

merkal . nextail

Merkal joins forces with Nextail to automate inventory management

The Spanish footwear chain and market leader has implemented AI to centralize and streamline inventory management across all channels

MADRID, September 2021: Leading Spanish footwear chain, [Merkal](#), strives daily to live up to their mission of satisfying customers through a convenient and agile shopping experience. **That is why the brand has chosen artificial intelligence platform [Nextail](#) as its partner for coordinating inventory management throughout Merkal's national network of stores and online channel.**

Merkal's history goes back to 1987 when the first physical store was opened in the Barcelona municipality of Igualada. Fast-forward to 2021 when today, the Merkal network is spread across 202 points of sale across the nation. This success has been made possible thanks to the confidence it has garnered among its customers and the hard work of 1,200 members of the Merkal team.

The implementation of Nextail, recognized leader in the algorithmic merchandising solutions market, **enables Merkal to adopt an agile, unified** strategy. Additionally, Merkal will be able to **automate and optimize inventory management** such as stock movements which will empower staff with more control over products, further increasing efficiency and sell-through.

*"For the last 34 years, we've been dedicated to giving customers a solid product offering that makes their daily lives easier", says Silvia Tallón, CMO of Merkal "The proliferation of ecommerce is clear and we needed to speed up how quickly we are able to meet the needs of our customers in order to continue offering them a great shopping experience. **Our partnership with Nextail enables us to take our assortments to the next level, ensuring that we are able to meet demand while managing our stock more efficiently.**"*

In terms of functionality and the advantages that Nextail brings to the company, **Alberto García, CSO of Merkal**, expressed his satisfaction:

*"Nextail has been well received among our inventory management and sales teams. Since we began working with Nextail, we've gained **better traceability and visibility** which enables **better inventory management**. In addition, **it helps us adapt to demand and market conditions** which is key since the retail sector has been severely affected by Covid-19."*

This step undoubtedly demonstrates Merkal's commitment to technology developed nationally, and this market leader will continue taking steps to offer even better service to customers.

About Merkal Calzados

Merkal Calzados, Spanish market leader in footwear, strives daily to live up to their mission of satisfying customers through a convenient and agile shopping experience, offering a wide variety of fashion products for the whole family at the best value. The story goes back to 1987 when the first physical store was opened in the Barcelona municipality of Igualada. Today, in 2021, the Merkal network is spread across 202 points of sale across the nation. This success has been made possible thanks to the confidence it has garnered among its customers and the hard work of 1,200 members of the Merkal team. Since 2017, Merkal has belonged to the OpCapita Consumer Opportunities Fund II LP.

About Nextail

The Nextail cloud-based platform combines AI and prescriptive analytics and applies principles like hyper-local probabilistic demand forecasting and agile process automation. With Nextail, retailers transform their inventory management processes and operations in the face of market variability, proliferation of channels, and a lack of historical data. Nextail customers are leading fashion and collection-based retailers including Versace, River Island, Pepe Jeans and more.

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