

# Infor Retail Markdown Optimization

## Make the most of your markdowns

The old retail axiom, “Your first markdown is always the cheapest,” is as true today as it ever was. Yet retailers continue to leave markdown margin on the table by not fully considering the optimal channel or location at which to clear remaining inventory, in addition to their discount levels. Take advantage of Infor® Retail Markdown Optimization’s combined end of life allocation and markdown optimization approach to achieve up to 20% more revenue than you can with traditional markdown solutions.

### Maximize your margins

Infor Retail Markdown Optimization’s modern approach to markdown optimization can help you maximize the margin earned during the clearance period—without requiring you to manually allocate inventory.

### Achieve 20% higher revenue

With Infor Retail Markdown Optimization, you’ll get end-of-life allocation and market optimization tools that can help you achieve up to 20% higher revenues. To enable rapid deployments, start with our out-of-the-box best practices and make the changes you need to reflect your approach. You get support for the most common markdown activities, and an approach that can provide a higher level of precision with far fewer manual steps.

### Benefits

- Ensure items are cleared at the best price by location or fulfillment option.
- Ensure remaining stock is allocated to the channels and locations where it can be sold at the best margin.
- Optimize throughout the week, not just over the weekend.
- Align item level tactics with category and department level sales plans.
- Ensure history is tagged correctly if used to forecast future styles and items.
- Evolve to support new strategies, without a huge financial investment.

### Complementary applications

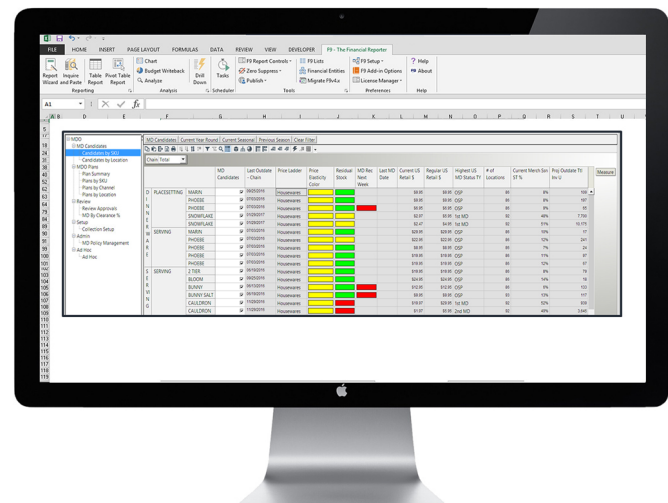
- Infor Retail Merchandise Financial Planning
- Infor Retail Item Planning
- GT Nexus Global Network
- Infor Retail Demand Forecasting
- Infor Retail Supply Chain Optimization
- Infor Retail Assortment Planning for Fashion and Hardlines

## Address your toughest markdown challenges

- Select an approval mode**—You can use auto-approve mode (where markdowns are constrained by a budget) or buyer must approve mode (where recommendations are generated for the buyer to approve).
- Allocate inventory where it makes the most sense**—The solution allocates remaining inventory based on where it can be most profitably sold.
- Align markdowns**—You can align markdowns with promotions executed just prior to clearance period, and align markdowns to accomplish “sold thru” status by the start of its “replacement” (at the best possible margin).
- Better manage markdowns**—Create a markdown cadence for each collection or style by location, cluster, fulfillment option or channel.
- Take control of pricing**—Abide by local and corporate pricing rules wherever you do business.
- Forecast demand more effectively**—You can forecast demand based on each location/cluster’s demand for clearance goods vs. in-season goods.
- Achieve greater alignment**—Real-time visibility allows you to better align your demand forecast with your merchandise financial plans, and to align location with assortment, category, space, and price plans. This way, you can work with the most accurate, up-to-date information.
- Respond more quickly**—Read and respond as a markdown is executed. Machine learning can save you time here, too.

- Control markdowns**—Control markdowns at levels that are important to your business, including: by collection or brand (not just by style or color); by multiple currencies and geographies; by globally distributed buying and planning teams; and by multiple channels and segments.

Infor can show you how our solutions can improve the profitability of your business. With our agile approach to deployment, you can begin improving your Markdown process quickly, without making an enormous upfront investment and waiting 18 months to find out if it works.



Learn more about Infor Retail  
 Markdown Optimization >



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641 Avenue of the Americas, New York, NY 10011

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