Brandivio

Brandivio Assortment Optimization & Planning Solution

Transforming How Retailers and Brands Build Winning Product Strategies

For Merchandising and Planning Leaders Seeking a Smarter, Faster, More Profitable Assortment Planning Tool and Process

The Problem

Retail and brand assortment planning has outgrown spreadsheets, disconnected systems, and reactive decisions. Today's merchandising teams need unified visibility, proactive control, and margin-driving precision across every product and channel.

The Brandivio Advantage

Brandivio's Assortment Planning Solution empowers merchandise and planning teams to align top-down financial targets with bottom-up product and channel strategies — all within a centralized, intelligent platform.

From seasonal drops to never-out-of-stock basics, Brandivio helps teams plan, track, and optimize every aspect of the assortment lifecycle — with real-time visibility, predictive insights, and faster execution.

Strategic Capabilities That Drive Results

- **Centralized Planning Hub**: Connects financial goals, ERP data, and product strategies in one platform. → Eliminate silos, align cross-functional teams, and unlock margin opportunities faster.
- **Financial & Budget Alignment**: Translate top-line targets into actionable KPIs by month, product type, and channel. → Protect gross margin and manage Open to Buy with confidence. **Channel Strategy Control**: Plan and segment by channel with visibility into blended margins and inventory needs across DTC, wholesale, outlet, and e-comm.
  → Protect brand equity while hitting volume and profit targets by channel.
- **Attribute-Driven Steer Setting**: Use past performance to set steers by range structure, color, fit, logo, and more. → Build customer-centric assortments rooted in data, not guesswork.
- Fashion vs. Replenishment Planning: Separate workflows for trend-led and core styles, powered by Brandivio's Replenishment Forecaster. → Ensure on-shelf availability without overstocking or choking fashion flow.
- **Wedge & Option Planning:** Convert financial plans into SKU depth by store cluster, guided by MOQs and ASPs. → Avoid over-assorting while ensuring localization and scale. **Account-Specific Assortments**: Plan and manage assortments tailored to individual wholesale partners, factoring in their volume, margin requirements, and delivery windows. → Drive sell-in with confidence and reduce returns by aligning assortments with account-specific strategies.
- **Style Mastering & Placeholders**: Rapid style creation with built-in governance and attribute-level visibility. → Shorten time-to-market and ensure line plan integrity. **Line Plan Governance & Range Building**: Track development from placeholder to final SKU, with approval workflows by region,

channel, and key account.
→ Ensure range alignment and avoid overdevelopment by channel.

Operational Execution Meets Strategic Precision

Brandivio's platform isn't just about planning — it's about executing with speed, clarity, and agility. From order flow to in-season course correction, our solution brings merchandising teams closer to action, insight, and results.

Executional Power Where It Matters Most

- **Receipt & Stock Management**: Plan receipts by month or week at the style-color level, aligned with Open to Buy. → Control stock flow precisely, avoid bottlenecks, and stay ahead of market demand.
- **Exception-Based Dashboards**: Surface only the outliers that need attention — by attribute, price point, or category. → Spend less time digging through data, more time acting on it.
- **Critical Path Monitoring:** Track PO milestones, vendor deadlines, and delivery timelines. → Proactively manage risks and accelerate speed-to-floor.
- **Data Studio**: Analytics on Demand: Customizable reporting module for performance views by season, week, or strategy. → Drive smarter buys, sharper hindsight, and bolder future planning. **Sell-In Toolkit for Wholesale Buyers**: Generate curated assortments and performance history by buyer or account to support sell-in conversations.
  → Increase buyer confidence and drive higher order volumes.

Why Leading Merchandising Teams Choose Brandivio

- Unifies Financial + Product + Operational Planning: Breaks down silos across strategy, design, planning, and buying.
- Tailored to Apparel & Footwear Realities: Designed for the cadence, complexity, and nuance of fashion-driven retail.
- Built for Modern Retail Growth: From DTC to wholesale, from global brands to nimble verticals — Brandivio scales with you.

Plan Smarter. Move Faster. Maximize Margin.

Brandivio's Assortment Planning Solution equips retail and brand leaders to deliver the right mix, at the right depth, in the right moment — every season.

It's not just about planning products. It's about planning for profit.

Brandivio

More Strategic Capabilities

Receipt Planning & Pre-Pack Optimization

Advanced receipt planning tools support flow planning and size- or pre-pack-aware purchase recommendations, aligned to servicing distribution centers.

→ Align supplier orders with demand projections and operational constraints, avoiding excess inventory and reducing DC-to-store inefficiencies.

PO Integration & Reconciliation

Brandivio integrates with ERP and PO systems to support the creation, modification, and reconciliation of purchase orders directly from assortment plans.

→ Streamline execution, minimize order errors, and maintain full visibility across planning and buying functions.

In-Season Re-Trending

Re-forecast item performance mid-season with live sales data and reallocate or adjust receipt flows in response to over- or under-selling.

→ Boost margin and sell-through by course correcting early — without waiting for post-season hindsight.

Markdown & Promotional Modeling

Simulate the margin and sell-through impact of future promotional strategies and markdown scenarios within the planning environment.

→ Maximize profitability by incorporating lifecycle pricing decisions into the initial assortment build.

Global Assortment Support (Multi-Currency, VAT)

Plan with multi-currency and VAT awareness to support regional compliance and financial accuracy across global markets.

→ Simplify international assortment planning while ensuring consistency in reporting and unit economics.

Rate of Sale Modeling & Scenario Planning

Project sales velocity for new or untested products using machine learning and historical analogues. Run 'what-if' simulations to guide investment decisions.

→ Make confident bets on newness and volume, with quantified upside and risk exposure.