

## DEMAND-DRIVEN ALLOCATION

Ensure inventory meets customer demand, reducing overstock and stockouts.

## OPTIMIZE CHANNEL INVENTORIES

Allocate products effectively across all channels to enhance overall inventory performance.

## DRIVE SALES BY CHANNEL

Strategically distribute products to the right channels to maximize sales potential.

## MAXIMIZE PROFITABILITY

Efficiently manage inventory to minimize markdowns and maximize profit margins.

Optimize assortments based on customer demand, strategically allocating the right quantities to the right locations and channels at the right time, maximizing profitability and reducing markdowns. Integrated with Digital Wave's Merchandise Assortment Planning, you'll have a unified source of truth that eliminates inefficiencies and enables data-driven decisions for enhanced accuracy and efficiency.

## KEY FEATURES

- **AI & Machine Learning:** Leverage AI for data-driven decisions during the planning and allocation process, enhancing accuracy and efficiency.
- **Inventory Optimization:** Utilize advanced algorithms to balance stock levels across locations for optimal sales performance.
- **Advanced Analytics and Reporting:** Gain deep insights into inventory performance, sales trends, and allocation effectiveness. Enables data-driven decision-making by offering visibility into key metrics and performance indicators.
- **Balance Need with Available Inventory:** Prioritizes specific locations when total inventory need is unavailable ensuring inventory is allocated to the stores with the highest probability of selling.
- **ONE™ Unified Analytical Platform:** Integrated with financial planning, assortment planning, pricing, promotions, and product information management within Digital Wave's ONE™ Platform ensuring efficiency and a singular source of truth with one data model for all merchandising processes.

# DISTINCT ADVANTAGES OF DIGITAL WAVE

*Enhance your allocation strategy with the ONE™ Platform, where unified data, tailored solutions, and future-readiness converge to optimize inventory management.*

## UNIFIED DATA FOR ACCURATE ALLOCATION

The ONE™ Platform ensures a unified approach by seamlessly linking Merchandise Financial Planning (MFP), Assortment Planning, and Allocation. With real-time updates and a single source of truth, you can make data-driven decisions that align inventory with demand across all channels and locations. This integration eliminates inefficiencies and ensures that your allocation strategy reflects the most current and accurate information available.

## TAILORED SOLUTIONS WITHOUT CUSTOMIZATION

Adapt the ONE™ Platform to your specific allocation needs without the complexity of custom solutions. Our system provides configurable settings that align with your unique business requirements, from balancing inventory levels to prioritizing locations. This tailored approach ensures that your allocation strategy is precisely tuned to your operational goals and market dynamics, enhancing both accuracy and efficiency.

## FUTURE-READY FOR DYNAMIC MARKETS

Stay ahead of market changes with the ONE™ Platform's future-ready features. Utilize GenAI for auto product attribution across digital commerce, merchandising, and supply chain operations. Advanced analytics and AI-driven decision-making support real-time adjustments to your allocation strategy, helping you respond swiftly to shifts in demand and optimize inventory performance.

# ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's ONE™ Platform is the only AI-native rapid development platform with Product Data Intelligence at its core that offers enterprise content management and marketing solutions (Master Data Management, Product Information Management, Product Experience Management, and GenAI capabilities) alongside merchandising solutions (Financial Planning, Assortment Planning, Allocation, Order Management, Lifecycle Pricing, Promotion Planning and Optimization, and Deal Management).

The AI-Native ONE™ platform provides a single integrated analytical platform that offers large enterprises packaged and extensible applications, as well as the flexibility for rapid development of new solutions. We give global enterprises a competitive edge, including companies in consumer industries such as retail, consumer goods, and healthcare.



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