



# How does Alloy stack up to the competition?

Based on conversations with our customers and other industry members, we prepared this chart<sup>1</sup> to help you compare options to meet your demand data and analytics needs.

## Legend:

- ☑ Fully supported, integrated within application
- ⚠ Partial support and heavy manual effort required
- ❌ Not supported

	Manual reporting <sup>2</sup>	BI tool + data lake	POS analytics point solutions	Alloy platform
<b>Use cases supported</b>				
Sales and inventory reporting	☑	☑	☑	☑
OOS, phantom inventory and overstock prevention	⚠	⚠	⚠	☑
Order allocation and inventory management decision support	⚠	⚠	⚠	☑
Guided test & learn workflow to measure sales lift on promos, etc	❌	❌	❌	☑
Real-time performance vs. forecast tracking (internal, retailer or Alloy-generated)	❌	❌	❌	☑
POS-driven forecasting & demand planning	⚠	❌	❌	☑
Retailer forecast versioning	❌	❌	❌	☑
<b>Usability</b>				
Consumer grade user experience	❌	⚠	⚠	☑
Dashboards with one-click drill-downs, sorting and filtering	⚠	⚠	☑	☑
Pre-built best practice templates for retail execution	⚠	⚠	☑	☑
On-the-fly report customizations to show specific metrics, time frames, geographies, comparisons and more	❌	⚠	⚠	☑
Easily prioritize, diagnose and solve problems in one workflow	❌	❌	⚠	☑
Customized alerts to enable exception management	❌	❌	⚠	☑
Export and share dashboards internally and externally	⚠	⚠	☑	☑

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<b>Automated data collection (supported sources)</b>				
Retailer portals	⊘	⚠	☑	☑
DTC channels (E-commerce and brick & mortar)	⊘	⚠	⚠	☑
Distributors	⊘	⚠	⚠	☑
EDI 852 (Product Activity Report) and EDI 846 (Inventory Report)	⊘	⚠	☑	☑
EDI 856 (Shipment Notification) and EDI 860 (PO Change)	⊘	⚠	⚠	☑
Historical data files	⊘	⚠	⚠	☑
ERP (master data, orders, shipments, inventory, forecast, plans, network map)	⊘	⚠	⊘	☑
<b>Data harmonization</b>				
Product master management customized to reflect your hierarchy	⊘	⊘	⚠	☑
Product ID matching across internal and retailer codes	⊘	⊘	⚠	☑
Cross-retailer POS and inventory analytics	⊘	⊘	⚠	☑
Flexibly model different time granularities and fiscal calendars	⊘	⊘	⚠	☑
Comprehensive network mapping, including location coding, shipment lanes, lead times and more	⊘	⊘	⊘	☑
<b>Platform</b>				
Cloud-based	⊘	⚠	☑	☑
Built-in predictive analytics and forecast model library	⊘	⊘	⊘	☑
Unlimited user seats included	☑	⚠	⚠	☑
Single source of truth for sales, marketing, supply chain operations and planning	⊘	⊘	⊘	☑
Included Client Solutions support and training	⊘	⚠	⚠	☑
Innovative product roadmap with continuous upgrades	⊘	⚠	⚠	☑

<sup>1</sup>Based on information as of February 2021

<sup>2</sup>Reliant on analyst FTEs and Excel or Google Sheets