

How Teknosa transformed planning and reduced lost sales with invent.ai

Key Results



Reduced lost sales
across channels



Increased overall
revenue

Solutions

Assortment Planning
Replenishment
Transfers

Background:

A leading tech retailer with growing complexity

Teknosa is a well-known electronics retailer in Turkey, offering a wide range of products through its 205 stores, website and mobile platform. With more than 16,000 SKUs and 15 distribution centers, the company serves millions of customers daily.

Focused on providing an efficient and seamless shopping experience, Teknosa set ambitious goals: to strengthen its inventory planning capabilities, boost product availability and meet customer expectations with greater accuracy—all while driving revenue across its growing network.



Invent.ai's advanced AI-powered, margin-driven technology had all the capabilities we needed to increase our supply chain efficiency. We have automated and streamlined our planning team's daily work, empowering them to focus on more value-added tasks. In addition, invent.ai's collaborative partnership approach was truly a game-changer, helping us to become a future-fit electronics retailer.

Erdem Ozcan
Supply Chain Director
Gratis



Case Study

About Teknosa

Number of employees: 2,377
Number of stores: 205
Number of SKUs: 16,000+
Number of DCs: 15



Challenge:

Manual planning, limited growth potential

As customer demand shifted and competition intensified, Teknosa recognized a clear need to evolve its approach to inventory management. Existing processes were limiting the planning team's ability to respond quickly to demand fluctuations.

Teknosa wanted to improve forecasting accuracy, reduce lost sales and manage stock levels more effectively. The retailer also aimed to localize assortments to reflect customer preferences at the store level—a task that required greater automation, better data and more advanced decision-making tools. To meet these goals, the team set out to find a solution that could handle the complexity of retail operations, eliminate guesswork from supply chain decisions and help the business become more agile.

Solution:

AI-driven inventory optimization with invent.ai

After evaluating several technology providers, Teknosa selected invent.ai for its deep expertise in retail inventory planning and its ability to optimize replenishment, transfers and assortments through advanced analytics.

Teknosa rolled out three key solutions from invent.ai: Replenishment to place the right products where they're needed most, Transfers to shift inventory from slower-moving stores to higher-demand locations, and Assortment Planning to tailor product selections to the preferences of each store's local customers.

These tools helped Teknosa automate repetitive planning tasks and improve the team's ability to make high-value decisions. The system now tracks performance metrics in real time and adjusts to demand patterns without relying on manual inputs.

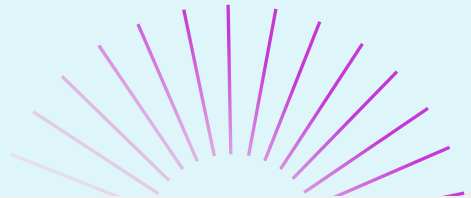


Results:

Better planning, stronger performance

According to Teknosa's leadership, the partnership with invent.ai brought lasting changes not just through the AI platform, but also by helping the internal teams operate more efficiently and focus on strategic growth. Measurable improvements include:

- ✦ **Reduced lost sales across channels**
- ✦ **Increased overall revenue**
- ✦ **Improved product availability and inventory turnover**
- ✦ **Streamlined daily workload for planning teams**
- ✦ **Optimized stock transfers to maximize sales at minimal operational cost**
- ✦ **Assortments tailored to local preferences, improving customer experiences**



In recognition of its data-driven transformation, Teknosa received an IDC Turkey Analytics Transformation of Business Award in the Big Data & Analytics category. This award acknowledged the company's success in applying advanced analytics to modernize retail planning.



About invent.ai

Invent.ai is a multi-agentic AI-decisioning platform that enables retailers to turn data into real-time decisions and automated 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. With SOC 2 and ISO 27001 certifications, invent.ai ensures security and data protection across all AI-powered solutions.



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