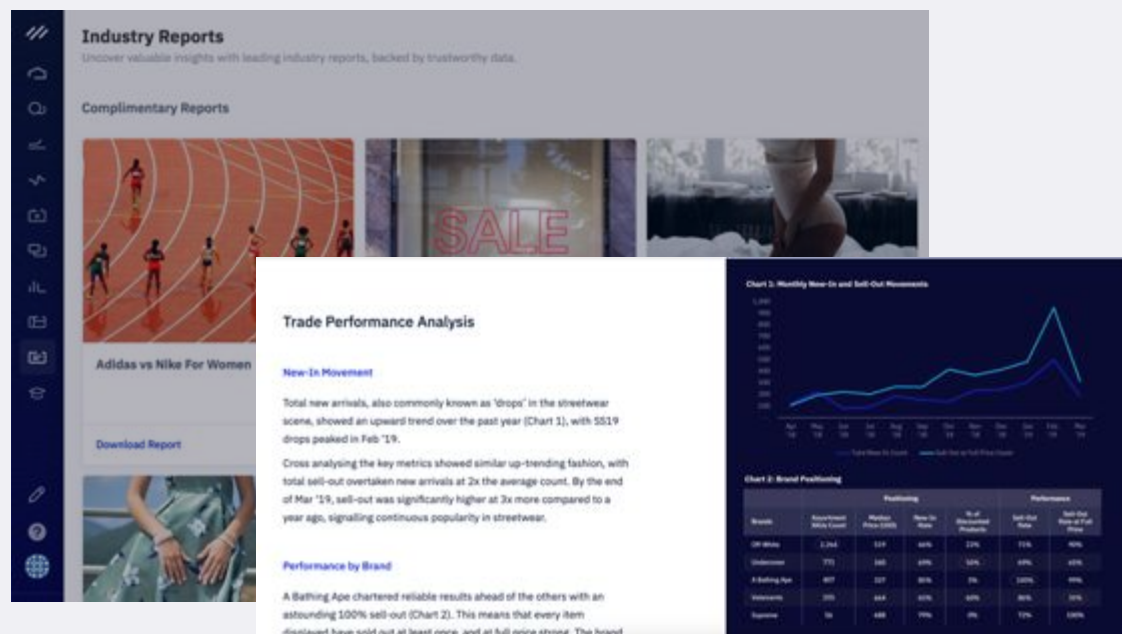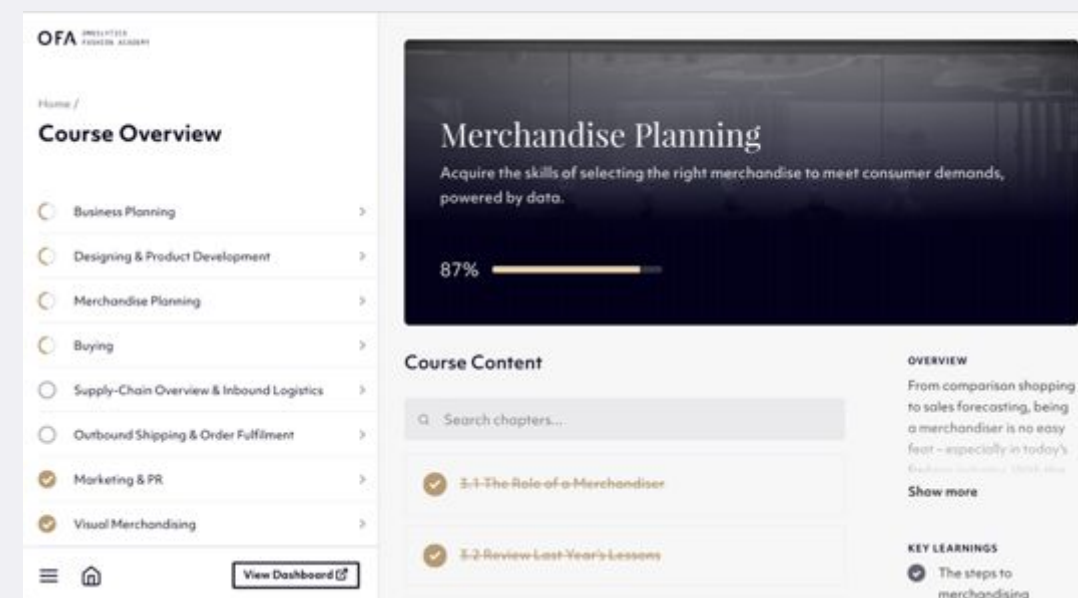
Solution modules in action

Industry Reports

Uncover valuable insights with leading industry reports, backed by trustworthy data.

Fashion Academy

An online education program that helps fashion brands navigate every step of the retail business journey.

Our Ethos, Core Purpose & Team

Ethos

We believe in the power of **insightful and actionable** data in transforming the way decisions are made.

Core Purpose

Omnilytics pairs **deep industry expertise** and **ground-breaking technological innovation** to bolster business **agility** with data-driven insight.

The Team

Kendrick Wong
CEO & Co-founder

Kendrick drives the strategic vision of the company. Prior to Omnilytics, he founded, sold and exited two companies, one of which was in the textile and wholesale industry. In 2019, he was listed in Forbes 30 under 30 Asia.

Sylvia Yin
COO & Co-founder

Sylvia leads the day-to-day operations at Omnilytics. With a sharp eye for detail, Sylvia consistently seeks ways to improve productivity and processes. She was named Forbes 30 Under 30 Asia in 2016, as well as HSBC's Female Entrepreneur.

Nikolai Prettner
Design Director & Co-founder

Nikolai is a self-taught multi-disciplinary designer with 8+ years of experience. He leads the creative design and web development team.
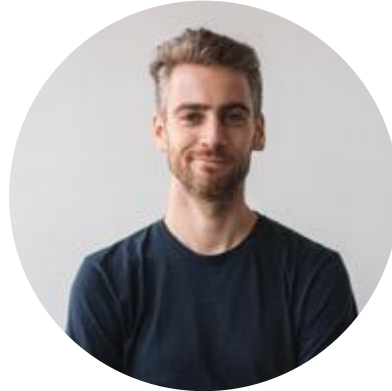
The Team

Mohammad Mahboubian

Chief Technical Officer

Mohammad sets the direction for technical innovation. With 10+ years of experience in Solution Architecture, including at Malaysian Global Innovation & Creativity Centre (MaGIC), he drives a consumer-focused outlook within the team.

James Smith

Director of Data Science

James leads the data science team, applying machine learning to consistently improve the quality of Omnilytics' data. He holds a Ph.D. in Particle Physics and previously worked at CERN.

Ng Jeen Pei

Director of Strategy

Jeen has extensive sales and marketing experience in beauty and retail. In 2017, she won the brand manager award for Bvlgari in APAC. Today, she works closely alongside Kendrick to spearhead the strategic vision of the company.

Amelia Teh

Director of Business Intelligence

Amelia has over 18 years of experience working in retail with leading brands like Levi Strauss and Topshop. She now harnesses that expertise to provide insight on commercial planning and decision-making with data.

The Team

Elaine Low

Director of Retail Strategy

Elaine is an industry expert with 15+ years of experience, who previously held senior positions at Chanel, Louis Vuitton, Versace, Gap and Banana Republic. She oversees the Sales team and strategizes to solve commercial problems faced by brands.

Caroline Lie

Country Manager

Caroline Lie is the Country Manager for Indonesia at Omnilytics. She has more than a decades' worth of experience in fashion merchandising, having previously worked at global brands in FJ Benjamin, Zalora and Debenhams.

Teoh Hui Chin

Director of Client Success

With a solid 6 years experience in client management at Ernst & Young, Hui Chin went on to gain retail experience at Bata and FashionValet. She now leads the Client Success Management team to help brands grow.

Company Information

Company name

Omnilytics Sdn Bhd

Head office

Kuala Lumpur, Malaysia

Year established

2014

No. of employees

67

Daily tracked products

25 billion data points
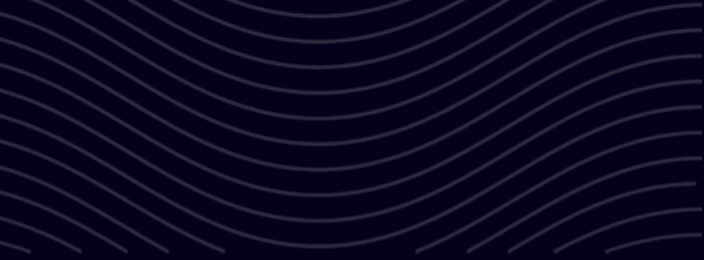
Current tracked brands

88,202 and growing

Newly added brands

24,346 in year 2019

Current tracked markets

49 countries and expanding

Client Testimonials

rye

"Our success stems from the fact that we made the right decision every time - and we did it through data-supported decisions with Omnilytics."

Bessie Ye, Founder of RYE

In the highly-saturated market of fashion, RYE stands out with a strong **60% sales growth year-on-year**.

With Omnilytics, the Singaporean brand structured a strategic merchandising plan that complemented its founder's strength in creative design. The move has also led the company to identify missed opportunities and set better pricing strategies.

hermanas

"The colours and assortment mix were purely based on Omnilytics. The decision to rely on Omnilytics paid off, as our new brand sold out its first-ever collection"

Shed Zulhilmi, Marketing Director of Mouslema Ventures

Hermanas, a new hijab brand in the Malaysian muslimah market, achieved **revenue of RM1.2 million (~USD285,000) just after a year of operation**.

Its parent company, Mouslema Ventures which also owns Bokitta and LAWRA, attributed Hermanas' success to Omnilytics' insights on both uptrending and downtrending Hijab styles, colour palettes, patterns and shapes.

SR SOFEAROSE™

"We used to operate based on instinct and hunches, but with Omnilytics we can now analyse our market and predict demand."

Zaki Yusof, CEO of Sofearose

Sofearose is a Malaysian homegrown brand that was launched in 2014 by 2 co-founders who were new to modest fashion then. Being inexperienced had led the co-founders to many costly mistakes, until recently.

In 2019, the brand **doubled its sales within just 6 months**, with improved merchandising, pricing and design decisions – made possible with Omnilytics.

"We're just as much about making intelligent fashion as we are about running smart businesses."

The Bridge Fashion Incubator

An initiative by the Textile & Fashion Federation Singapore (TAFF), The Bridge Fashion Incubator (TBFI) aims to nurture and equip aspiring designers and fashion brand owners with the latest retail technology and commercial acumens necessary in growing their ventures.

Omnilytics Fashion Academy is the principal education provider for TBFI, as well as its sole market intelligence partner, supporting its network of incubatees with the right analytics tool.

Supporting clients worldwide

& more

omnilytics

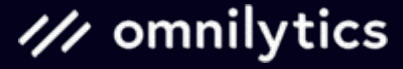# Thank You!

Caroline Lie

Country Manager

Caroline@omnilytics.co