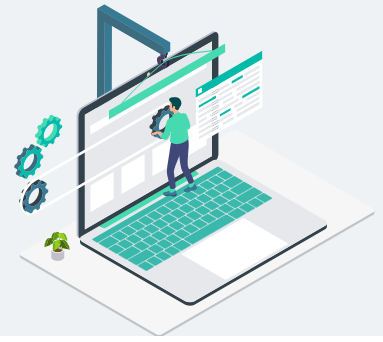


The Alloy Data Platform

Activate your data to bridge the gap between planning and execution



The Alloy Data Platform was built for consumer goods supply chain and sales data. Our solution integrates and harmonizes information from different sources across your network every day, providing your teams with the shared context they need to make better decisions.

APPLICATIONS

 Analysis

 Planning

ALLOY DATA PLATFORM

 Prediction

 Modeling
Network | Product | Time

 Integration

DATA TYPES

 POS

 E-Commerce

 Inventory

 Orders

 Shipments

 Forecasts

 Plans

 Master Data



Integration

Connect with external systems to receive raw data, cleanse it, and as desired export to spreadsheets or other systems.

- **Sources:** Alloy pulls in POS, inventory, orders, shipments, product and location master data, forecasts and plans from internal and external systems like retailer portals, EDI files, APIs, SFTPs, emailed text files (.txt, .csv, .xlsx) and ERPs, including historical data
- **Pre-built connections:** Our library of source connections continuously ingests data from internal and partner systems
- **Validation:** Alloy cleanses and verifies the recency and accuracy of data ingested from other systems
- **Destinations:** Export to CSVs or create links with other systems to push data from our cleansed database



Modeling

This component of our data platform makes it easy for anyone to slice your supply chain data by any combination of SKUs, locations and time periods.

Product: Alloy creates a signature for each SKU, so you can analyze products across supply chain tiers and partners that identify and organize them differently

- Unique product IDs across different partners and your internal language
- Pack size and unit-of-measure conversion (eaches, cases, volume, etc)
- Product hierarchies
- Additional product attributes (GTIN, colors, special editions, etc.)

Network: For each SKU, Alloy creates a digital map of how the product flows through your network along with tagging locations for geographical analysis

- Locations and location types (plants, warehouses, stores, and ecommerce)
- Shipment lanes
- Lead times
- Sales territories
- Custom location attributes (inventory targets, retail marketing, etc.)
- Aggregate or disaggregate plans or targets by SKU and location

Time: Understand the past, present or future by flexibly analyzing your data at any time interval

- Partner and internal fiscal calendars
- Granularity matching (e.g., weekly to daily)
- Forecast versioning (tracking different versions over time)
- Historical comparisons
- Aggregate or disaggregate plans or targets at the monthly level down to weekly or daily levels

Event (beta): Overlay events like promotions, displays, product launches and COVID lockdowns on the relevant SKUs, locations and time periods



Prediction

Once your data is collected and harmonized, Alloy's predictive analytics and forecasting engines create forward-looking views of your supply chain so you can anticipate stockouts and predict demand...

Simulated Metrics: Metrics that predict future states to help you sense, prioritize and diagnose problems

- Projected weeks-of supply
- Projected inventory on-hand
- Phantom inventory
- Lost sales \$ / Spoils \$

Forecasting: Choose from nine different out-of-the-box models, as well as internal or retailer forecasts

- Use sell-through or sell-in as your baseline
- Recommendation engine to help with model selection
- Models include feed-forward neural networks, machine learning, ARIMA, GAM, etc
- Forecast versioning

Other Features

- Data status page (keep track of recency, availability)
- Dynamic caching
- Source credential management
- Failure recovery
- User roles with dashboards and data permissions
- Support from Alloy's data operations team

Why Alloy

Break down the silos separating your teams. Alloy is a single source of truth for supply and demand, allowing all teams to speak the same language and collaborate more effectively.

Plan and execute based on true demand. By capturing demand in real-time at the point of sale, Alloy's out-of-the-box connectors strengthen your sales, supply chain and planning processes.

Empower everyone to make data-driven decisions in real time. Alloy eliminates the guesswork and data wrangling, so you can plan better, execute better and build a better feedback loop between the two.

To learn more, schedule a demo at alloy.ai/contact.