



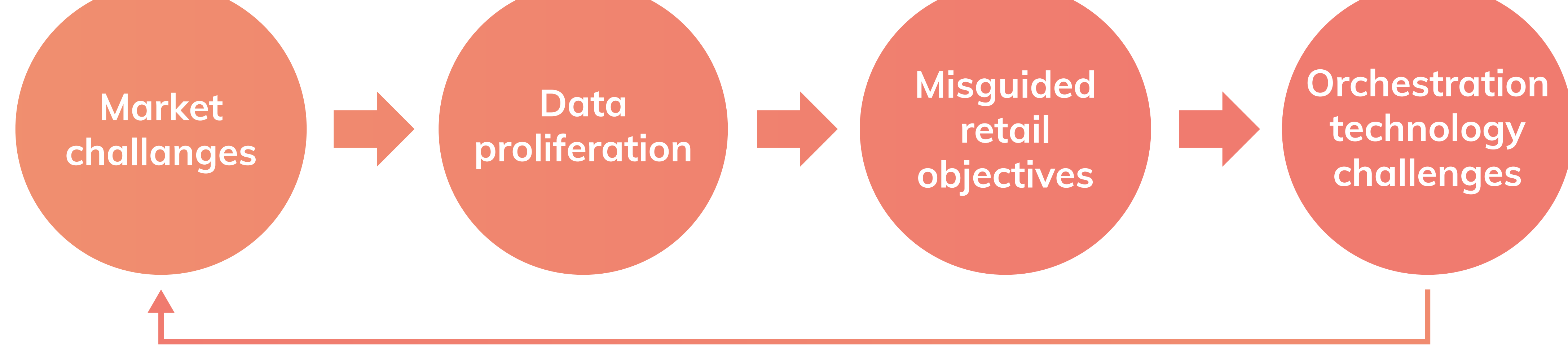
The Intelligent Retail Planning Framework

The essential four-step process to better decision-making.



99.6% of retailers have implemented some form of planning tools.¹ It's a telling statistic and a clear indicator that retailers see planning tools as an absolute imperative to operational planning.

However, effective retail planning has become immensely complicated because of:



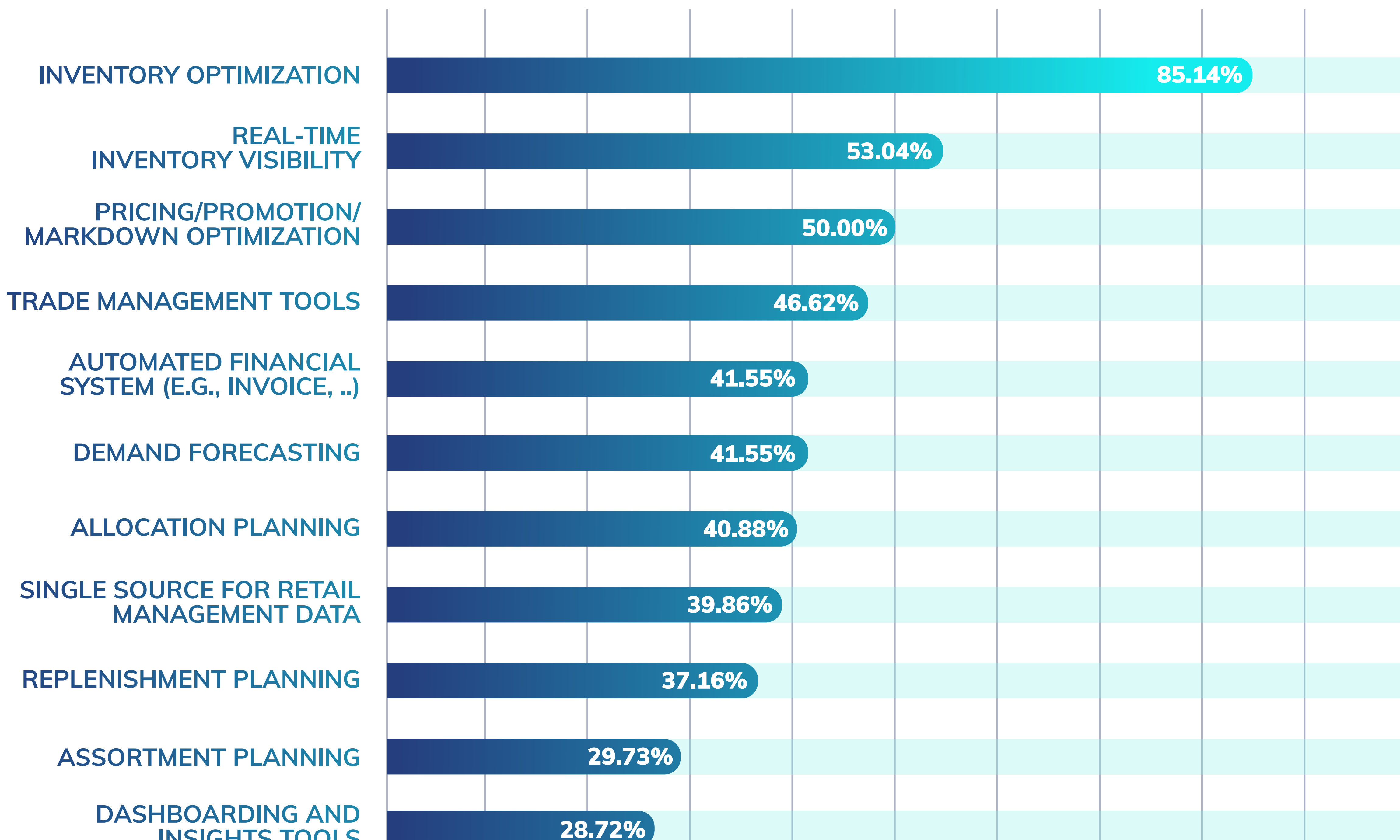
Planning complications translates into:



Where are retailers investing in planning and merchandising tools?

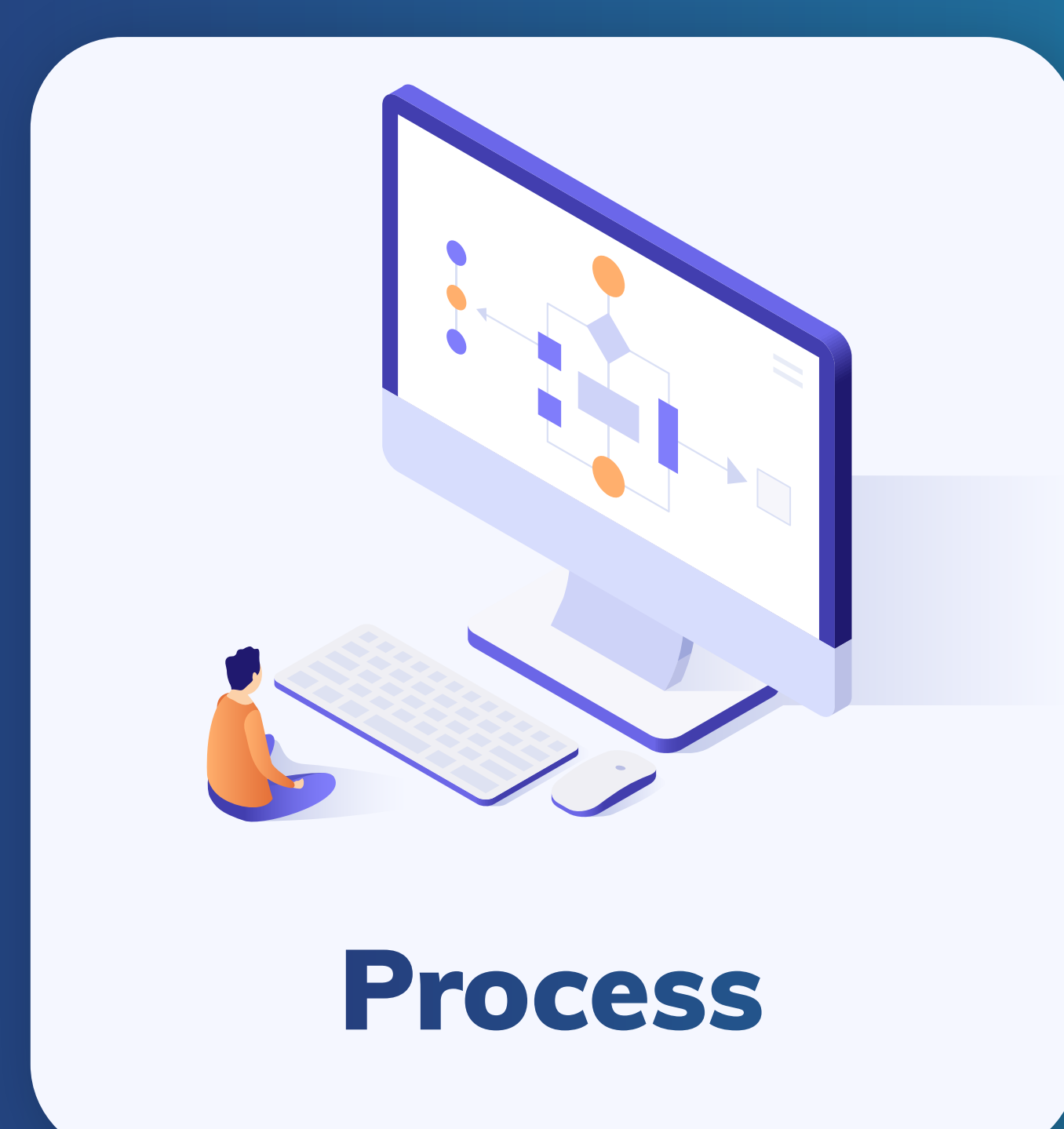
Retail Planning & Merchandising Initiatives

Retailers are increasingly investing in planning and merchandising tools to help them make better decisions about product assortment, inventory levels, and pricing. The table highlights which initiatives receive the most investment.



Key planning initiatives start with inventory management. Inventory is one of the most significant investments in keeping a retailer's business agile and profitable in today's disrupted environment.

No matter where planning initiatives lie, retail planning has ONE critical purpose... **to improve business outcomes**. When planning is not achieving target goals there are three critical areas that can be negatively impacted.



Process



Data



Execution

To keep process, data, and execution all on track, a **new decision-making framework is imperative**.

The value of better decisions

Effective planning helps retail leaders make decisions. These decisions translate into better business outcomes.

+5-10%

increase in first year ROI for demand planning and S&OP.

+20%

ROI increase for consecutive years.

+8%

ROI when launching enhanced assortment planning initiatives.

How do you achieve retail planning excellence?

How? With Intelligent Planning, Board's new approach to effective, agile, impactful planning activities. Intelligent Planning opens new pathways by:



Setting the data house in order



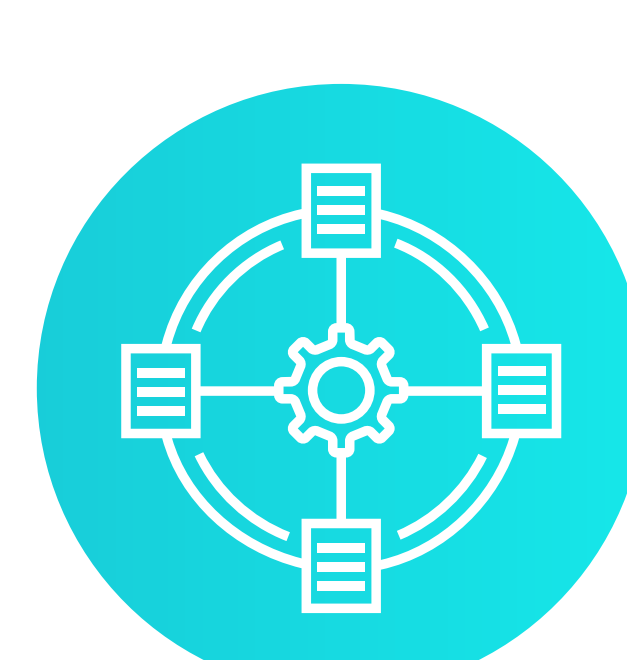
Preparing a planning process and schedule



Sticking to plans



Measuring outcomes



Prioritizing focus

Retailers can leverage retail planning excellence by starting with intelligent retail tools. This doesn't just mean having tools in place, but also the infrastructure, people, and processes to support tool effectiveness.

Download the IDC InfoBrief.

The IDC InfoBrief provides the latest insights on Intelligent Retail Planning. These techniques use a decision-making framework that leverages data, AI, decisions, and outcomes.

Click below to download the report and gain invaluable insight into how you can overcome key challenges in the retail sector, achieve retail planning excellence, and drive better business outcomes.



[VIEW INFOBRIEF](#)

¹ IDC, 'Global Retail Operating Models Survey 2022', Oct 2022