

IBM Software Group

Financial Merchandise Planning Blueprint



Solution Description

The IBM Cognos Financial Merchandise Planning Blueprint provides executives and planners with a single tool for merchandise planning. They can measure performance, do 'what-if' modeling, develop pre- and in-season plans and coordinate merchandise and financial plans to meet company goals that satisfy market needs. Best-practices, built-in workflow, powerful modeling and exception based planning capabilities empower retailers with an easy to use, seamless process for financial merchandise planning. Going well beyond the capabilities of a spreadsheet-based system, the Financial Merchandise Planning Blueprint offers simplified and streamlined planning, forecasting, analysis, and reporting functionality.

Features & Benefits

The Financial Merchandise Planning Blueprint enables users to:

- Leverage top-down target-setting capabilities to forecast annual sales and gross profit for merchandise across divisions or channels
- Create calendaring adjustments to accommodate changes in holidays to smooth demand patterns
- Spread top-down targets across departments or categories based on historical data
- Create department or category-level plans for key financial indicators, including: sales, returns markdowns, promotions, shrink, cost of goods, gross margin, supply chain costs and gross profit
- Manage pre-season stock planning to forecast the value of inventory at the department or category level
- Address exception-based planning to adjust line items
- Simulate break-back capabilities to pro-rate costs to meet profitability requirements to support sales and margin targets
- Leverage an embedded, integrated workflow (complete with visual scorecard and alerting capabilities) that enables managers to easily determine latest plan status, drive collaboration to plan completion, and uphold accountability
- Calculate metrics summarization and links to scorecards and reports that help accurately measure and compare planned versus actual performance of merchandise by department, category and/or channel

Value Proposition

The IBM Cognos Financial Merchandise Planning Blueprint uses a sophisticated, bi-directional calculation engine for setting top-down targets; spreading targets across seasons and weeks, departments, and categories; gaining consensus on top-down and bottom-up plans; and managing the financial impact of changes in revenue, costs, margins, and stock levels. It uses the Web to enhance data collection and performance measurement, and makes it easier to do what is most important – plan for higher return on inventory investments, sales, and gross profit. The Blueprint provides access to powerful reporting and administration tools designed for all levels of users.

IBM Segment

- Cognos

Business Function

- Performance Management

Target Industry

- Retail

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