

How Boyner increased sales by 4.8% with invent.ai's inventory optimization

Key Results

4.8%
increase in sales

Solutions

Replenishment
Transfers

Background:

A leading department store with complex inventory needs

Boyner is a major department store group, known for its wide selection of brands across fashion, beauty, home goods and more. With a mix of owned labels and outside brands, the company serves millions of customers through large-format stores and various online retail channels.

Like many multi-brand retailers, Boyner operates in a complex environment with long buy cycles, large initial allocations and limited flexibility once stock hits stores. With so many products and store types, keeping inventory balanced and responsive was becoming harder.



Invent.ai's transfer optimization solution has contributed a 4.8% increase in sales by proactively rebalancing inventory across locations and reducing out-of-stocks. We've seen a significant increase in turnover. The markdown loss and logistics costs are decreased. Importantly, invent.ai helped us reach beyond optimizing KPIs and boost our financial performance.

Arda Sirin
Supply Chain & Merchandising Planning Director
Boyner

BOYNER

Case Study

About Boyner

Number of employees: 8,000+

Number of stores: 250+

Number of brands: 6



Challenge:

Outdated systems slowed down inventory response

Boyner wanted to improve how it managed inventory across stores and distribution centers. The company's goal was to increase availability and sell-through while cutting down on overstocks, stockouts and markdowns. But with hundreds of brands, long lead times and shifting consumer demand, the team lacked the tools to adjust quickly.

The existing transfer planning system couldn't keep up. Moving excess stock from low-performing stores to high-demand locations was slow and manual, often taking days to coordinate. Boyner needed a faster, more accurate way to handle replenishment and store transfers.

Solution:

AI-driven replenishment and transfers at scale

Boyner partnered with invent.ai to take a more data-driven approach to inventory planning. The first step was implementing Replenishment, which automates stock reordering at each store based on detailed forecasts. This helps the team better manage availability and reduce lost sales.

Next, Boyner rolled out invent.ai's Transfers. Instead of relying on slow manual processes, the system uses AI to identify when and where inventory should move across stores and distribution centers. Transfer plans that used to take days now take under an hour, helping the company rebalance stock before issues grow.

Invent.ai's tools were tailored to Boyner's business model and give the team more flexibility to respond to changing demand—which is especially important in a seasonal retail environment. Throughout the process, invent.ai provided ongoing support and worked closely with Boyner to fine-tune the system.



Results:

Faster transfers, better availability and 4.8% higher sales

Boyner saw results within the first four months of working with invent.ai, including:

- **Automated replenishment** saves time and improves in-store availability
- **Transfer decisions** that once took days now happen in under an hour
- The system **prioritizes moves** based on revenue potential and cost, helping the team work more efficiently
- **Store-to-store transfers** are more accurate, reducing broken assortments and markdowns
- **Sales increased by 4.8%** after implementing transfer optimization

By automating key parts of inventory planning, Boyner continues to serve customers more reliably while running a leaner operation. The partnership with invent.ai gives the retailer tools that align with how it operates—and the agility to adapt as the market evolves.





About invent.ai

Invent.ai is a multi-agentic AI-decisioning platform that enables retailers to turn data into real-time decisions and intelligent actions across inventory, pricing and merchandising. Powered by a multi-agentic AI architecture, the platform predicts outcomes, refines strategies and executes merchandising decisions at scale —driving measurable sales, revenue and margin performance. By combining advanced AI with deep retail expertise, invent.ai helps retailers across the globe navigate dynamic markets, improve operational efficiency and achieve sustainable financial outcomes.

Invent.ai is recognized in the Gartner® Market Guide for Retail Forecasting, Allocation and Replenishment Solutions and for Retail Unified Price, Promotion and Markdown Optimization Applications – Short Life Cycle. The company has also received the RetailTech Breakthrough Awards' Customer Experience Award, SupplyChainBrain's Great Supply Chain Partner recognition and Supply & Demand Chain Executive's Top Supply Chain Projects award.



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