

# Allocation and Replenishment Planning application

Anticipate demand shifts, align every retail decision to margin goals, and unlock value from day one



## The cost of manual, demand-blind allocation and replenishment

Retailers lose millions each season because allocation and replenishment decisions don't align with real demand. Forecast signals are often inaccurate or too aggregated to guide action, so teams rely on past sales patterns that can't predict future behavior. With thousands of SKUs to place across hundreds of stores, planners default to rules of thumb for depth and replenishment — a survival tactic that sacrifices accuracy for speed.

The result: stockouts that cap revenue, overstocks that drive unplanned markdowns, and valuable inventory written off or shipped to outlets. Across the board, metrics like in-stock availability, full-price sell-through, and margin fall short of plan — not for lack of effort, but because the tools simply can't keep up with retail's complexity.

## AI-driven allocation and replenishment, built for retail

The Anaplan Allocation and Replenishment Planning application combines granular AI forecasting, demand-informed planning, and optimized inventory recommendations in a configurable, ready-to-deploy solution. Attribute-based forecasting improves accuracy for new styles at initial allocation, while automated replenishment dynamically maintains ideal stock levels throughout the season. Built on retail-tuned logic, it helps planners and allocators translate complex strategies into fast, data-backed decisions that maximize revenue and margin across every channel.

## Key benefits

- **Maximize margin and sell-through:** Increase profitability by capturing more full-price sales and reducing unplanned markdowns, excess inventory, and outlet transfers.
- **Accelerate decision-making:** Let AI handle the repetitive majority so planners and allocators can focus on the decisions that drive the highest financial impact.
- **Improve inventory health:** Reduce stockouts, protect availability, and ensure inventory lands where customers actually buy.
- **Strengthen financial and operational alignment:** Ensure every allocation and replenishment move reinforces margin goals, assortment vision, and supply chain deliverability.
- **Realize value faster:** Deploy quickly and achieve measurable impact without lengthy implementation cycles.

## Key Features

Advanced forecasting and intelligent optimization engines generate recommendations that guide inventory planning and execution from initial allocation through in-season replenishment. Ensure every decision is made with accuracy, speed, and strategic alignment.

The Allocation and Replenishment Planning application encompasses:

### AI-driven demand forecasting

- Capture highly accurate demand signals at the SKU–size–location level with an ensemble of models that analyze product attributes, promotions, events, and customer behavior.

### Configurable optimization engine

- Automatically enforce business constraints — display minimums, eligibility criteria, lead times, and more — so every recommendation aligns with operational strategy.

### Dynamic target management

- Eliminate static rules with WOS, size curves, and depth targets that update as demand shifts.

### Actionable recommendations

- Surface clear, allocator-ready inventory placement and transfer recommendations that reflect demand signals, business rules, and target outcomes.

### Exception-based workflows

- Highlight demand spikes, inventory risks, and outlier performance with system-generated tags so allocators can focus attention on the decisions that truly require intervention.

### Operational system integration

- Transmit allocation, replenishment, and transfer decisions to execution systems — such as WMS, OMS, or ERP — via flat file or direct integration.

### Connected data foundation

- Link day-to-day allocation and replenishment activity to demand plans, financial targets, assortment strategy, and supply chain constraints.

## The Anaplan platform offers

- **Application framework:** Rapidly deployable best practices, configurable to customer requirement, upgradeable with future releases, and extensible to other use cases through core platform capabilities.
- **Dashboards, reports, and analytics:** Visualize key data from across the organization in real time through a single source of truth.
- **“What-if” scenario and multi-dimensional modeling:** Run ultra-fast calculations at scale using Anaplan’s high-performance calculation engine.
- **Collaborative and agile planning:** Plan across corporate and business units, and across functions like HR, finance, sales, marketing, and supply chain.
- **Best-in-class security and data privacy:** Includes role-based access control, SAML 2.0 SSO support, user management, and data encryption.
- **A highly extensible ecosystem:** Connect data and tools with APIs, ETL connectors, and native integrations across HR, finance, operations, data warehouses, and other systems of record.

## About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit [www.anaplan.com](https://www.anaplan.com)

