



INFOR RETAIL

The Science of Retail

Assortment planning has never been simpler, more personalized, or more precise

For decades, retailers have created assortment plans by rinsing and repeating the previous year's assortment, making a few "trend-based" tweaks, and making selections to populate a handful of clusters. But today's consumers demand more. From the weather forecast to upcoming events, or even the local football team's colors, every store in every market and every customer on every shopping app is unique. To meet today's increasing demand for personalization at scale, retailers have to know their shoppers intimately—and provide a highly tailored assortment of items based on highly localized wants and needs, if they want to keep their business.

While the traditional approach to assortment planning is certainly a "set it and forget it" one, retailers that utilize this model will never achieve localization at the store level or personalization in a mobile shopping app.

With predictive machine learning and artificial intelligence solutions from Infor, retailers are now able to leverage mass quantities of data—including customer profiles, product attributes, geographical markets, and shopper behavior—to create the most precise and profitable assortments that have ever existed.

With Infor Data Science, you can:

- Get the most out of your business data with deep, predictive analytics and recommendation engines that can see the future
- Cross reference product data with customer data to serve up exactly what your customers want in-app, online, and in-store
- Manage stores on an individual level to optimize assortment planning
- Create the simplest path to purchase for your customers
- Find hidden relationships and patterns within your assortment and product data for maximum profitability
- Make decisions based on multiple attributes, including color, size, material, pattern, and relationships to other items
- Select and carry only the most successful items within a given class

Discover the power of Infor Science and our next-generation software solutions for the future of retail.

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Retail smarter, not harder

Today's retailers need the power to forecast with accuracy and the ability to respond to supply chain disruptions with fast, data-driven decisions. Using the power of Infor Science, retail and fashion brands can bring precision to their demand forecasting, merchandise financial planning, lifecycle pricing, assortment planning, replenishment optimization, and more.

The next generation of retail software is here



Smart: Predictive analytics and machine learning for data-driven decision making



Powerful: Built in the cloud for simplicity, scalability, and lower total cost of ownership



Beautiful: Modern UX for seamless shopping experiences across every touch point