



Manage Your Web Store Like a Web Store Beyond Brick-and-Mortar or Catalog

7thonline eCommerce Solution is designed based on an important understanding that merchandise planning for eCommerce has its unique set of characteristics that set it apart from traditional merchandise management processes developed for brick-and-mortar stores or catalog. Our solution is therefore committed to guide eCommerce merchants and planners through the planning process with robust BI and analytics, and help them maximize profit and drive future revenues by tracking and analyzing the right set of metrics specific to eCommerce planning. For multi-channel retailers, our embedded BI platform provides critical cross-channel demand visibility to enable effective analysis and execution of multi-channel merchandise management strategies.

Merchandise Planning

Align financial goals with merchandise line plan

- Define multiple budgets for each website
- Create top level plans by eCommerce specific metrics (Returns, Daily Sales Index, Demand v. Fill)
- Visibility to Web reserve from non-Web channels

Assortment Planning

Plan profit-maximizing assortments in analytical or visual view

- Designate visual focus styles
- Elasticity of color placement
- Create layout strategies by week/style/color

In-Season Forecasting

Plan and track in-season sales and inventory with demand forecasting

- Track performance by eCommerce specific metrics (Returns, Daily Sales Index, Demand v. Fill)
- Daily forecast recommendations
- Web specific metrics (DSI, Demand)
- Visibility to Web reserve from non-Web channels

eCommerce specific planning for maximum financial impact
Demand-driven processes for increased revenue & margin
Cross-channel inventory visibility for greater distribution efficiency

All About Cross-Channel Inventory Visibility

Deloitte's Fourth Annual eCommerce Assessment Report identifies cross-channel inventory visibility as a key capability for today's retailers in moving towards providing a true omni-channel shopping experience for consumers. With 7thonline, eCommerce retailers can gain such critical visibility that allows them to:

- Better understand inventory positions across channels
- Identify profit opportunities & inventory risks
- Begin to address related challenges such as cross-channel order fulfillment



BI Report Builder

Intuitive & Flexible Reporting Engine Designed for The End Users

- Embedded BI—no additional cost
- Domain specific for fashion industry
- Analysis of eCommerce specific metrics,