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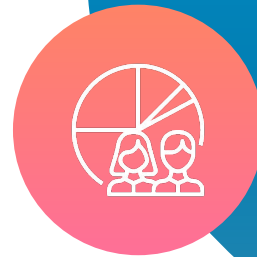


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**Work Smarter, Not Harder: Fine-tuning Inventory and
Accounts Receivable to Maximize Revenue**

Action Oriented Segmentation *Item & Customer*



Agenda

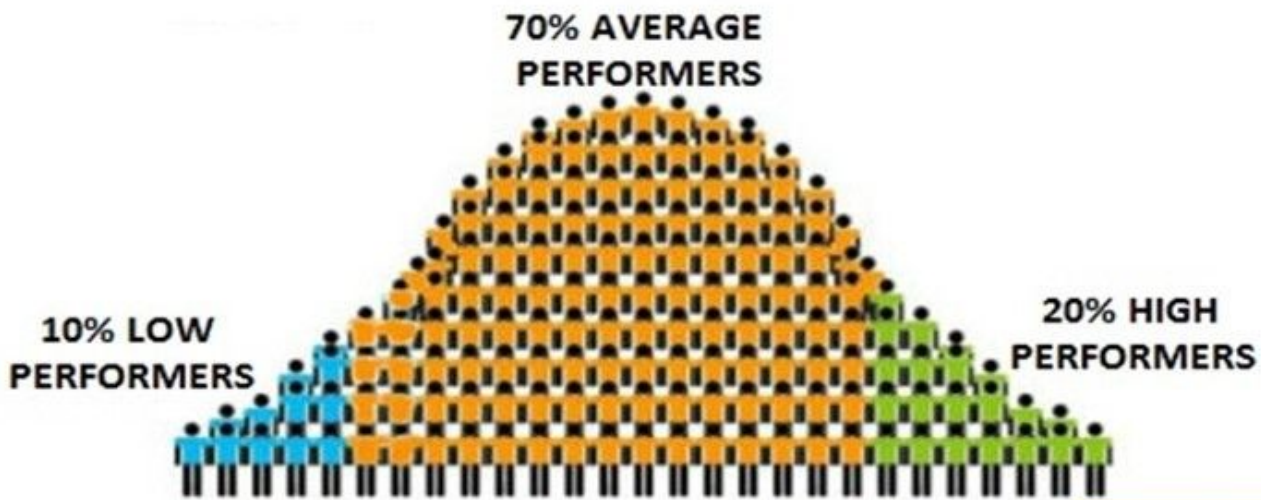


1. Segmentation Overview

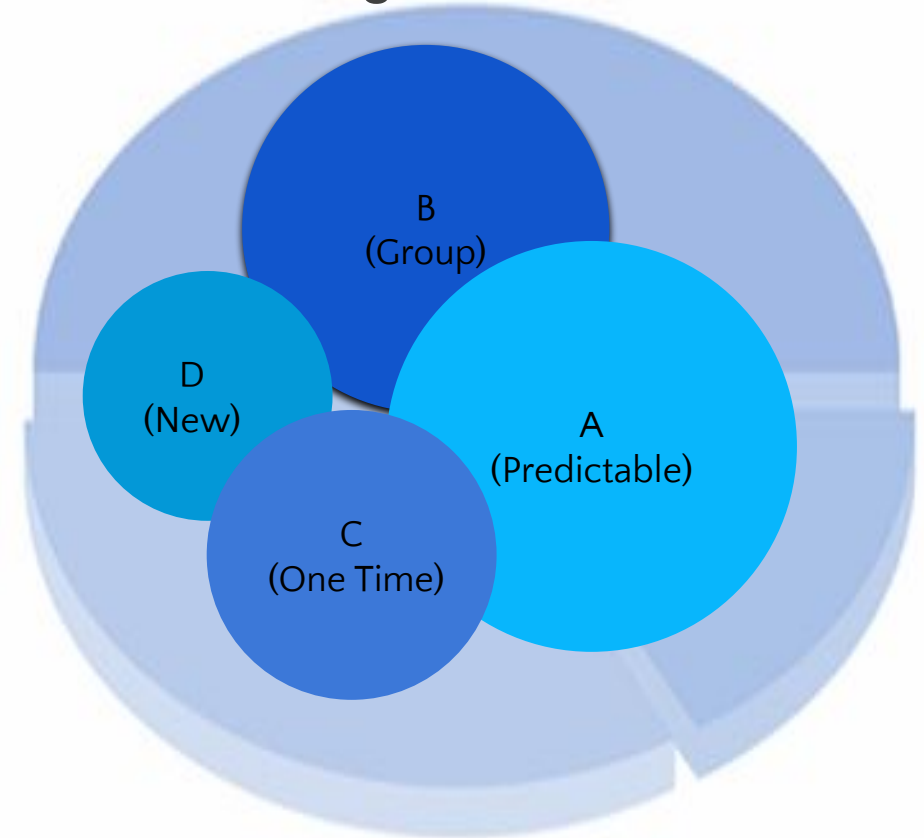
2. Benefit Examples & Practices

Overview

Traditional Approach



How We Think About Segmentation



Benefits



Key improvements
with Segmentation



1.

Improved Sales Forecasting

2.

Higher Customer Fill Rates

3.

New/One Time Demand Planning

4.

Benchmark Working Capital

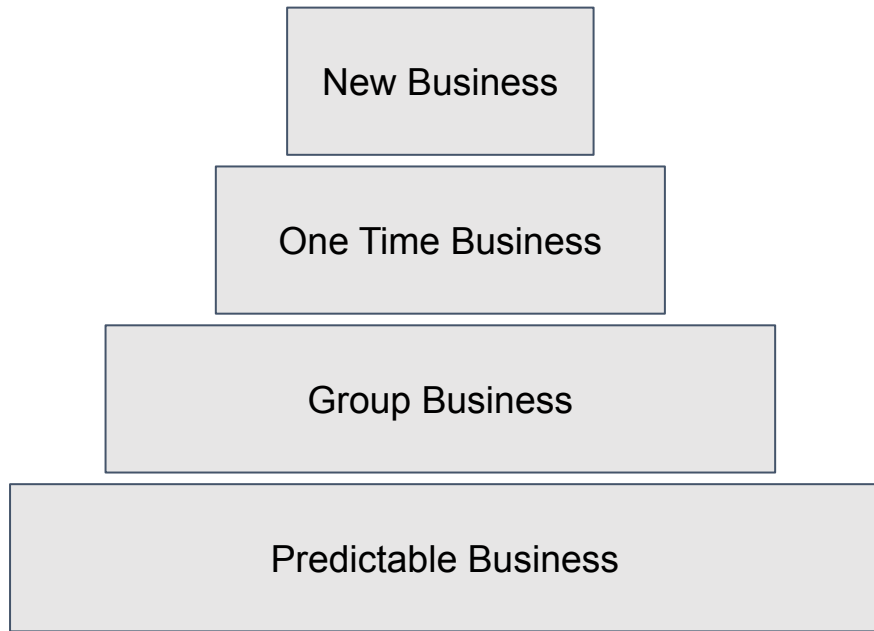
5.

ERP Integration

Improved Sales Forecasting



The right building blocks result in significantly improved predictability



Pattern Based Demand is the



Improve Customer Fill Rates



1

Manufacturer fill rates

2

Unpredictability of items

3

Unpredictability of customers

4

Delayed response to changes in base business

5

Customer ordering sub-optimal SKU format

New/One Time Demand Planning



Averages are Likely Wrong

Too many instances where volume across multiple items is similar but the number of underlying orders and customers is significantly different.



Repeatable One-Time Orders are plannable

Understand order patterns so you can plan items that are bought by season or across an extended period of time (quarterly purchases, start of season purchases, etc.)





Benchmark Working Capital



Look at Different Weeks of Inventory (WOI) by Category

- A Items = 6 WOI
- B Items = 4 WOI
- C Items = 2 WOI w/ CP (Customer Protection)



Achieving Minimum Order Levels

- Understand the items that have the lowest sales risk and use those to achieve 'best' pricing possible.

ERP Integration



Leverage close to real time data for more relevant business decisions.



Incorporate changes in customer ordering patterns into analysis.



Allow for seasonality to make adjustments to purchasing over time.



Next Steps / Follow Up

Thank you!

We'll reach out to you

Demo our Sell Thru Analytics Solution

Discuss today's Customer Segmentation topics