



## Planning and Optimization

Re-think merchandise planning processes and strategies to quickly adapt to market dynamics

Let's Discuss Your Planning Needs

## Planning and Optimization

### Better control and collaboration with enterprise-wide planning

In retail, it all starts with a plan. While this has always been true, the rise of digital commerce and the advent of omnichannel customer journeys have created an environment where operational alignment and execution, data transparency and synergy between the entire retail enterprise are more critical than ever. Today's most successful retailers rely on comprehensive planning solutions to drive the strategic and executional framework they need to shape and optimize assortments, store allocations, pricing, promotions and item lifecycle. Recognizing that each retail vertical and category of merchandise has its own unique demands, it is challenging for many brands to sharpen their planning processes without the help of seasoned retail and planning technology experts. In light of these constraints, retailers around the world are turning to Logic for industry-leading planning support to rise above competitors and turn their business vision into reality.

One of the greatest advantages of adopting a robust Planning and Optimization solution is the rapid return these solutions offer through a smart implementation plan. Logic's Planning Optimization Practice combines experienced teams of merchandise planning business consultants, technical consultants and retail scientists, empowering our clients by deploying highest-value returns first. This approach accelerates ROI and allows retailers to draw maximum effectiveness from their solutions as quickly as possible. Through innovative implementation methodologies and streamlined solutions, Logic's Planning and Optimization Practice offers smart, cost-effective planning solutions that cater to both short and long lifecycle/seasonal markets. Logic's team provides retail businesses with science-based decision support tools and other resources that foster intelligent, feasible planning objectives, minimize lost sales and maximize margins through smart and timely data-driven decisions.



# Key Benefits of Planning & Optimization Solutions by Logic

The experience you need to quickly begin seeing value from improved visibility and standardized planning processes



## Logic's Planning and Optimization Solutions

At Logic, we develop and implement retail planning solutions that deliver the advanced capabilities needed to forecast and plan location and channel-level inventory to maximize returns. These solutions also reduce channel service costs, make positive impacts on company margins and provide superior service for customers. Our Planning and Optimization team can enhance your retail business planning through three core offerings:

### ● Merchandise Financial Planning

Many retailers begin their journey into enterprise-level predictive planning tools with a foundational Merchandise Financial Planning solution. By using this resource to create a single, enterprise-wide plan, retailers can assess and refine their inventory

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### ● Assortment Planning

Assortment Planning solutions enable retailers to quickly develop the breadth and depth of their product offering with the power of additional targeting, allowing buyers and analysts to create localized assortments of merchandise that align

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### ● Retail Demand Forecasting

Retail demand forecasting enables development, reconciliation and approval of detailed financial plans at an aggregate level. This invaluable asset also allows your business to translate your wealth of data into meaningful, actionable insights and accurately

[Expand](#)

Beyond these core planning services, Logic bears deep experience in planning, implementing, deploying and supporting the following planning and optimization solutions:

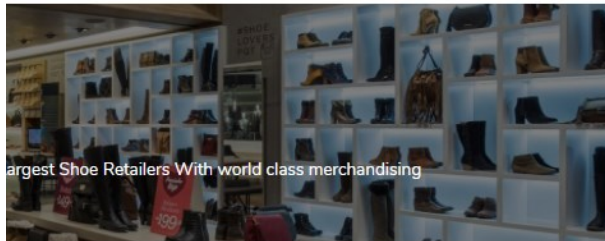
- Category Management
- Item Planning
- Macro Space Management
- Clearance Optimization
- Regular Price Optimization
- Size Profile Optimization

Logic's highly refined methodology and baseline solution configuration provide early exposure to the core functions and capabilities of each solution. Because these are tailored directly to the strategic planning hierarchies and roles of your business, your team rapidly gains familiarity with the new tools before they are deployed, allowing them to make more informed decisions during the implementation process.

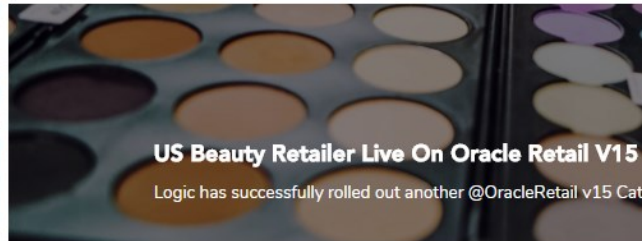
With detailed expertise across every retail planning and optimization module imaginable, you can rest assured that Logic will deliver all of the services and support your company needs to provide the highest level of satisfaction and optimized shopping experiences for its customers, pulling optimum value from your technology investments and fostering peerless business value

## Plan Your Retail Success With Logic

With the assistance of Logic's Planning Optimization Practice, your retail business can obtain the tools and technical expertise it needs to attain marked ROI improvements and maximize the performance of its technology solutions through superior planning initiatives. We can also provide early exposure to the core functions of each solution (tailored to the strategic planning hierarchies and roles of your business), building familiarity and enabling your team to make well-informed implementation decisions. Through collaboration and proven planning strategies, Logic will help your business achieve continuous retail commerce that meets and exceeds the growing needs and expectations of your customers, encouraging phenomenal business success.

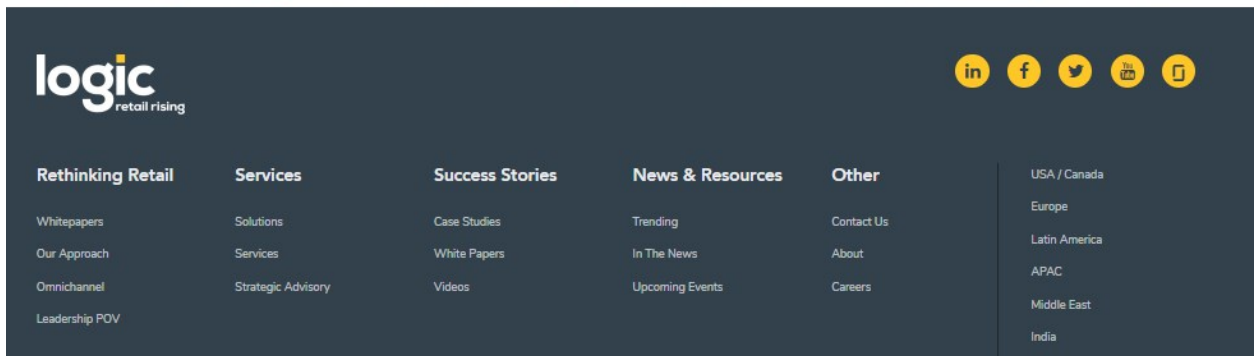


Largest Shoe Retailers With world class merchandising



### US Beauty Retailer Live On Oracle Retail V15

Logic has successfully rolled out another @OracleRetail v15 Cat



**logic**  
retail rising

in f t y u

<b>Rethinking Retail</b>	<b>Services</b>	<b>Success Stories</b>	<b>News &amp; Resources</b>	<b>Other</b>	USA / Canada
Whitepapers	Solutions	Case Studies	Trending	Contact Us	Europe
Our Approach	Services	White Papers	In The News	About	Latin America
Omnichannel	Strategic Advisory	Videos	Upcoming Events	Careers	APAC
Leadership POV					Middle East
					India