



smart cosmos

metrics

Real-time Item-level Visibility and Analytics for Retail

Challenge

Competition in retail is fierce and in-store customers expect immediate product availability, because ecommerce offers delayed fulfillment that does not suffer from stock outs. But many retailers have difficulty maintaining accurate inventory and proper allocation. Typical inventory accuracy rates in the retail industry could be as low as 60 to 70 percent. These low levels of accuracy and broken size scales lead to missed sales and disappointed shoppers.



Solution

The Metrics solution turns living product data into analytic insights, showing you what's happening in your operations, while it's happening. This allows you to sell more products and lower the costs of your operations – at the same time.

As items move through the supply chain and from the back of the store to the shelf, from the shelf to the fitting room, and finally to the POS, the identity and location of all items is constantly monitored, providing retailers with end-to-end item-level visibility and real-time analytics.

Comprehensive real-time analytics provide complete transparency of in-store business to key departments and management across the retailer organization to optimize store and shelf availability of merchandise, avoiding missed sales opportunities and dissatisfied customers.

The integrated Metrics solution is based on the state of the art product data platform Smart Cosmos combined with SMARTRAC's high-performance RAIN RFID inlays for product tags.

Benefits

- Reduce stock outs and markdowns
- Optimize inventory allocation
- Increase sales force effectiveness
- Raise customer satisfaction

Features

- Automated inventory management
- Shopper engagement analytics
- Merchandise engagement analytics
- Reporting and performance dashboards



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Cross Functional Benefits

- Supply chain optimization - Track every single product with item-level granularity and turn demand visibility into allocation efficiency.
- Store readiness - Maintain inventory accuracy of close to 100%, avoid stock outs with rapid replenishment, instantly locate misplaced items, and prevent product loss.
- Store optimization - Gain visual merchandising insights, replace manual stock counts to make life easier for your workforce, optimize markdown timing and depth, and make smarter decisions about stock allocation.
- Omni-channel consistency - Maintain the same living product data set across online and offline channels, ship directly from your stores based on your current inventory, and use inventory visibility to improve your local ads.
- Merchandise and consumer engagement - Track which products have been tried on (and how many of them were then bought), visualize consumers' path to purchase, spot issues based on data from the fitting room, and identify new rules to deduce patterns in product consideration.

Impact

Metrics empowers retailers with the ability to:

- Balance Allocation Exposure against demand
- Visualize Demand Elasticity by style
- Gain insight into Store Profitability at the Item Level
- Reduce Markdowns and improve inventory allocation
- Increase sales by reducing stock outs
- Enhance gross margins from sales lift and labor efficiencies

Contact: Sales & Customer Service

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