

Board for Retail:

Mastering unified commerce with Intelligent Planning

board

Introduction

In today's dynamic retail landscape, achieving unified commerce is no longer a luxury but a necessity. Retail planning is no longer able to operate in organizational or technology silos. The execution of a unified retail commerce strategy requires complex orchestration across all core processes, such as financial, merchandising, and demand planning.

Intelligent Planning is at the heart of a unified commerce blueprint. And Board is at the heart of Intelligent Planning! With Board, break down silos and empower your organization to plan, anticipate, and adapt with unprecedented agility and insight.

**Planning has
one purpose –
improved
business
outcomes**

Traditional retail planning processes are fragmented and disconnected, operating in silos that prevent effective collaboration and decision-making. This siloed approach leads to:

- **A lack of visibility across the entire retail value chain:**

Retailers are unable to see the big picture, resulting in missed sales and poor inventory management.

- **Inefficient decision-making:**

Planning decisions are made in isolation, often leading to conflicting strategies and assumptive outcomes led more by guess work rather than data-driven insight.

- **An inability to respond quickly to market shifts:**

Retailers are slow to react to changing consumer trends and market conditions, putting them at a competitive disadvantage.

The foundation of unified retail planning is built on consensus and collaboration - the gold standard for retail operating models.

Planning must be aligned to realize the true value of unified commerce. Modern planning platforms, such as Board, leverage comprehensive data sets (including customer sentiment, weather, market trends, and more) and automated process.

Board Intelligent Retail Planning: Plan. Anticipate. Adapt.

Board retail planning solutions are game-changing; leveraging consumer spending insights to curate and inform profitable merchandise, assortment, and replenishment plans that integrate customer demand and market trends into decisions. With Board, dynamically align relevant, responsive, and agile plans across every retail channel to help you with MFP to markdown and everything in between.

Empower your retail strategy with powerful solutions, including:

- **Merchandise Financial Planning:**

Enhance efficiency, quality, and accuracy by synchronizing financial, strategic, and planning processes—enabling better stakeholder collaboration and optimizing product mix across channels, regions, and stores for maximum profits and minimal markdowns.

- **Open-to-Buy:**

Align purchasing decisions with precise customer demand forecasts at product and channel level for optimal in-season decisions and balanced assortment, including comprehensive support for weekly stock and intake (WSSI).

- **Assortment Planning:**

Respond to customer demand and trends and drive channel profitability with rapid and flexible assortment planning. Develop new levels of precision and automation to identify and execute optimal assortment across all channels, including range review, initial buy and allocation, new product and line planning.

- **Allocation and Replenishment:**

Optimize inventory levels and maximize sales and margins. Synchronize inventory to continuous merchandising plans in a single platform that supports omnichannel, replenishment scenario planning, and flexible replenishment methods based on highly accurate and automated machine learning based forecasting.







Powerful capabilities designed for retail planning success

Board Intelligent Retail Planning offers a comprehensive suite of capabilities designed to address the unique challenges of retail planning, including:

- **Unified planning:**

Shift from static models to a unified planning system that considers all variables throughout the decision life cycle.

- **Consumer-centric insights:**

Transform consumer behavior into better decisions, fine-tune merchandising and demand planning to meet distinct customer needs.

- **Omnichannel profitability:**

Address the complexities of omnichannel retailing by aligning merchandise financial planning with channel profitability and demand.

- **Agile merchandising:**

Develop merchandising strategies that maximize profit and adapt to market shifts and volatility without added complexity.

- **Flexible inventory control:**

Maintain pre-season and in-season allocation flexibility to optimize profitability and customer experience.



Customer success: Join leading retailers using Board

Top-performing brands like Burberry, M&S, and Slowear are already harnessing the power of Board to revitalize their planning process. Whether it's managing vast inventories or making data-driven financial decisions, Board supports retailers in making strategic leaps forward.

"It's not easy to satisfy all strategic, financial, merchandise, operations, and sales planning needs with just one planning solution. Yet, Board has succeeded."

Merchandise Director,
Slowear

SLOWEAR
VENEZIA

Improved planning across just four key merchandise planning functions can yield immediate business improvement of up to 37% ROI plus improvements in customer satisfaction, productivity, asset usage, price conversion, basket sizes, and more. Other areas of improvement seen with enhanced planning solutions include:

- **Demand planning – 5 to 10% ROI**
- **Assortment – 8% on go-live**
- **Inventory planning – 35 improvement in customer satisfaction scores (CSAT).***

All references and stats are from the [IDC InfoBrief: Retail Planning Excellence report](#), providing the latest insights on Intelligent Retail Planning.





MFP - Sales Allocation by Season and Store

Sales Allocation by Season and Store

Group Currency Revenues

By Category & Season By Channel Local Currency View		MFP Revenue	MFP %	OT Revenue	MFP %	OT %	OT Revenue
- Channel: All							
Total All		1,954,713	49%	1,985,021	51%	100%	3,939,734
- Channel: E-commerce		1,428,004	49%	1,885,021	51%	100%	3,313,025
- Channel: Retail		526,709	49%	1,000,000	51%	100%	1,526,709
- Channel: Wholesale		3,000,000	49%	3,000,000	51%	100%	6,000,000
- Grand Total		1,954,713	49%	1,985,021	51%	100%	3,939,734

Group Currency Revenues by Season



Continual planning, continual value.

Board Retail Intelligent Planning rapidly gets you back in control of profitability and redefines how you forecast, plan, and deliver your brand promise in a truly unified commerce model. The time is now to embrace the future of retail planning with Board.

[Get in touch with our expert team](#) to discover how Board can help you:

- **Empower your planning teams:**

Provide your planners with the tools and insights they need to collaborate effectively and make strategic decisions that align with your business goals.

- **Gain a data-driven edge:**

Leverage advanced analytics and machine learning to make informed decisions that drive sales, profitability, and customer satisfaction.

- **Unleash the power of unified commerce:**

Achieve seamless integration across all aspects of your retail operations, maximizing efficiency and optimizing performance.

- **Future-proof your retail planning:**

Prepare for the ever-changing retail landscape with a flexible and scalable planning solution that can adapt to your evolving needs.

Board. Plan smarter. Succeed faster.





About Board

Board's Intelligent Planning Platform delivers solutions that help over 2,000 organizations worldwide plan smarter — enabling actionable insights and better outcomes. Board helps leading enterprises discover crucial insights which drive business decisions and unify strategy, finance and operations through more integrated and intelligent planning to achieve full control of performance. Partnering with Board, global enterprises such as H&M, BASF, Burberry, Toyota, Coca-Cola, KPMG, and HSBC have digitally transformed their planning processes.

Founded in 1994, and now with 25 offices worldwide, Board International is recognized by leading analysts including BARC, Gartner, and IDC.

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