

Demand Intelligence

Empower your organization to adapt to shifting consumer demand



Demand Intelligence is a retail analytics solution for consumer goods sales, planning, marketing and supply chain teams. Starting with real-time alerts, Alloy's workflows help consumer goods companies proactively identify risks and opportunities at the shelf, using retail insights to influence buyers to take the right actions.

The costs of demand visibility gaps	With Alloy
<p>Slow to identify and respond to risks and opportunities</p> <ul style="list-style-type: none"> Necessary adjustments during product launches and key promotions are missed due to lack of data No consistent means to identify and fix out-of-stocks or unproductive retailer inventory Marketing ROI suffers due to insufficient testing 	<p>Empower your sales, marketing and operations teams to make the right adjustments in pursuit of your revenue targets</p>
<p>Limited value-add to retail partnerships</p> <ul style="list-style-type: none"> Customer-facing teams don't have the insights they need to get attention from buyers Buyers rarely take recommendations from account managers because they aren't supported by data Failure to meet retailer expectations for a data-driven partnership 	<p>Deliver consistent insights to your retail buyers, focusing more on strategic collaboration and less on negotiation</p>
<p>Inflexible reporting can't support data-driven decision-making at the speed of commerce</p> <ul style="list-style-type: none"> Inadequate visibility into promotional performance, sales and inventory trends for specific SKUs, stores and regions Leadership often doesn't know which reps, regions, SKUs or retailers need their time and attention Customer-facing teams don't have the time to cleanse and analyze data manually 	<p>Everyone from executives to analysts has the context they need to make better decisions for their segment of your business</p>

Benefits

- Protect and grow your market share**

Know where you have opportunities and risks and make sure that your sales, marketing and supply chain teams work together to take the right actions
- Forge stronger partnerships than your competition**

Get attention, build trust and drive action from your retail partners by providing account managers with the insights they need every day
- Grow distribution with your accounts**

More engaged and trusting buyers are more likely to help you gain shelf space, sell more new products and increase your store count
- Prevent lost sales and drive incremental revenue**

Proactively drive increased orders to capture opportunities, avoiding lost sales due to out-of-stocks or phantom inventory
- Invest dollars more wisely**

Test and measure all of your sales and marketing investments so you can cut bad investments and double down on what's working

Product Details

CORE FEATURES

- Unlimited user seats
 - Configurable alerts
 - Predictive & prescriptive metrics
 - Flexible dashboards & dashboard linking
 - Data harmonization
- (product ID matching, location & product masters)
 - Recommended inventory adjustments
 - Unconstrained demand
 - Lost sales \$

CONSUMER-GRADE WORKFLOWS

- Executive command center
 - Out-of-stock prevention
 - Phantom inventory detection
 - Overstock detection
 - Retailer forecast monitoring
- New item execution
 - Promotion sales lift analysis
 - Cross-channel scorecards
 - Line review templates

Use Cases

	Today	With Alloy
 <p>Collaborative replenishment</p>	Retailers can't prioritize everyone's inventory, and automated replenishment algorithms often fail to detect and rectify inventory problems	Alloy alerts you to when and where you have too much or too little inventory, quantifying the impact so you can persuade partners of the right adjustments
 <p>Test & Learn</p>	Consumer brands rarely test and measure their sales and marketing investments because A/B testing POS and inventory impacts is so manual and time consuming	Alloy allows users to easily set up a guided A/B test in real time. Measure and understand the impacts of: promotions, end-caps, in-store events, regional advertising, weather events, COVID outbreaks, and more
 <p>Line Review</p>	Modern retail buyers prioritize their most data-driven sellers, but most salespeople don't have the time or tools to consistently find demand insights	Alloy provides your salespeople with a steady stream of alert-driven insights into inventory and sales trends, empowering account managers to share data that drives action from buyers
 <p>Sales Management</p>	Sales leaders don't always know where to focus their time to drive the most impact	Alloy alerts sales executives to the reps, categories and partners that need their attention so they can effectively coach their team where it's needed most

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.