INCREFF

Building the Next-Gen Digital Supply Chain in Retail

DISTRIBUTION

TIME TO MARKET

WAREHOUSE

CUSTOMER

TRACKING

LOGISTICS

MANAGEMENT

MANUFACTURER

PROCUREMENT

PLAN

ANALYSIS

DELIVERY

PROFIT

Ecommerce and retail businesses are increasingly becoming customer-centric and technology driven. While the challenges of a modern marketplace grow, manual operations can be quickly overwhelmed, costing businesses excessively in terms of sales, customer satisfaction and brand loyalty.

Data analytics is playing a crucial role in crafting services according to the needs of the customers, thus enhancing customer experience. Likewise automation and cutting-edge software platforms are introducing ease and agility into the supply chain management function. Digitization is the most urgent development on the supply chain horizon that businesses simply cannot ignore.

Benefits of Supply Chain Digitization

Digitization transforms an otherwise manual and analog supply chain into a digital one by leveraging data and advanced software.

By combining the benefits of technology and BI, it helps businesses to:

Reduce manual tasks, labor costs, and optimize resource time

Reduce human errors

Connect disparate systems and enable organization-wide communication

Leverage data for business decisions

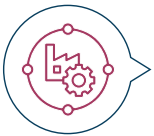Use analytics to forecast, strategize and capture sales

Enhance CX, improve retention and build brand loyalty

Omnichannel is the Future of Retail

Omnichannel is the raging trend in retail that compels brands to put the customer first. The omnichannel supply chain is fluid, flexible, and highly responsive to customer needs.

Omnichannel supply chains are networked rather than linear.

Software solutions that are based on data-driven analytics enable real-time decision-making and automate processes for higher efficiency and accuracy

End-to-end analytics and network visibility help keep track of every item.

Customer-centric approach promises ease, accessibility and endless product choice.

Warehouse management systems drive decisions and reduce human errors.

Retail Supply Chain

MERCHANDISING
(Buying and Planning)

DISTRIBUTION

WAREHOUSING

RETAIL
(Offline & Online)

DISCOUNT MANAGEMENT

RETURNS MANAGEMENT

Features of the next-gen supply chain

The next-gen supply chain is a huge leap into the future of supply chain management. It is highly responsive, agile, flexible and customer-centric. Some of its most outstanding features are:

REAL-TIME

The next-gen supply chain is a dynamic network of a number of stakeholders. It is highly customer-centric and real-time in terms of data handling and responsiveness.

DATA-DRIVEN

Data and digitalization enable brands to respond automatically to demand-supply situations, track changes and take accurate decisions.

HIGHLY NETWORKED

The next-gen supply chain replaces the linear approach of the conventional supply chains with a networked view. Orders are fulfilled from multiple sources like warehouses and nearby stores.

ADAPTABLE

The next-gen supply chain is designed to handle complexity and scale. It helps stakeholders meet customer expectations by simplifying processes using automation, algorithms and analytics.
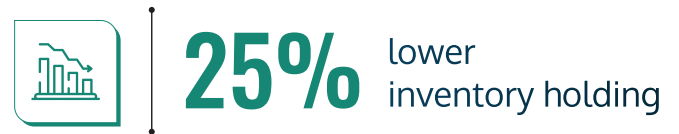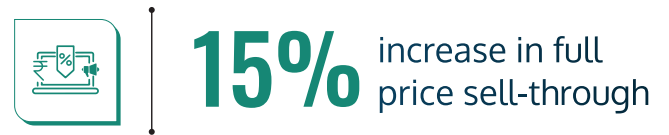
AUTONOMOUS

Many of the previously laborious tasks such as back and forth communications using email are replaced by automation and AI, making the supply chain efficient and autonomous.

Increff in the next-gen supply chain

Advancements in technology are transforming every step of the retail supply chain, making processes efficient, accurate, streamlined, and connected. Increff offers cutting-edge technology solutions that automate and digitize processes to ensure transparency and complete visibility.

Global brands and retailers using Increff warehousing and merchandising solutions have experienced:

20-25% revenue uplift

15% increase in full price sell-through

4-5% margin uplift

25% lower inventory holding

BUYING AND PLANNING

Algorithm-driven demand sensing tech solutions are the need of the hour. They prevent wastage due to overproduction or loss of sales due to inadequate demand-sensing. An intelligent merchandising solution, like Increff Buying & Planning, enables merchandisers to optimize inventory mix at individual store levels, and ensure that the right styles and sizes are placed, as per local demand, to maximize sales. It has helped brands achieve:

13% increase in in-season full-price sell-through

25% increase in revenue with a 4% improvement in margins

25% reduction in inventory and 9% reduction to contain revenue degrowth.

DISTRIBUTION & ALLOCATION

With the increasing need for instant customer gratification with faster order fulfillment, it is very critical to place the right stock in the right stores or warehouses, closer to the customers. Increff Regional Utilization solution helps analyze regional demand and distribute inventory across multiple warehouses accurately as per regional demand. In-season demand is leveled out using Inter-store transfers. Increff Regional Utilization solution has helped brands achieve:

30% increase in regional fulfillment

12% saving in logistics costs by converting air shipments to surface shipments

40% reduction in stock brokenness and 80% sales uplift for transferred stock with Inter-store transfers

WAREHOUSING

With the boom in e-commerce, the role of advanced warehousing solutions has become very significant. Efficient warehouse management demands 100% inventory accuracy, 100% item traceability, and 100% order fulfillment. Increff WMS unique piece barcoding (UPB) feature ensures 100% inventory visibility with serialization and digitization of processes to facilitate error-free decision-making, 100% tracking, and process automation for higher efficiency. It has helped brands achieve:

WAREHOUSE MANAGEMENT SYSYEM	REPORTING SYSYEM	ORDER MANAGEMENT SYSYEM

CHANNEL INTEGRATIONS
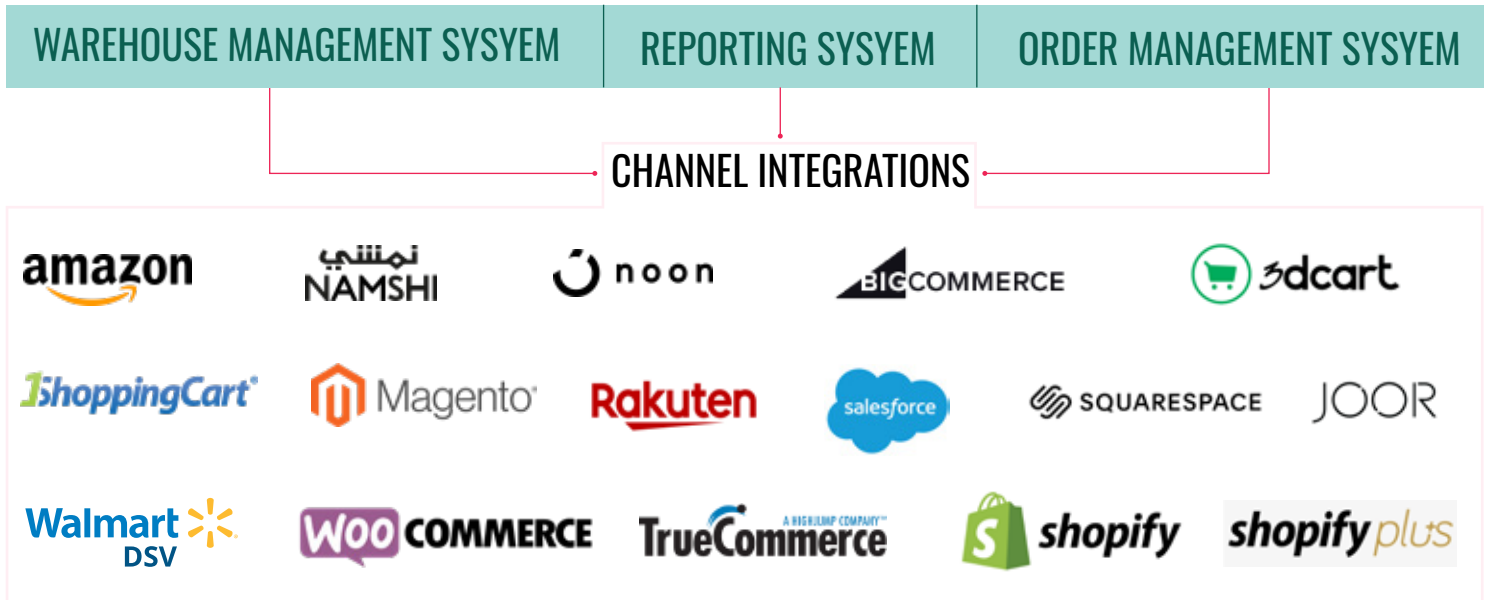
100% bin-level inventory accuracy and 100% fool-proof operations

20-25% lower manpower cost through automation

100% first-time right operations with 7-14 days fast remote implementation

ONLINE AND OFFLINE RETAIL

The future of retail is Omnichannel. 100% inventory visibility across all sales channels ensures customers are tapped at all points of sales. It enables brands to avoid dead stock or wastage and helps maximize sales. Data-driven insights enable brands to accurately analyze store-level demand, at style-size granularities, for sales maximization and higher turnover. Increff WMS allows 100% inventory exposure to all sales channels, with 100% order fulfillment accuracy. Increff Merchandising solution ensures the right stock is stored at the right store, at the right time. It has helped brands achieve:
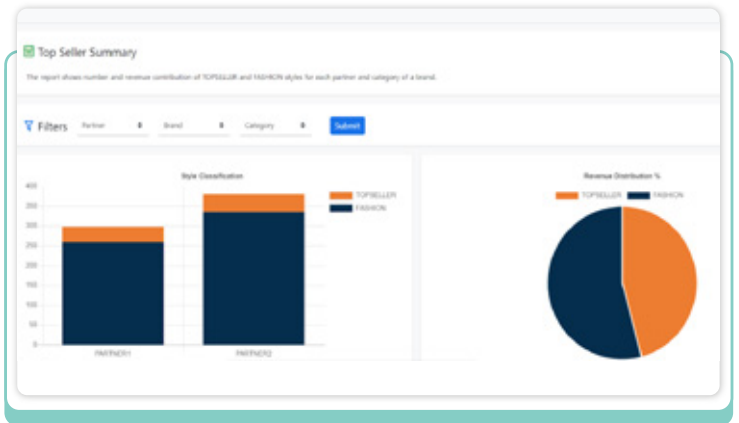
3-5x — boost in e-commerce revenue with 100% inventory exposure

12% — improvement in inventory health with demand based redistribution of stock

40 DAYS — Reduction in inventory holdings from 120 days to 80 days

DISCOUNT MANAGEMENT

Before the beginning of the next season, brands need to ensure the previous season's stock is sold out. Increff Markdown Optimization solutions allow merchandisers to manage markdowns dynamically, based on demand and price elasticity, to ensure better sales at higher margins. It has helped brands achieve:

2x — Over 2x improvement in Rate of Sales on discounted styles

~6% — margin improvement on fast movers across multiple online points of sales.

2x — increase in the frequency of decision-making through automation.

RETURNS MANAGEMENT

Greater convenience in buying directly relates to a higher rate of returns. Omnichannel retail requires an efficient returns management solution that ensures faster restocking of the returned item to prevent loss in sales due to obsolescence. Increff Returns Management solution allows segregation of items into resaleable, refurbished, or rejected to facilitate faster re-commerce and easy SPF claims processing by marketplaces. It has helped brands:

100% Achieve 100% traceability of returns with zero chances of mixing.

Grow topline and bottomline by faster restocking and automated returns processing

Minimize environmental damage due to wastage or obsolescence

Bottomline

With growing market complexity, the next-gen supply chain can provide businesses with the much-needed edge to outperform their competitors. Early adopters of these disruptive technologies are most likely to lead and dominate the rapidly evolving market dynamic. Investing in the next-gen supply chain is the only way to position brands as market leaders, and the ones that lag behind will do it at the expense of their customer loyalty, market share, profitability and revenue.