BlueCherry® Omnichannel Planning (OCMP)

The Right Product at the Right Time

The ability to provide compelling, timely, and smartly-priced merchandise can define the difference between success and failure in today's highly competitive and time-sensitive consumer lifestyle products marketplace. To consistently succeed, retailers and brands must increase their understanding of consumer demand, skillfully plan and develop their product mix, and improve collaboration with their channel partners.

By utilizing advanced omnichannel merchandise planning strategies consumer lifestyle products companies can maximize sales and margins by reducing stock-outs and mark-downs. More detailed assortment plans are used to translate the overall plan into the most appropriate and profitable mix for each unique distribution channel based on specific customer preferences and needs. Planning also helps improve productivity and collaboration across the company and its supplier and channel relationships.

Advanced Omnichannel Planning—Bottom Line Results

With the **BlueCherry®** Omnichannel Merchandise Planning (OCMP) solution, market leaders are significantly improving individual retail, wholesale, catalog, and Internet channel results. Using the power of this integrated and consumer products-focused solution, they can easily merge these individual plans into a single, multichannel plan that can help increase sales, margins, fulfillment rates, and inventory turns across their entire business.

Powerful Category Planning capabilities built into the system enable companies to plan specific product categories, such as men's cotton pants, using sales history or point-of-sale data across different retail, financial, and delivery calendars.

Assortment Planning tools enable cluster planning and forecasting on a style-by-style basis down to the SKU level. Store level plans can be seeded from these cluster plans, and quickly and easily adjusted on an individual account basis to improve forecasting based on actual sales to date.

The solution also provides specific Internet sales and marketing capabilities specifically designed for e-commerce channels, as well as allowing companies to choose the specific channel planning, inventory control, and brand management tools they require to make better design, purchasing, and inventory decisions.

By leveraging a common planning engine, the software automatically updates teams on any changes in real-time; empowering them to speed on-trend merchandise to market, ensure greater full price sell-through, and increase margins.

Key Benefits

- Meet consumer demand
- Increase sales
- Reduce cycle times
- Minimize stock-outs
- Improve forecasting accuracy
- Reduce inventory
- Shorten development time
- Compare sales performance by customer & store
- Leverage POS 852 for replenishment & demand management

CGS®

Key Features & Benefits

Industry-focused: Designed specifically for apparel, consumer lifestyle products and retail by experienced industry professionals.

Comprehensive Omnichannel Planning: Offers the power and scope to manage merchandise planning, forecasting, brand management, and inventory control.

Channel-specific: Provides distinct planning options for unique retail, catalog, internet, wholesale and other channel requirements.

Multichannel Capable: Manage each channel independently or merge all plans into one transparent multichannel master plan.

Category Planning: Plan category levels using integrated sales history or POS data across specific retail, fiscal, and delivery calendars; add new categories as needed.

Assortment Planning: Cluster planning and forecasting on a style-by-style basis to the SKU level; develop separate plans for same-store sales on an account basis; establish initial prices and costs.

Store-level Planning: Seed store-level plans and markdown strategies from previously developed cluster plans; adjust plans on an account basis; forecast at SKU level based on sales-to-date.

Single, Integrated Platform: Optimized for vertically-integrated companies; fosters collaboration among channels and departments.

Real-time Updates: Changes in one part of your business immediately and automatically carry through to company wide planning.

Demand/Supply Visibility: At-a-glance cross-channel inventory/WIP balancing and improved demand optimization.

Scalable Solution: Interoperable modules allow the solution to scale to meet current and future business changes and growth.

Key Capabilities

- Define customer, store setup & profiles
- Establish line assortments
- Channel/customer/store line build
- SKU assortments & seasonal planning
- Replenishment planning
- Initial vs. in-season plans
- Color, size & calendar horizon curves
- Time-phased inventory planning
- Algorithm-based plan creation
- Demand plan
- Category plan
- Channel plan
- Seasonal planning
- Price & markdown management
- Buy planning & issue requisition
- Store grouping with assortments
- Top-down, middle-out, bottom-up planning
- Range & option planning
- Location planning
- Open-to-buy management
- Customer/store/location profiling
- Inventory planning
- Allocation
- SKU counts
- Replenishment
- Delivery plan