# DemandView *Replenish*®

**DemandView Replenish® extends the insights provided by DemandView Essential® with predictive analytics and exception reporting to help retailers and suppliers proactively identify and address supply chain issues as they increase inventory efficiency and reduce out of stocks.**

## Avoid Out of Stocks While Keeping Inventory Low

Get unprecedented visibility into key supply chain measures and analytics in each DC and store, including current daily inventory, sales and planned shipments at the item/store/day level. By highlighting exceptions, DemandView Replenish allows supply chain managers to quickly address issues in real time to lower out of stocks, reduce inventory costs and spoilage, and improve customer satisfaction.

## Make More Strategic Supply Chain Decisions

With visibility into forecast demand and current inventory at the item/store/day level, supply chain managers can make more strategic decisions about which stores to ship to when confronted with shortages or delays.

## Be Ready for All Phases of Promotions

Provides total visibility into active and upcoming promotions for all stores serviced by different DCs, helping you ensure that enough product is available in DCs and in stores to meet promotion-driven demand. Monitor promotions in flight to optimize supply and exit without excessive inventory.
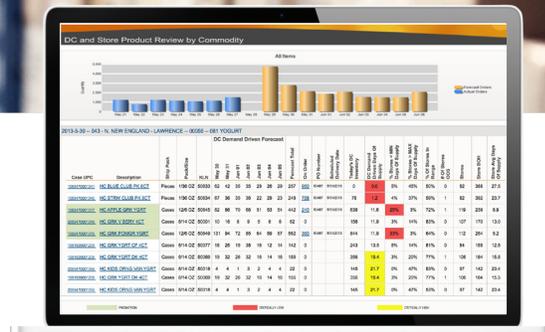
**Benefits:**

Prevents out of stocks

Lowers inventory carrying costs

Reduces spoilage

Maximizes promotional sales

Improves new item introductions

Improves customer satisfaction through better product availability

**Used for:**

- Out of stock prediction & prevention
- DC inventory management
- Purchase order & shipment planning
- Supply chain planning for promotion execution

**Used daily by:**

- Supply Chain Managers
- Distribution Center Managers
- Buyers
- Supplier Account Teams
- VMI Analysts

Align supply and inventory levels based on demand

SUPPLIER

See beyond the DC into every store

DC

See current inventory levels for any store at any time

RETAILER

| | KEY FEATURES | BENEFITS |
|---|---|---|
| **DC and Store Product Review by Commodity** | • Identifies items that have critically low or high inventory levels, based on specific thresholds used as indicators of general supply chain health. | • Improve ongoing baseline supply chain efficiency, reduce excess inventory carrying costs, reduce spoilage and lower out of stocks. |
| **Exception Reports—High & Low Inventory** | • Alerts on items that exceed or fall below days-of-supply threshold, indicating excessive inventory or imminent out of stocks.<br>• Rolls up daily store-level demand to DC level to pinpoint critically high inventory levels. | • Eliminate excessive inventory to reduce inventory carrying costs and spoilage, improve the efficient use of DC space, and increase customer satisfaction through fresher product.<br>• Reduce out of stocks, increase revenue and improve customer satisfaction through better on-shelf product availability. |
| **Current and Upcoming Promotions by DC** | • Details active and upcoming promotions and which items are included for all stores serviced by a DC.<br>• Has option for promotions view that includes distribution center and commodity. | • Make better supply chain decisions for orders, shipments and inventory levels in DCs on promoted items to more precisely match supply to store-level promotional demand.<br>• Reduce out of stocks on promoted items to maximize sales. |
| **Promotion Management** | • Combines store inventory, DC inventory and future sales forecasts for promoted items on a daily basis.<br>• Provides projected store orders for promoted items for the next seven days, matched to current inventory and planned new shipments into DCs.<br>• Details current balance on hand and average days of supply for promoted items in stores and DCs.<br>• Highlights stores out of stock and above or below max or min target inventory levels for promoted items. | • Maximize the impact of promotions by ensuring enough product is available in DCs to meet promotion-driven store demand.<br>• Identify and resolve insufficient DC promotional inventory before it impacts sales.<br>• Quickly adjust purchase orders upward to match increased sales over initial forecasts.<br>• Inform "final buy" decision to help ensure that an optimal inventory level will remain post-promotion. |

## Market6®

**To learn more or request a demo, contact us:**
800.371.1725
info@market6.com
**market6.com**

More than 1,000 CPG companies and retailers collaborate using Market6 to optimize retail operations every day.

Market6 provides web-based retail collaboration solutions with advanced analytics built in to help retailers and suppliers drive insights, make smarter decisions and deliver measurably better results.