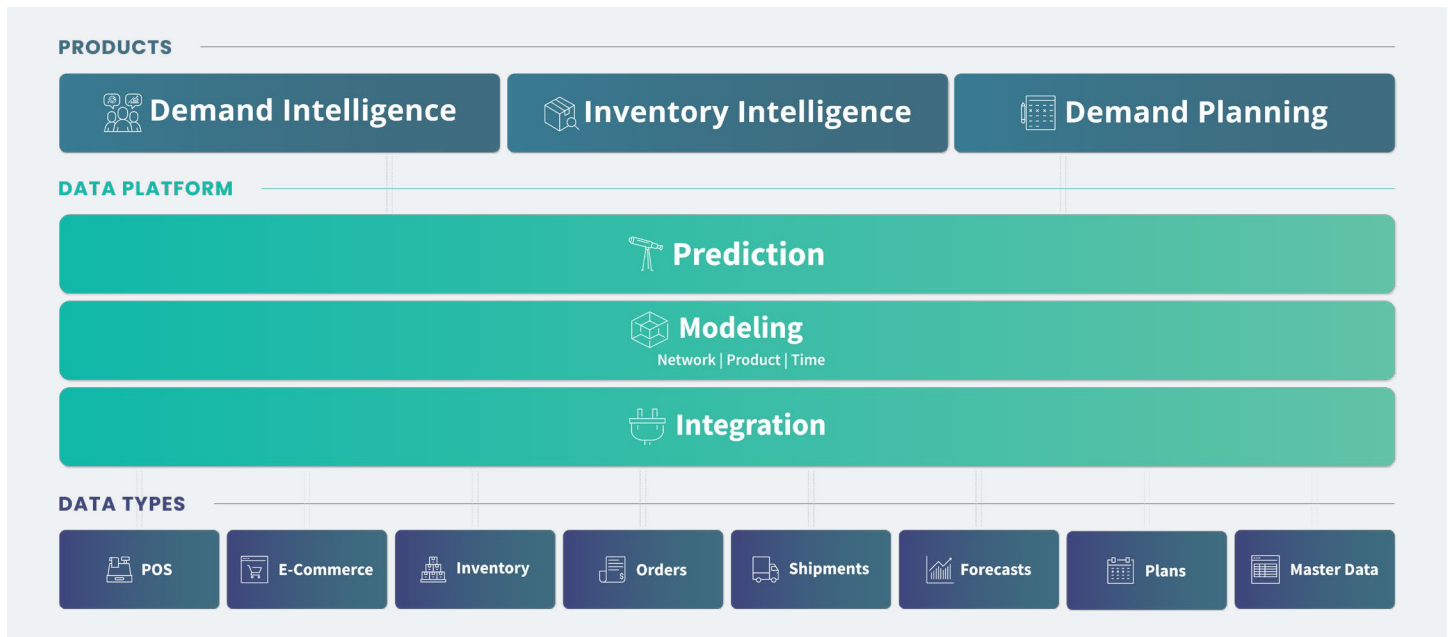# The Alloy Data Platform

The connected data platform for consumer goods companies

The Alloy Data Platform was built for data from across the consumer goods supply chain. Break down silos that separate your data, systems and teams with a unified architecture that integrates, harmonizes and enriches data from your partners and internal systems.

PRODUCTS

Demand Intelligence	Inventory Intelligence	Demand Planning

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 extracts data from your internal systems and your partners, including retailer portals, EDI files, ERP systems, data lakes, API endpoints, SFTPs, and emailed text files (.txt, .csv, .xslx)

Retailer & distributor data: Store-level POS, inventory, orders, shipments, product and location master data, POS and shipment forecasts

ERP data: DC on-hands levels & inventory targets, orders, shipments, product & location master data, shipping lanes, unit-of-measure conversion factors, POS and shipment forecasts

Pre-built connections: Our library of source connections use RPA to continuously ingest 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

Harmonize disparate data across internal and partner systems to create a unified representation of your supply chain from manufacturing to your consumer

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

- Translate product IDs across different partners and your own master data
- 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
- DMAs, sales territories and Zip Codes
- 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
- Seamless switch between 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

Events: 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
- Ongoing support from Alloy's data operations team

The central nervous system for sales, marketing, supply chain and planning

Empower everyone to make data-driven decisions in real time. Adapting to change is a team sport. By creating a feedback loop between planning and execution, Alloy's connected platform provides decision support for sales, marketing, supply chain and planning teams.

Break down the silos separating your teams. Alloy is a single source of truth for supply and demand. End-to-end visibility allows all teams to speak the same language and collaborate using real-time intelligence.

Take control of your retail partnerships. Your retailers won't always make the best decisions for your business. Empower your customer-facing teams to proactively identify risks and opportunities at the shelf, using retail insights to influence your partners' actions and build trust over time.

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