



Brandivio Allocation & Replenishment:

A Tailored Solution for Mid-Market Fashion Retailers

Brandivio's stand-alone allocation and replenishment solution is specifically engineered for mid-market brands and retailers who face unique challenges that traditional end-to-end planning systems do not address. Our approach eliminates the need for expensive, complex, and lengthy implementation projects typical of traditional enterprise solutions, offering a rapid, flexible, and cost-effective solution that delivers real-time, data-driven allocations resulting in quick ROI.

Key Differentiators

01 Designed for the Mid-Market Environment

Focus on Mid-Market Needs: Our solution is built for retailers operating with limited headcount and budget, unlike systems designed for large enterprises.

Agile Process Support: We preserve the unique, agile processes that have driven mid-market success by avoiding the rigidity imposed by full-scale end-to-end planning systems.

02 Rapid Deployment & Lower Total Cost of Ownership

Quick Implementation: Our out-of-the-box configuration can be deployed and customized within months—not years.

Cost Efficiency: No need for multi-million-dollar implementation projects or hefty licensing fees; our solution is priced and structured to align with mid-market operating models.

Reduced IT Burden: With a standalone solution, there's no requirement for extensive IT resources or dedicated solutions teams.

03 Elimination of Upstream Dependencies

No Need for Pre-Season Assortment & Financial Planning Systems: Unlike competitors that mandate an end-to-end planning suite (assortment planning, merchandise financial planning, etc.), Brandivio independently generates allocations inputs.

Empowering Evolving Processes: For retailers often relying on Excel or other basic tools, our solution fills in the gaps without forcing a complete overhaul of existing practices.

04 Real-Time, Dynamic Allocation

In-Season Demand Responsiveness: While larger systems lock in decisions based on pre-season forecasts, our solution continuously updates allocation inputs based on actual, real-time store and location demand.

Granular Decision Making: Dynamic allocation at the SKU and store level allows for adjustments that reflect true in-season performance, reducing the risk of misaligned inventory.

05 Advanced Automation & Exception-Based Management

Automated Daily Allocations: We automate the majority of daily allocation processes, eliminating the need for manual, multi-step processes common with incumbent vendors.

Exception-Based Alerts: Our system surfaces only those allocation exceptions that require user intervention, reducing the time spent on routine tasks by allocators.

Improved Efficiency & Adoption: By automating repetitive tasks, we enable allocators—regardless of skill level—to operate at an expert level. This lowers training requirements and reduces dependency on a large team, allowing companies to scale with fewer, more effective allocators.

Focus on Analysis: With less time spent manually ticking off each style, teams can concentrate on higher-level analysis, driving more strategic decision-making.



Brandivio Allocation & Replenishment:

A Tailored Solution for Mid-Market Fashion Retailers

06 Best-in-Class Science & Deep Retail Expertise

Proven Analytics & Algorithms: We incorporate leading retail and data scientific principles and technology ensuring robust, data-driven allocation decisions.

Industry-Specific Design: Developed from a deep understanding of the apparel retail planning cycle and best practices used by top retailers, our solution is tailored to the nuances of the mid-market landscape.

07 Expert Support

Seasoned Retail Professionals: Supported by a team of subject matter experts each with 10+ years of experience in senior planning, buying, and allocation roles across mid-market and enterprise retail.

Personalized, Trusted Partnership: We provide personalized expert support throughout the onboarding and production support process, aligning with our commitment to being trusted expert partners on our customers journey toward inventory excellence.

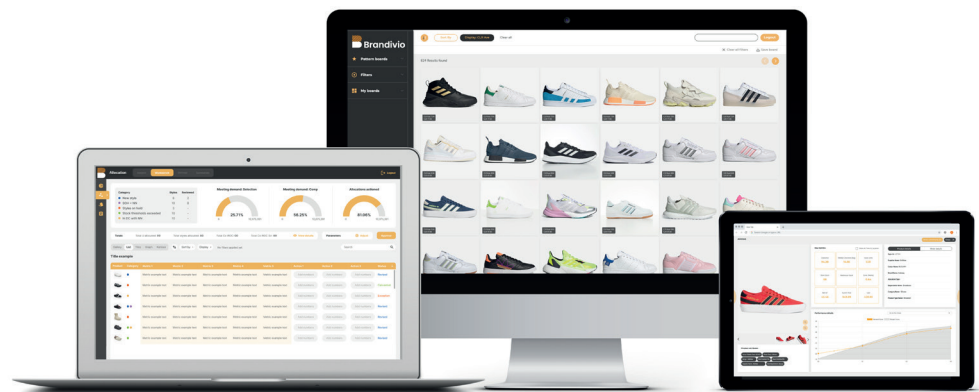
02 Scalability

Growth with Your Business: Our solution grows with our customers as their store count increases, ensuring there are no limits to scalability.

Consistent Performance: Our technology maintains high performance standards regardless of store and SKU count scale, allowing rapid expansion without rework and additional infrastructural costs.

Cost-Effective Scaling: Designed to support growth without dramatically driving up costs, making it easier for retailers to scale quickly and efficiently.

Why Brandivio over Blue Yonder, Oracle & other traditional enterprise solutions?



Simplicity vs. Complexity: Our solution is purpose-built and ready to deploy without the heavy, end-to-end integration required by larger platforms.

Cost & Resource Alignment: We provide a more affordable, scalable option that matches the staffing and budget constraints of mid-market companies.

Flexibility & Agility: Our real-time, dynamic allocation model adapts to market changes during the season, unlike systems that rely on outdated pre-season inputs.

Automation & Efficiency: By leveraging advanced automation and an exception-based management workflow, we streamline operations, reduce training overhead, and empower allocators to focus on strategic analysis rather than tedious, manual processes.