

Powering inventory and markdown optimization for leading fashion & home goods retailers across the globe

Key Results



Lower markdown losses



Increased sell-through

Case Study

About the customer

Number of employees: 43,000

Number of stores: 470

Number of countries: 20

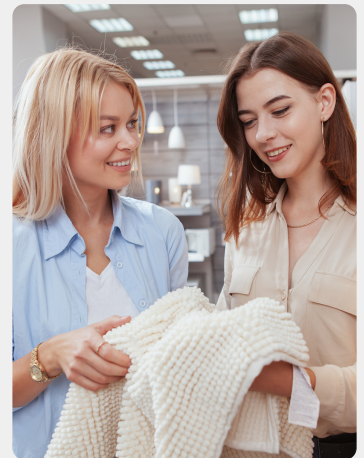
Solutions

Allocation
Replenishment
Transfers
Markdowns

Background:

Global retailer, complex needs

One of the top retail groups across Europe and Asia operates an extensive network of stores under globally recognized fashion and home goods brands. With franchise rights in over 20 countries, the company serves customers across the world—offering a diverse selection of high-quality products, spanning womenswear, menswear, childrenswear, beauty, and home goods.



Invent.ai has been a wonderful partner to work with. The team is very flexible and continuously supports us by delivering new tailor-fit capabilities. They work with our planning team on a daily basis to identify opportunities to improve value. We call them our partner in growth.

Head of Business Planning

Challenge:

Balancing scale with precision

When managing multiple brands across several countries, it is imperative to find a flexible, yet powerful system for integral parts of the business. Strategic inventory planning and optimized pricing are crucial for retailers aiming to balance customer satisfaction, inventory costs and financial growth. However, outmoded inventory management systems and processes can hinder informed decisions regarding planning and pricing, driving forward-thinking retailers to explore AI-powered solutions.

To enhance inventory planning, the company sought a data-driven optimization solution that would ensure the right products were available at the right place and time—preventing stockouts and excess inventory that can be flexible enough to support multiple brands, categories and countries. Additionally, they needed an intelligent markdown optimization strategy to minimize markdown loss, maximize sales, and strengthen their bottom line.



It was important for us to find a partner who would continuously support us with better inventory planning and markdowns. Our objective is to make informed decisions every day that improve our sales and margins.

Planning and Merchandising Executive



Solution: Optimizing with AI-driven planning

After careful evaluation of solution providers, the retailer selected invent.ai for its intelligent AI-decisioning technology and its proven track record of helping global retailers revolutionize their inventory and pricing capabilities across many retail verticals including apparel, home goods and footwear.

A senior merchandising leader at the company shared, "After a rigorous selection process, we zeroed in on invent.ai's tailor-fit inventory and markdown optimization solutions. We are delighted to have an opportunity to benefit from the advanced scientific expertise, self-learning technology, and fashion retail industry experience that invent.ai brings to the table."

The retailer implemented the AI-Decisioning Platform, focusing on:

- **Allocation optimization** - Invent.ai's Allocation Optimization solution dynamically positions inventory across stores and distribution centers (DCs) based on real-time customer demand. AI accurately predicts demand at the highly granular SKU-store level, then sends the right products in the right amounts to each location.
- **Replenishment optimization** - The AI-driven Replenishment solution leveraged intelligent demand forecasting, historical and real-time sales data, and automated replenishment runs to optimize stock levels across stores. The solution determines optimal reorder points based on demand patterns, seasonality, and capacity constraints.

- **Transfers optimization** - With invent.ai's Transfers Optimization, the retailer can now make predictive, size-based stock transfers between stores. AI runs dynamic, automated scenarios to determine if and when to move products from low-demand locations to high-demand ones, factoring in costs, lead times, and demand probabilities to identify the most beneficial inventory transfers.
- **Markdown optimization** - The Markdown Optimization solution enhances markdown management with AI-driven forecasts, real-time simulations, and tailored strategies for different products, regions and stores. AI automatically determines the optimal depth, timing and frequency for every markdown, considering price elasticity, competitor prices, seasonality and special days.

With its platform designed for rapid implementation, invent.ai deployed the solutions in just three months and quickly delivered measurable results.

Results:

Efficiency, accuracy and profit

With invent.ai, the retailer has significantly enhanced supply chain efficiency and financial performance for the retailer. AI-powered allocation, replenishment and transfer decisions have minimized lost sales, improved inventory efficiency and ensured optimal product availability. Seasonal peaks are now managed with precision, preventing both overstock and shortages—even in complex product categories and sizing.

Additionally, invent.ai has transformed the company's markdown strategies. The retailer has achieved lower markdown losses, increased sell-through, higher margins and enhanced visibility into the end-of-season sales and inventory levels. With AI-driven pricing strategy and category management, the company can make informed decisions that maximize sales while maintaining competitive pricing across all customer segments.

Notably, invent.ai provides ongoing support through its unique Hub Model. A dedicated team of experts collaborates with the retailer's inventory management team, continuously refining optimization strategies and tailoring the solution to evolving business needs.

Ultimately, with invent.ai, the company has gained a cohesive, AI-backed inventory management process that drives revenue growth, customer satisfaction and long-term business success. In the future, the retailer plans to expand its successful partnership with invent.ai and deploy its solutions for their brand in other territories.

With invent.ai, the retailer has seen a number of improvements, including:

- **Significantly enhanced supply chain efficiency**
- **Improved financial performance for the retailer**
- **Minimized lost sales**
- **Improved inventory efficiency**
- **Optimal product availability.**



Invent.ai is proud to partner with such a prestigious retail leader to take inventory optimization to the next level. Our AI-powered, tailor-fit solutions enable them to make every decision based on driving financial success and delivering superior customer experiences. We're excited to see what they will achieve as we embrace new opportunities together.

Ozgur Karabulut
VP of Solutions
invent.ai



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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