

VELTIO

DECISION SUPPORT SYSTEMS

FOR RETAIL



VELTIO

VELTIO MEANS BETTER*

Veltio offers consulting and implementation services for the Analytical, Planning and Optimization applications of the Oracle Retail Platform:

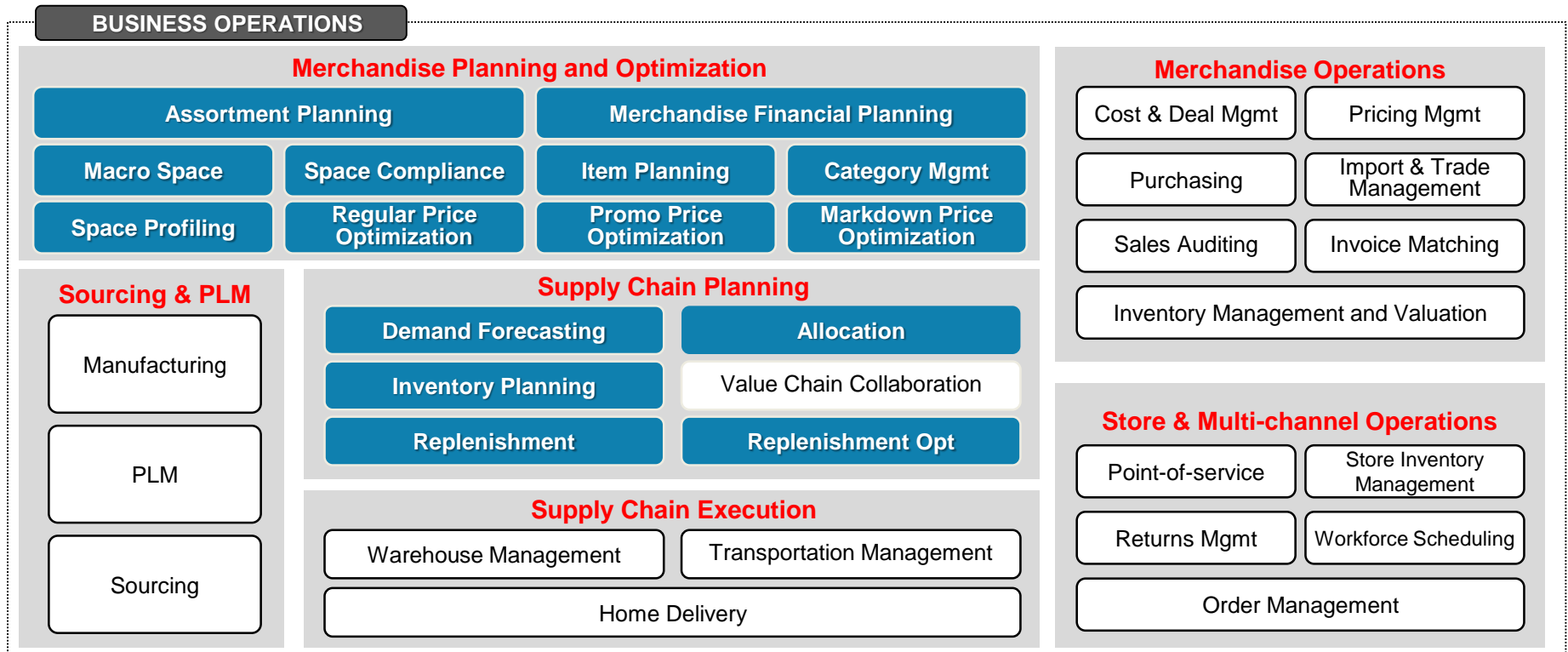
- Oracle Retail Demand Forecasting (RDF)
- Oracle Retail Merchandise Financial Planning (MFP) and Item Planning (IP)
- Oracle Retail Advanced Inventory Planning (AIP)
- Oracle Replenishment Optimization (RO)
- Oracle Retail Markdown Optimization and Regular Price Optimization
- Oracle Retail Assortment Planning (AP)
- Oracle Space Optimization (SO) and Category Management (CM)
- Any other RPAS-based application

Veltio has one of the largest and **most experienced** teams of Oracle RPAS consultants worldwide

Our international presence allows us to combine **deep expertise** with **low-cost development** capabilities so as to maximize the return on investment for our customers

* Veltio literally means “better” in Greek

ORACLE RETAIL FOOTPRINT



SERVICES

- Business Process Consulting
- Solution Design and Change Management
- Configuration and Development
- Post-Deployment Support
- Optimization Services:
 - Forecast Optimization
 - Replenishment Optimization
 - Inventory Optimization
 - Price Optimization
 - Markdown Optimization

OUR UNIQUE EXPERTISE

- Our principals are all former Retek/Oracle consultants with 10+ years of implementation experience ranging from planning to forecasting to replenishment
- Veltio has been the prime integrator for several of the largest Oracle RPAS deployments anywhere

TESCO

Sainsbury's



Carrefour 



- We have more years of experience developing, configuring and modifying RPAS applications than any other integrator
- We can help our clients through the entire solution lifecycle, from business process design, to development and deployment, to post-live support

VELTIO INNOVATES ON RPAS

Based on our long experience in retail and with the Oracle RPAS platform we also offer several pre-packaged configurations of Oracle Retail applications targeted to mid-size retailers

- **QuickPlan Merchandise Financial Planning**
- **QuickPlan Assortment Planning**
- **Veltio Allocation/Packing/Execution (APX)**: this RPAS module can be added to Oracle RDF and/or Assortment Planning to provide inventory tracking and point-ordering capabilities including complex pack allocation and multi-tier replenishment

WE ONLY HAVE HAPPY CLIENTS

“I was impressed with Veltio and their delivery to commitments. Not once did I have issues with any of their team on site from a budget or delivery perspective. Ideas were forthcoming along with potential benefits we could associate to them. I would have no hesitation in getting Veltio back on site if I were to do anything like this again.”

Business Systems Manager, Tesco UK

“Farm and Home was amazed at the expertise of the Veltio Team. Our quick and efficient implementation has enabled us to quickly see the benefits of accurate forecasts. We could not have done this without the commitment of the Veltio team. Their commitment and knowledge helped transition the project on time and on budget. We are totally confident the project was successful only with the leadership and work ethic Veltio provided. Any additional needs have also been assessed quickly with exceptional turnaround time.”

Inventory Manager, Orscheln Farm & Home

EXPERIENCE – FASHION / MEDIA

FOREVER 21®

 спортмастер

deckers
OUTDOOR CORPORATION



 LANDMARK
GROUP



SELFRIDGES & CO



Michaels
THE ARTS AND CRAFTS STORE®

GALLERIES
Lafayette

Sams^onite®



Bhs

ALDO



ESTÉE LAUDER



LOEHMANN'S

Stein Mart
once you go you get it



VELTIO

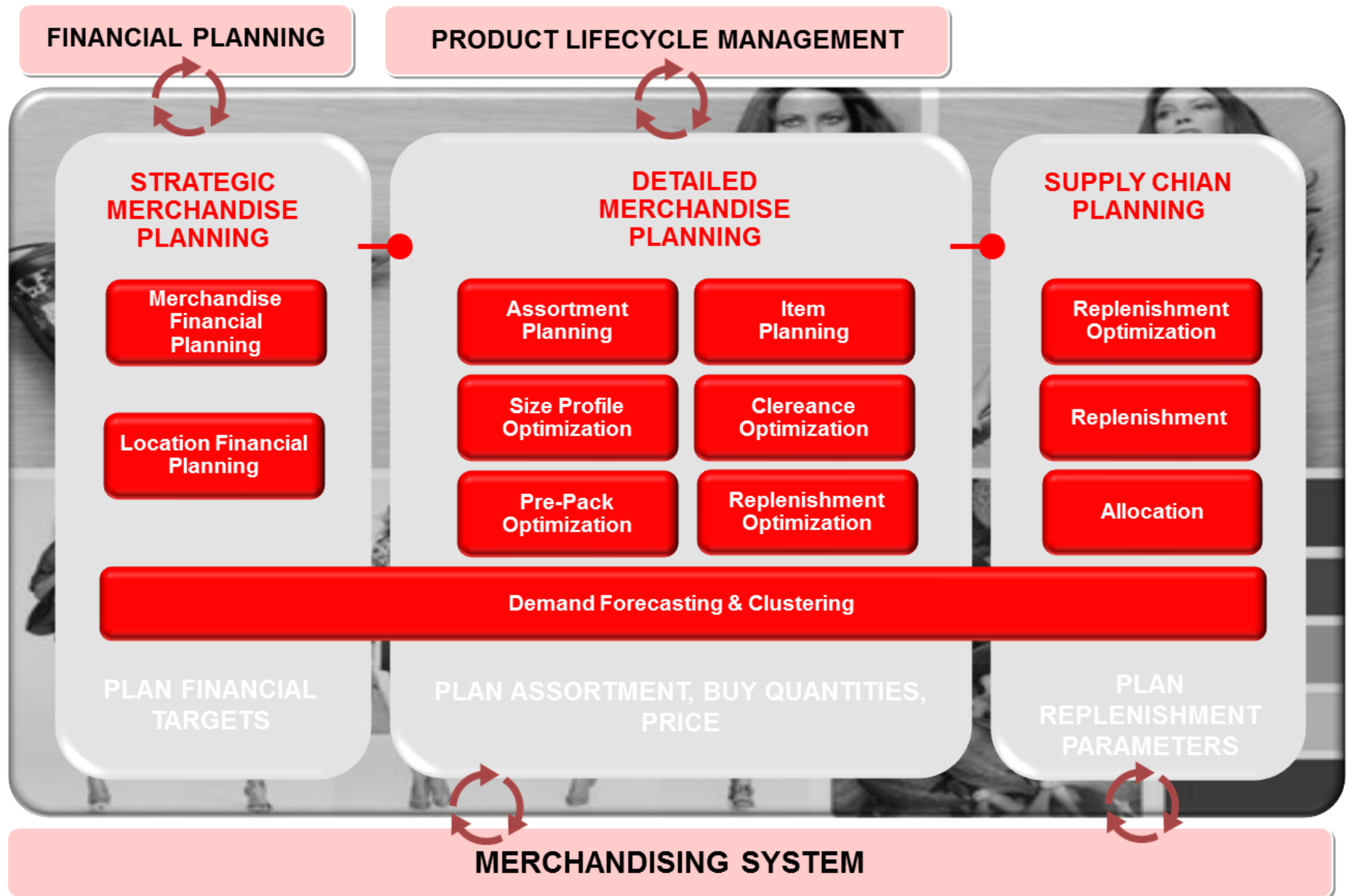
EXPERIENCE – GROCERY / DISCOUNT



INTRODUCTION TO RETAIL PLANNING SOLUTIONS

OVERVIEW

RETAIL PLANNING



MERCHANDISE PLANNING & OPTIMIZATION

MPO groups together a collection of products that all operate within the planning space.

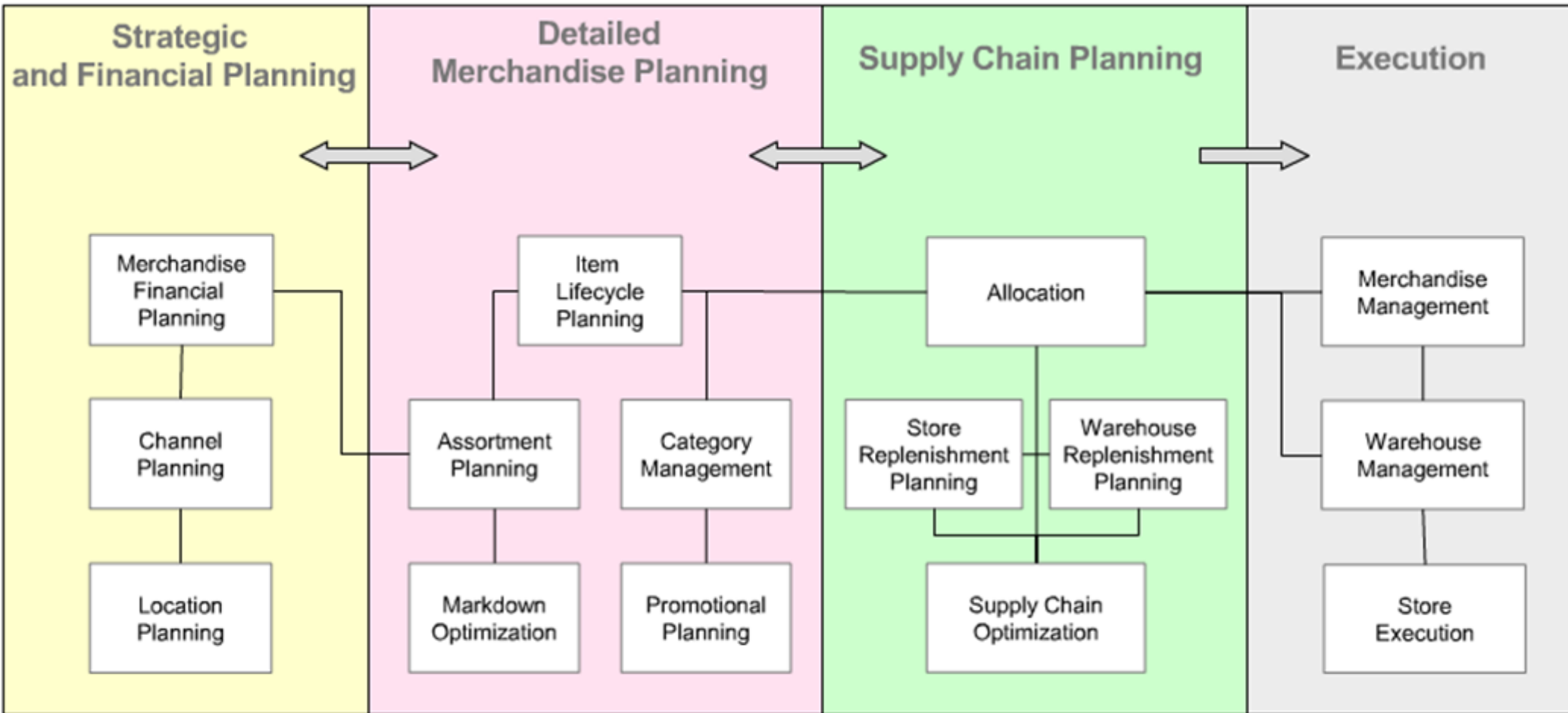
- Allocation
- Assortment Planning (AP), Size Profile Optimization (SPO)
- Category Management (CM)
- Demand Forecasting (RDF)
- Item Planning (IP)
- Macro Space Optimization (MSO)
- Markdown Optimization (MO)
- Merchandise Financial Planning (MFP)
- Regular Price Optimization (RPM)
- Retail Workspace

SUPPLY CHAIN PLANNING & EXECUTION

Groups together products focused on execution tasks within the supply chain.

- Advanced Inventory Planning (AIP)
- Demand Forecasting (RDF)
- Replenishment Optimization (RO)
- Warehouse Management System (WMS)
- Transportation Management (OTM)

INTEGRATED PLANNING WORKFLOW



Imbedded Retail Science – Forecasting & Optimization

Analytical Insight Services – Dedicated Science Team

MERCHANDISE FINANCIAL PLANNING

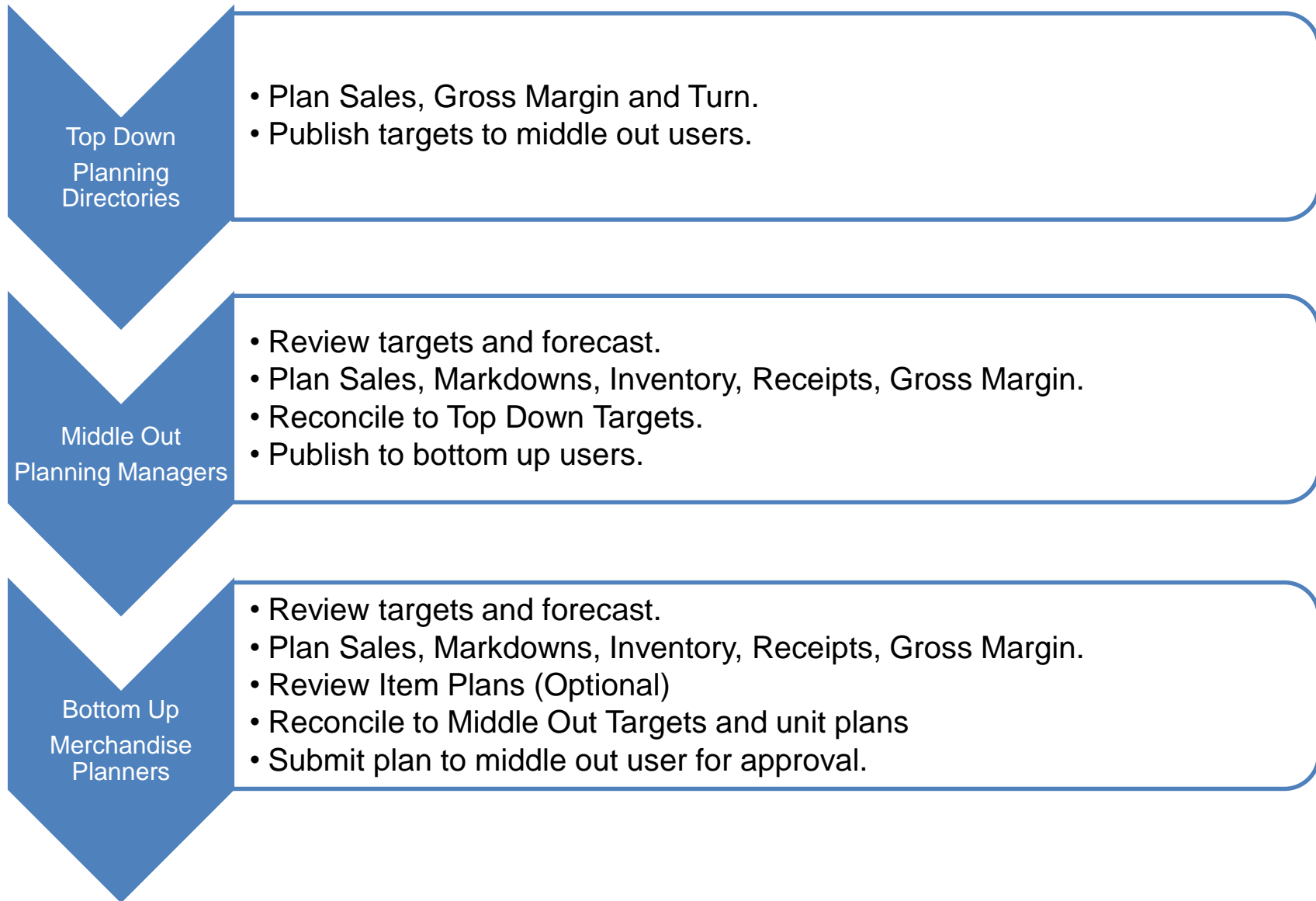
WHAT IS MFP?

- A compilation of sales, inventory and gross margin targets
- Representative of the strategic goals of a company
- Developed at different organizational levels within the company
- Both Pre-season and In-season.
- It's **goal** is to put together financial goals that serve as a basis for lower level plans and execution.

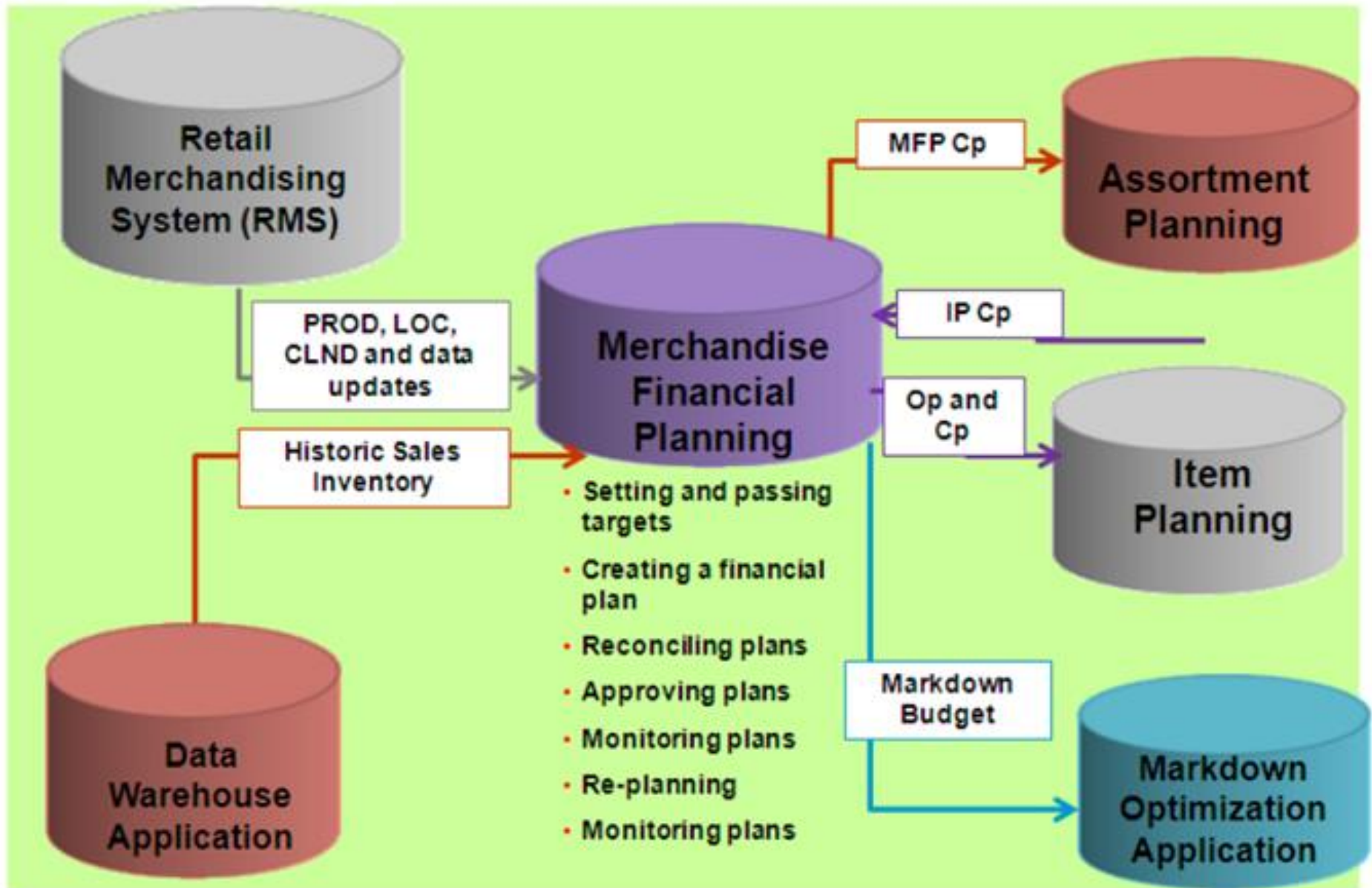
Right **Product**
Right **Location**
Right **Time**
Right **Quantity**



BUSINESS PROCESS FLOW



MFP DATA FLOW



RETAIL DEMAND FORECASTING

RDF OVERVIEW

- **Not a sales forecast, but a demand forecast**
- Predict future demand based on past data
- Forecast quality improves **with data quantity and quality**
- Forecast accuracy decreases the longer we look ahead
- **Short-term Goal:** Predict demand at store or warehouse level ahead of lead times → optimize inventory
- **Long-term Goal:** plan purchasing and/or production → increase margins
- Not an exact prediction of units out the door **but a qualified estimate of demand at a given** point in time
- Demand Forecasting needs repeatable demand behaviors
- Reduces business workload by focusing attention on problematic and/or profitable lines

RDF PROCESS

