



## Retail Lynx

### Increasing Sell-through, Reducing Shrink with Correct Mix and Quantity at the Stores and on the Shipping Dock

Retail Lynx takes the guesswork and emotion out of planning mix and quantity at the store level in four ways. It uses:

- Data – historical sales by product and store, forecast, availability and store-level inventory targets.
- Strategic targets – service levels, sell-through, store-level inventory targets.
- Objective, fact-driven technique – the FlowVision® Statistical Kanban™ algorithm
- Consumption-driven replenishment – customer demand pulls products from the dock to the stores and from the growing areas to the dock.

Retail Lynx applies a patent-pending statistical analysis to historical sales data and recommends a reorder point (ROP) for each product at each store. This ROP supports the grower's strategic service-level and sell-through targets. Retail Lynx also accommodates product MOQs (minimum order quantities, such as a rack's worth) and order multiples (such as a shelf's worth).

The planner analyzes the recommended ROPs and modifies them as required based on forecast, availability, weather and dollar-value targets. As actual sales consume product on-hand at each store, on-hand quantities drop below ROP, triggering a replenishment of consumption.

For growers selling to big box stores and independent garden centers, Retail Lynx provides the stores' buyers with recommended store-level mix and quantity.

Retail Lynx's user-friendly screens and graph-based displays enable quick, visual, exception-driven analysis.

FlowVision's expert consultants ensure that Retail Lynx interfaces properly with the grower's data sources and business systems, and that all users receive the proper training.

## Features

- Objective, statistically-determined, service-level-driven mix and quantity targets by product
  - At each store
  - On the shipping dock
- ROP logic supports replenishing based on consumption – pull, not push
- ROP and MOQ values can be uploaded as business-system item-master parameters
- Results accommodate historical demand, forecast demand, availability and dollar-value targets
- Analyzes sell-through data at the store-product level
- User-friendly and intuitive

## Benefits

- Increased sell-through, typically to 95% or more
- Reduced shrink, typically to 10% or less
- Fresher product in the stores
- Increased productivity, usually 20% - 40%, in shipping
- Reduced planning time
- Cost-effective software solution

### Sales by SKU and Stores

### Retail Lynx Main Screen Showing Different ROP Options

The screenshot shows the Retail Lynx software interface. At the top, there are menu options: File, Edit, SKU, Store, Report, Help. Below the menu are two line graphs: 'History' on the left and 'Forecast' on the right. The 'Forecast' graph shows a rising trend. Below the graphs are several input fields for 'Item Number', 'Buyer Name', 'Planner Name', 'Region', 'Supplier Name', 'ROP Threshold', 'OH+OO < ROP', 'SKU', 'Store', 'Description', 'SOI \$', 'PAIS \$', and 'ROP \$'. A large data table is displayed below the input fields, showing columns for Item Number, Description, Region, Target Service Level, CT2R, Recomm MOQ, Adjust Start Date, Current Start Date, Daily Average Usage, Historical ROP, Available ROP, Target ROP, Manual Kanban Override, ROP Option, Current ROP, ROP Value (\$), Kanban, Actual On Hand, and Actual On Order. The table contains multiple rows of data for various flower products.

| SKU   | Store Code | Ppt Number | ABC Class | Percent Sales | Available ROP | Manual Override | Available Rack | Rounded |
|-------|------------|------------|-----------|---------------|---------------|-----------------|----------------|---------|
| 25022 | 102        | 25022-102  | B         | 1.57%         | 1,511         |                 | 0              | 1       |
|       | 114        | 25022-114  | B         | 1.37%         | 1,421         |                 | 0              | 0       |
|       | 33         | 25022-33   | B         | 1.32%         | 1,420         |                 | 0              | 0       |
|       | 105        | 25022-105  | B         | 1.24%         | 1,402         |                 | 0              | 0       |
|       | 108        | 25022-108  | B         | 1.18%         | 1,320         |                 | 0              | 0       |
|       | 102        | 25022-102  | C         | 1.16%         | 1,276         |                 | 0              | 0       |
|       | 104        | 25022-104  | B         | 1.15%         | 1,262         |                 | 0              | 0       |
|       | 101        | 25022-101  | B         | 1.07%         | 1,021         |                 | 0              | 0       |
|       | 106        | 25022-106  | C         | 1.06%         | 1,040         |                 | 0              | 0       |
|       | 107        | 25022-107  | C         | 1.06%         | 1,040         |                 | 0              | 0       |
|       | 103        | 25022-103  | B         | 1.06%         | 1,040         |                 | 0              | 0       |
|       | 102        | 25022-102  | C         | 1.03%         | 1,030         |                 | 0              | 0       |
|       | 100        | 25022-100  | C         | 1.03%         | 1,030         |                 | 0              | 0       |
|       | 143        | 25022-143  | C         | 0.99%         | 1,027         |                 | 0              | 0       |
|       | 104        | 25022-104  | C         | 0.93%         | 1,000         |                 | 0              | 0       |
|       | 109        | 25022-109  | C         | 0.91%         | 1,000         |                 | 0              | 0       |
|       | 148        | 25022-148  | C         | 0.88%         | 1,204         |                 | 0              | 0       |
|       | 112        | 25022-112  | C         | 0.88%         | 1,204         |                 | 0              | 0       |

