Retailers
Work with Suppliers to Lift Sales

TRUEDEMAND®

TrueDemand Results

TrueDemand enables you to gain the following benefits:

- **Cut Out-of-Stock by Up to 50% or More**

- **Lift Overall Sales by 1-3% or More**

- **Achieve Significant Sales Lift at Impacted SKU-Locations**

- **Empower Your Suppliers to Address Out-of-Stock and Other Issues**

- **Strengthen Supplier Relationship and Communication**

TrueDemand forges a strong alliance between retailers and their suppliers by standardizing and streamlining communication about the causes of out-of-stocks and lost sales, enabling them to join forces against sales suppression and dramatically lift sales.

When a customer comes to your store, they are usually planning to purchase something specific – whether it's a favorite brand, a particular size or a product that meets the customer's special needs. When the product is not there on the shelf, that's a lost sale – not just the one item, but potentially all the additional items the customer would have purchased that day. If this happens several times, however, you risk losing the customer permanently. How do you ensure that products are on the shelf throughout your stores when your customer wants them? You need TrueDemand.

Tackling the Challenges Behind Lost Sales

When you are out of stock, you are basically pushing the customer straight to a competitor. Keeping the products your customers want on the shelf is a challenge, however. Typically 8 percent of your products are out of stock throughout the store on any given day. This adds up to a substantial amount of lost sales. Yet your manual monthly inventory counts will not help you address this issue. This problem happens every day and must be dealt with on a daily basis. You need an automated system to identify stock-outs and other sales suppressors – such as incorrect merchandising, damaged merchandise and price non-compliance – so you can solve these problems before you lose the sale and the customer.

Your suppliers cannot resolve this problem without you. They depend on you for accurate information about your inventory and your replenishment needs. On the other hand, you cannot solve this problem yourself either. The only solution is to find a way to work with your suppliers seamlessly every day to keep products on the shelf. TrueDemand is the solution.

Gain Insight Into Sales at the Shelf

TrueDemand leverages data from multiple sources, automating the analysis of the root causes of out-of-stocks and lost sales, and quickly pinpointing and prioritizing problem areas to focus your resources.

TrueDemand also enables you to standardize and scale your out-of-stock reporting for your suppliers, providing a common playbook, metrics and system so you can work together to solve the problems behind out-of-stocks and lost sales.

TrueDemand helps retailers maximize sales through:
- Improved availability of products on the shelf
- More successful product merchandising
- More reliable price changes
- Better execution of promotions and new product introductions

Empowering Your Suppliers with TrueDemand

TrueDemand empowers your suppliers to take action and solve stock-outs and other problems that impact your sales. By delivering prioritized alerts to suppliers, with recommended actions that impact your bottom line, you take control over your store's sales performance.

With your TrueDemand service, all your suppliers receive free access to basic out-of-stock and lost sales reports by root cause, product, store, supplier and category. TrueDemand hosts all applications – meaning suppliers simply access the system via a Web browser.

The TrueDemand Advantage

TrueDemand offers powerful tools for retailers and their suppliers that deliver:

Root Cause Analysis

TrueDemand exposes the root causes of lost sales, including out-of-stocks and several other causes such as incorrect merchandising, damaged merchandise and price non-compliance.

Granular Visibility

TrueDemand offers a more in-depth view of your store's sales, inventory and demand than any other tool.

Daily Reporting

TrueDemand is the only tool of its kind that reports on retail sales performance on a daily basis, enabling you and your suppliers to react in near real time.

Industry-Leading Accuracy

TrueDemand provides the most realistic inventory estimates and demand forecasts possible with today's technology.

Forecast Optimization

TrueDemand compares your forecast against the highly accurate TrueDemand forecast and helps you optimize for higher accuracy.

Economical Scalability

TrueDemand is scalable and economical, allowing you to leverage the same advantages of the systems offered by the largest retailers – but with even higher accuracy.

Integration with Leading Retail Solutions

TrueDemand offers value-added services to customers of IBM and DemandTec retail solutions:

IBM Store Integration Framework

TrueDemand can be embedded directly into IBM's Store Integration Framework – the operating environment for retail stores using industry-leading IBM middleware – adding root cause analysis of out-of-stocks and lost sales to the IBM system.

DemandTec for Retail

TrueDemand integrates with DemandTec for Retail, providing DemandTec customers with a greater understanding of the underlying causes of out-of-stocks and lost sales during trade promotions.