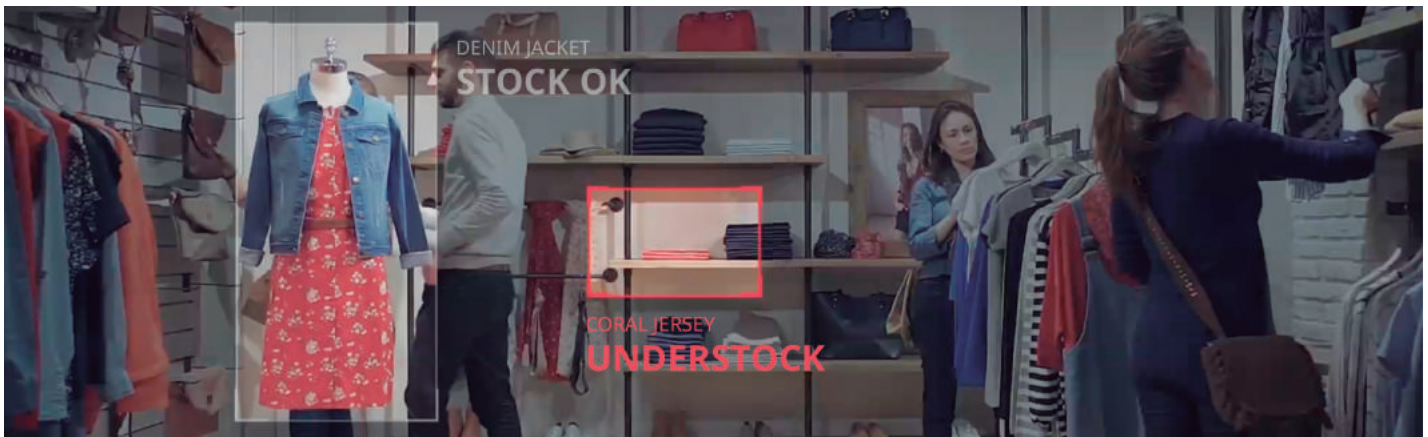


# End-to-end store transfers boost retail performance

Towards the end of a product’s lifecycle, broken size sets and store stock imbalances prevent the product from selling at its full potential causing lost sales:



## A complex problem turned simple and automatic

Store transfers is one of the most complex distribution decisions. There are millions of ways in which product can be reallocated. Visual merchandising rules that need to be followed and logistic costs that need to be kept under control.

But it does not need to be complex! Just sit back, relax and let Nextail do all the work!

A process that took days now takes minutes.



## The Robin Hood approach to maximize sales

Nextail applies the Robin Hood approach, taking overstock from non-efficient stores and giving it to stores in need. Nextail prescriptive analytics engine:

- Takes into consideration the logistic costs and key fashion visual merchandising rules
- Identifies products with no warehouse stock and high lost sales due to stock imbalances
- Performs a global optimization to reallocate stock among stores

### Average store transfer usage and impact on a client per month



**600**  
Trips



**10,000**  
Units moved



**>\$100,000**  
estimated sales uplift

## The only end-to-end solution for store transfers in the market

### 1 Automatic calculation of potential across the network

Our cloud-powered engine simultaneously optimizes all the stores in your network to identify the areas with the greatest sales uplift potential. This process can be scheduled to take place during the night.

### 3 Collaborative transportation (for big cities)

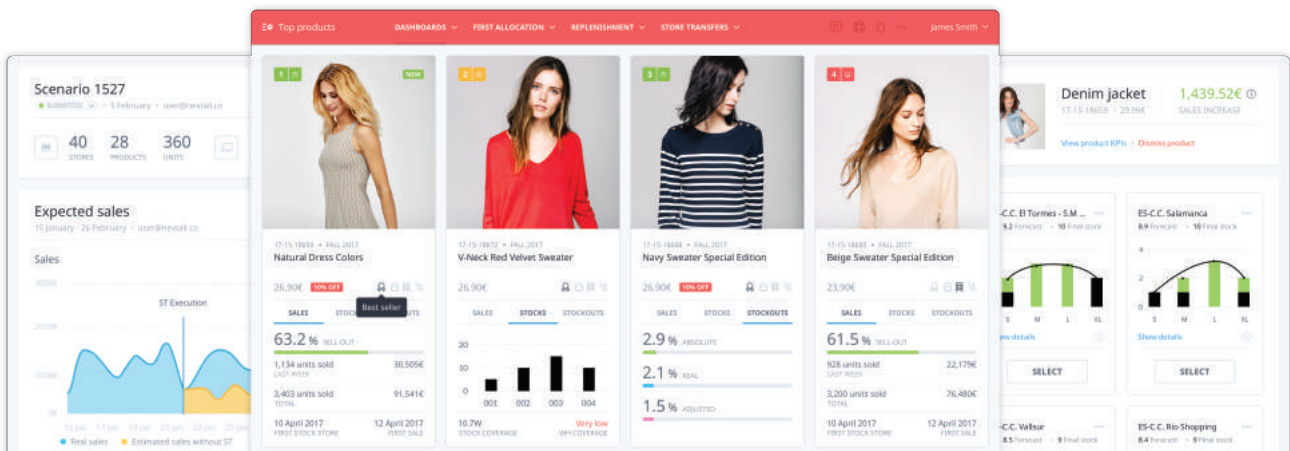
We support store-to-store transportation by integrating with last minute delivery partners in urban areas. Complete your deliveries in less than an hour to convert sales quicker.

### 2 Review scenario and send to stores for execution

Our dashboards allow to easily review and edit the proposal. When satisfied, at the press of a button the pick & packing lists are sent to stores through our mobile app or the store email.

### 4 Monitor execution and real impact

Our dashboards allow the user to monitor the stores rate of execution and actual sales uplift. Watch from your office how Nextail turns intelligence to action and action into sales.



### Nextail store mobile app

Our app is a bidirectional communication channel and a true companion to store managers. It empowers store associates on their day-to-day work, including quick store transfer execution through guided pick & packing lists. Additionally it includes a scanner to read product barcodes, allowing quick access to key product information.

### nx About Nextail

Nextail is a cloud-based software that uses prescriptive analytics and optimization to improve inventory management and store operations. Our fast-fashion DNA enables any retailer to adopt the agile retail paradigm in weeks, allowing fashion retailers to sell more with less stock!

Nextail supports three key decisions: first product allocation, dynamic replenishment and store transfers. Additionally, it comes coupled with the most advanced retail-specific business intelligence. It's easy and fast to set up and it delivers high impact from day one!