

Nextail Labs recognized as a Representative Vendor in the 2022 Gartner® Market Guide for Retail Assortment Management Applications: Short Life Cycle Products

Ongoing market disruption is challenging retailers to simplify their product offerings and review their assortment planning processes.

MADRID, January 12th, 2023 - [Nextail](#), the smart retail merchandising platform, today announced that it has been recognized as a Representative Vendor in the 2022 [Gartner](#) "Market Guide for Retail Assortment Management Applications: Short Life Cycle Products". According to Gartner, RAMA* solutions "support unified commerce processes that are critical to the selection of products presented to the customer in line with their needs".

Today, a significant number of major retailers continue to rely on basic manual spreadsheets for managing crucial assortment decisions, though they lack the intelligence and automation necessary for orchestrated, dynamic, and forward-looking merchandising. The Gartner Market Guide states, "CIOs in retail digital transformation and innovation should partner with senior leadership to create an orchestrated merchandising process where retail assortment management applications (RAMAs) function as a hub of analysis, planning and execution replacing manual spreadsheet tools."

Joaquin Villalba, CEO of Nextail, adds, "In the face of ongoing market disruption, brands and retailers will build resilience by reducing their decision cycles. New generation assortment solutions can speed up inventory decisions and help meet changing customer expectations with a reduced product mix."

Commenting on the recognition, Villalba continued, "We are delighted to have been recognized in the Market Guide for Retail Assortment Management Applications: Short Life Cycle Products. We believe it acknowledges how Nextail assortment planning and end-to-end merchandising capabilities enable retailers to reduce complexity and improve overall profitability, all while offering customers the products that they love."

Nextail offers a platform for end-to-end merchandising that enables fashion and collection-based retailers to connect and optimize their plan, buy, and distribution decisions to best meet customer demand and abandon traditional approaches in favor of AI-led advanced analytics and automation. Customers typically see 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.

Download the Gartner [Market Guide for Retail Assortment Management Applications \(RAMA\)*: Short Life Cycle Products](#) (Gartner subscription required).

Learn more about [Nextail retail merchandising and inventory decision solutions](#).

*Acronym: Retail Assortment Management Applications (RAMA)

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

Gartner, Market Guide for Retail Assortment Management Applications: Short Life Cycle Products, Robert Hetu, Jonathan Kutner, 21 November 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Nextail

Nextail is a retail merchandising 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, Flying Tiger, Pepe Jeans, and Grupo Suarez. For more, visit nextail.co