



# Enterprise Planning for Open-to-Buy

## Industry challenges



### Disparate systems and siloed processes

Drives poor forecast accuracy and unprofitable buying decisions.



### Supplier uncertainty

73% of fashion retailers face challenges related to supplier delays and disruptions, which can impact OTB planning and result in missed sales opportunities.

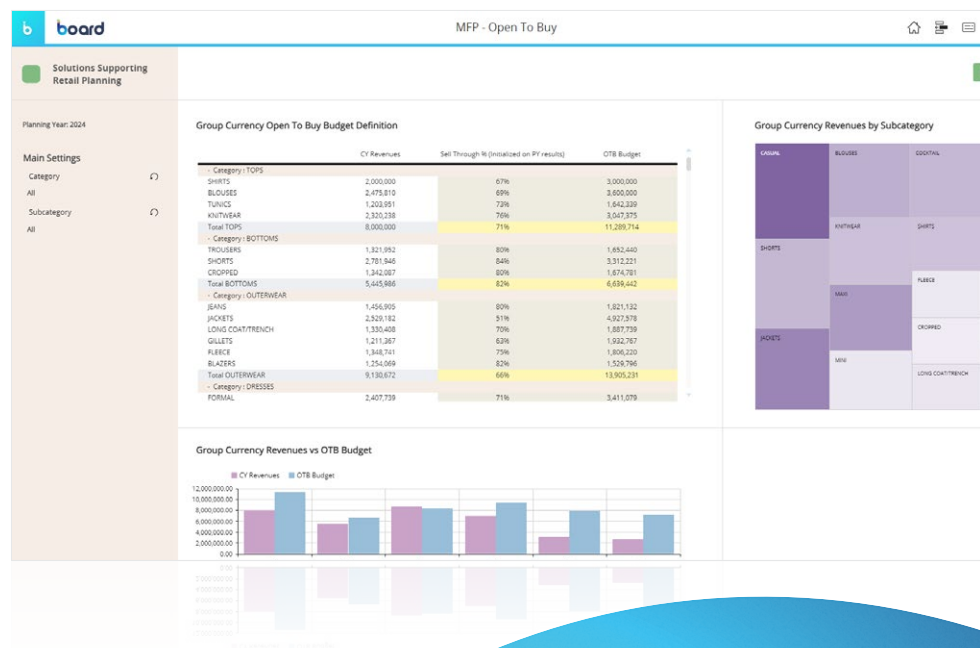


### Seasonal inventory fluctuations

Without dynamic OTB, seasonal fashion items account for nearly 60% of all sales.

## Intelligent Open-to-Buy in Fashion Retail

Make informed buying decisions, optimize inventory levels, and improve profitability with a structured and integrated OTB process that enhances planning and execution.



## Key benefits



Maximize sales and profit margins with optimized buy and execution.



Ensure optimal supplier performance and inventory levels to meet demand.



Streamline merchandise planning with a unified platform.

# A comprehensive range of capabilities:



## Integrated merchandise planning

Facilitate accurate and effective merchandise planning by providing a clear budget and guidelines for purchasing products.



## Pre-season Open-to-Buy support

Quickly determine and explore different scenarios for future orders by category and month.



## Omnichannel retail planning

Allocate budgets across store and online to ensure inventory is distributed appropriately to meet customer demand.



## Improved accuracy

Align purchasing decisions with precise customer demand forecasts at product and channel level for optimal in-season decisions and balanced assortment.



## Integrated demand planning

Adjust purchasing based on seasonal variations, customer trends, and other demand factors for comprehensive picture across inventory planning.



## Weekly Sales, Stock, and Intake (WSSI)

Control and distribute inventory based on a combination of sales, forecasting, and stock data to maximize profitability and minimize markdowns.

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