Turning Vision into Reality

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).

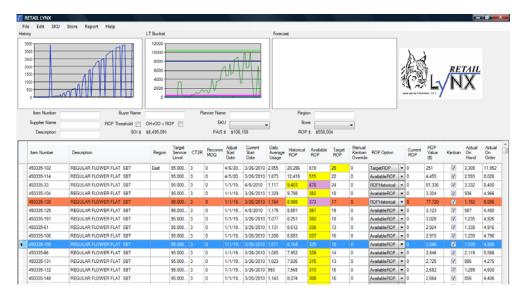
The planner analyzes the recommended ROPs and modifies them as required based on forecast, availability, weather and dollar-value targets. As actual sales consume product on-hand at each store, on-hand quantities drop below ROP, triggering a replenishment of consumption.

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.

Flow Vision'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.

Retail Lynx Main Screen Showing Different ROP Options



FlowVision® The Lean Business & Supply Chain Consulting Group

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 itemmaster 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

