Sense. Predict. Respond.

In the era of volatile market forces, the winners will be those with a demand and inventory control tower that arms you with daily SKU-store level insights. By connecting data from all of your retailers, ecommerce, distributors, 3PLs and ERP on a single intuitive platform — you can quickly sense problems, predict issues your competitors won't see coming and respond in seconds instead of days.

Benefits of a demand and inventory control tower for consumer goods brands

Sense and adjust quickly to market and supply chain changes: Alloy.ai gives consumer goods brands an early warning system when their demand and supply are imbalanced. With near real-time visibility to demand and inventory positions from shelf to warehouse and predictive simulations on what to expect in the near future, brands can make the right decisions to reduce stockouts and minimize excess inventory costs.

Build trust by aligning teams on a single source of information: Alloy.ai gives sales, marketing, planning and supply chain operations a single source of information where C-level executives and analysts alike can see analytical views relevant to them, making it easy to collaborate on decisions, communicate to partners and build trust across all parties.

Ramp quickly and run efficiently with a purpose-built platform: Purpose-built for consumer brands, Alloy.ai has 850+ pre-built connectors that save brands from the painful and time-consuming process of manually aggregating and harmonizing disparate sources of POS data, channel inventory, ecommerce and ERP data, and maintaining those connectors.

How Alloy.ai is different

Continuous demand and inventory visibility for consumer brands – by day, by SKU, by store: Alloy.ai connects, harmonizes and continues to maintain granular retailer POS and channel inventory data, ecommerce, distributor, 3PL and ERP data to inform sales, marketing, supply chain and planning decisions.

Purpose-built insights for consumer goods brands: More than 30,000 engineering hours have been invested in Alloy.ai to build a platform with consumer goods specific KPIs and derived metrics such as out-of-stocks, lost sales, unconstrained demand and weeks of supply.

Single source of insights for all levels & roles: The ease of use, unlimited seats and intuitive workflows of Alloy.ai make it easy for every department and team member to work together to make the right decisions for the overall business within a single control tower.

Fast speed to value: Pre-defined industry best-practice templates and workflows in combination with a hands-on client solutions team get brands up and running and realizing ROI quickly.

Industry best practice insights Alloy.ai delivers to consumer goods brands

POS Sales Trends

View near real-time POS sales trends and change highlights

Lost Sales Analysis

Isolate the biggest contributors to lost sales and take action

Retail Overstocks

Proactively identify excess inventory issues

Performance vs. Forceast

Pinpoint products beating or lagging against forecast

Trusted by customers across a wide range of industries and company sizes

FERRERO

$15.9M
Annual bottom line impact with waste reduction

Valvoline

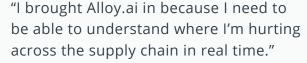### 280% sales lift
Reduced OOS by 7X by advocating a different forecast

OREGON TOOL

22%
Sales protected at Home Depot by preventing door cuts with store-level comp analysis

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"I saw Alloy.ai, and I was like 'this is the thing I didn't know I needed, and what I've been looking for.' Alloy.ai to me, makes sense. Once your teams get involved in it, and leadership gets involved in it, you really see that it becomes a game-changer in terms of analytics."

Alison Jones | VP of Operations at Billie (now part of Edgewell)

billie   Edgewell PERSONAL CARE

"I brought Alloy.ai in because I need to be able to understand where I'm hurting across the supply chain in real time."

Eric Rossi | Sr. Director of Supply Chain, North America

Valvoline

"Alloy.ai gives us a complete global view of our business, across all accounts and all regions. It allows every person in the company to access the data and utilize it to drive our business. Alloy.ai has allowed us to build trust with our retailers because it's their data, unlocking a lot of conversations."

Dave Henderson | Chief Commercial Officer

Melissa & Doug

Crayola   Dr Dennis Gross SKINCARE   Lindt   Electrolux   BRÜMATE   BOSCH   tile   Spangler

quip   ember   Melissa & Doug   SimpliSafe   NATIVE   OREGON TOOL   BIC   KETER

fridababy   TURTLE BEACH   moose   NAUTILUS   billie   SCOSCHE   bliss

Alloy.ai

To learn more and see a demo visit Alloy.ai