



Delivering  
Intelligent Business Solutions  
To **World Class** Retailers

## ibs ANALYTICS BUSINESS SUITE

## Analytics Business Suite Fact Sheet

### ■ PRESENTATION

**REGULAR AND  
PROMOTIONAL SALES  
FORECAST**

*i3v7* Analytics Business Suite (ABS) aims to improve efficiencies and competencies in demand forecasting that will ultimately result in inventory reduction, improvement of shelf availability, reduction of out-of-stock and inventory obsolescence, which yields higher revenues and better margins.

**MONITORING AND  
AUTOMATED FORECAST  
ADJUSTMENT**

The new and improved *i3v7* ABS includes three applications: “Forecast Engine”, “Forecast & Optimization Visualization” and “KPI Dashboard”.

**ELASTICITY, HALO &  
CANNIBALIZATION**

The retail market, after discovering the inefficiencies of having multiple forecast systems, is now moving toward consolidating these processes under a unique engine with centralized ownership catering to different audiences.

**KPI DEDICATED  
DASHBOARD**

Historically, retailers used many forecast providers to generate different types of forecast according to different models, aggregation methods and frequencies, targeting various kind of audiences.

**ORDERING,  
REPLENISHMENT &  
ALLOCATION  
OPTIMIZATION**

Multiple forecasting processes are deemed costly and create confusion across different channels. *i3v7* ABS produces targeted and aggregated data sets based on a unique items modeling and using multiple accuracy measures while keeping the management of the tool under single ownership.

**PRICING & MARKDOWN  
OPTIMIZATION**

The retailers no longer need different tools for Offer management, Promotions, Replenishment or Store demand planning – it is all done by one engine *i3v7* ABS. *i3v7* ABS acting - as central forecasting engine - packages information for different audiences according to their respective needs while taking into consideration product life cycle, extended behavior and properties (packaging, seasonality, storage, lead time, promotions, retail price). *i3v7* ABS produces accurate and interactive figures, and eliminates redundant and confusing processes.

*i3v7* ABS is geared to handle large data sets in record processing time. Historically, forecasting, like any other data mining applications must handle large sets of data. A typical forecast will align SKUs, Stores, and Hierarchies on a daily basis, which will explode into managing billions of data sets.

## ■ **ibs Analytics – Forecast engine**

The Engine main forecast method is based on “Advanced Data Decomposition Model” (ADDM) internally developed by Soft Solutions Science Team. The model uses a number of algorithms using outlier detection and normalization coupled with unique projections and extrapolation of cyclical trends, seasonal effects, and promotional lifts.

The forecast engine is not limited to the ADDM method and can select alternative methods, suitable for products with different properties, velocities, behaviors and life cycles. The *i3v7* Analytics Engine will automatically select one of the alternative algorithms such as Exponential Smoothing, Auto Regressive Integrated Moving Average (ARIMA), Elasticity models and Product Life Cycle Analogy to produce the optimum accuracy for specific products.

One of the unique features of *i3v7* ABS is the Monitoring Engine that constantly compares the Forecast to the respective observed values and generates accuracy (distance) and bias (directions) ratios at different aggregation level (category, SKU) of the forecast using different method (MAPE, WMAPE).

When accuracy levels are below expected ranges the Monitoring Engine will send notifications and propose corrective measures to improve the accuracy levels for specific data subsets.

The process of improving data accuracy can represent challenge, but using the corrective measure in *i3v7* Analytics Engine is easier and direct.

## ■ **ibs AMS – Forecast Visualization Portal:**

Once the forecast cycle completed, results are aggregated at different levels according to the requirements of different stakeholders such as Logistics and supply chain, Store managers, Pricing department and Finance... *i3v7* ABS information is accessible by using different applications within the suite, or via the *ibs* AMS service.

*ibs* AMS is used to view forecast data directly and perform simulations and complex “What If” scenarios. Simulations are done by changing a combination of parameters such as price, elasticity, trends, seasonal peaks, method of calculation.

*ibs* AMS also embeds optimization engine, taking full benefits of ADDM components and *ibs* Suite services and offering optimization of both Marketing and Operational strategies. Real implementations have proven the efficiency of Soft Solutions approach, providing increase in benefits without sacrificing other KPIs.

## ■ **ibs KPI – Universal Dashboard**

*i3v7* ABS is equipped with *ibs* KPI, an intuitive dashboard that enables the user to monitor different indicators of the application such as the accuracy levels, the behavior of certain products or group of products. *ibs* KPI can also group information in logical subset that can be triggered by action or events that users are monitoring.

The Dashboard can be used to drill down into different levels from Categories to single SKU and ultimately view any cross section of the data.

*ibs* KPI can also generate complex view of the accuracy and keep track of the performance of the tool while monitoring the corrective measures.

***i3v7* Analytics Business Suite is the ONE STOP Shop for all your Forecast Need.**

### **NORTH AMERICA**

1001 Bayhill Drive, 2nd floor  
San Bruno, CA 94066  
United States of America  
Tel: + 1 877 484 5757  
ss-na.contactus@ibs-softsolutions.com

### **CONTINENTAL EUROPE**

2, Allée Lavoisier  
59650 Villeneuve d’Ascq  
France  
Tel: + 33 320 414 190  
contactus@ibs-softsolutions.com  
[www.ibs-softsolutions.com](http://www.ibs-softsolutions.com)

### **RUSSIA**

23 B/20, Novaya Basmannaya Street  
Office 203, 107078  
Moscow, Russia  
Tel: + 7 495 651 09 89  
contactus@ibs-softsolutions.com