



REGIONAL INVENTORY DEPLOYMENT AI ENGINE

November 2023

GROUP PRIORITY – DATA & AI

MAIN GROUP OFFER – AI ANALYTICS & DATA SCIENCE

SECTOR – CONSUMER PRODUCTS & RETAIL



A leading fashion brand

Strictly for Internal Consumption

Increase Sales Profit with 29% Digital Revenue Growth by Right Product Positioning for Digital Consumers

Context/Market Positioning & Competition: The client's ambition is to grow 5-fold in the Direct-to-Consumer Channel requiring a change from a central omnichannel capacity to a multi-node network. The supply chain is more complex to manage, resulting in higher delivery times and suboptimal stocks and suboptimal customer.

Challenges/Pain points:

Need for Analytics driven solutions to overcome complex challenges in lost sales due to:

- Inaccurate inventory start of season,
- inaccurate replenishment during promotions
- overspill of less relevant/old season products

Gain points:

- Net sales impact worth (850K\$) of lower lead times
- Avoid 11K\$ worth markdowns through correct deployment

Approach & Solution:

Capgemini deployed a scalable AI driven engine, deploying Inventory to a node/logistic center/Service center with interactive analytical features to convert demand predictions to replenishment, provide inventory replenishment signals, help identify optimal and accurate level of inventory.

BENEFITS DELIVERED

29%

CAGR Digital revenue growth from FY22-25

\$20M

Direct Profit Impact Annually

Save **\$1M per year**

in productivity benefits

AI ANALYTICS & DATA SCIENCE

INTELLIGENT INDUSTRY

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NETHERLANDS