

Nextail and First Friday join forces to bring retailers best-in-class inventory management solutions

MADRID, May 26th, 2022 –[Nextail](#), the leading AI inventory management platform and [First Friday](#), the consulting, change management and training business with retail roots have entered into a strategic partnership to help retailers implement cutting-edge inventory management solutions and guide them through organization-wide transformation that will take place as a result.

The partnership brings together the Nextail platform of end-to-end inventory management solutions that empower retailers with the utmost operational flexibility and First Friday's retail expertise and commitment to making the technological and organizational goals of retailers a reality.

Virginia Fernández, Head of Partnerships at Nextail, said, "A partnership with First Friday means Nextail can be confident that retailers will not only receive the very best guidance and expertise when implementing advanced solutions, they can also be sure that their businesses will also receive all of the potential value of the solutions."

Robin Turner, Managing Director of First Friday, said, "I am delighted that Nextail have chosen First Friday to be a strategic partner in their implementation eco system. By ensuring that businesses create the right organisational design and operating processes to support new solutions but most importantly by focusing on people, we generate competencies and user adoption so that you get maximum value from your investment."

About Nextail

Nextail is an inventory management platform that empowers retailers to sell more with less stock through hyper-local demand forecasting and agile automation. By increasing stock efficiencies across channels, retailers can automate the science of retail and dedicate more time to creative and strategic work.

Customers typically see sales increases up to 10%, 30% lower coverage levels, and 60% fewer stockouts in addition to being able to increase the sustainability of their operations by reducing leftovers and overproduction. Nextail works with more than 60 global brands, including River Island, Versace, and Pepe Jeans. For more, visit nextail.co

About First Friday

The logo for Nextail, featuring the word "nextail" in a lowercase, sans-serif font. The letters "n", "e", "x", "t", "a", and "i" are in a dark red color, while the letters "l" and "l" are in a lighter red color.

First Friday is a consulting, change management and training business with its roots in retail. It has a portfolio of 100+ clients across the UK, Europe, South Africa, Australia, and the US.

All First Friday consultants started their career in retail. Not only have they worked at senior levels in retail in the past, they now work with world class retailers every day. Because they understand the business you're in, they start adding value the minute they step through the door.

You can follow us on twitter @FirstFridayUK.

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