luminateRetail

Luminate Personalized Assortment

Seamlessly create the personalized assortments today's customers demand

Most of the retail planning processes and systems in place today were designed for a bygone era. Today, what your customers expect from service, product selection and price transparency is being shaped by e-commerce. Outdated planning, purchasing and distribution strategies need to change because retailers can no longer take for granted that they know what the market wants based on past experience.

You need to meet customers' evolving needs quickly, efficiently and proactively — or risk becoming obsolete. Fortunately, today's cutting-edge retail solutions bring an innovative approach to planning your assortments, with data-driven knowledge of customer shopping behaviors and preferences in each store. Now, there's a platform agile enough to keep up with changing customer expectations and shifting levels of demand.

Retail planning. Illuminated.

Winning retailers make the customer the focus of their retail planning process and assortment strategy. This means understanding a customer's motivations and buying intentions beyond their past sales history. And it also means pulling in customer intelligence from a full spectrum of sources to predict more accurately what they'll want to buy next. With Luminate Personalized Assortment, you'll leverage the power of machine learning to help predict customer demand, so that you can make the best assortment decisions to match customers' expectations and your financial plans.

◆ Key Benefits:

- Customer-centric planning improves customer traffic and conversion, leading to satisfied repeat customers

- Visually engaging workspace helps increase employee engagement and productivity

- Insights driven by data science reduce risk, for more accurate and confident decision making

- Localized assortments and targeted buying minimize your inventory investment — helping you maximize margins and ROI

- Real-time updates, unlimited scalability and accessibility with Google Cloud Platform to help you stay agile in today's changing retail environment
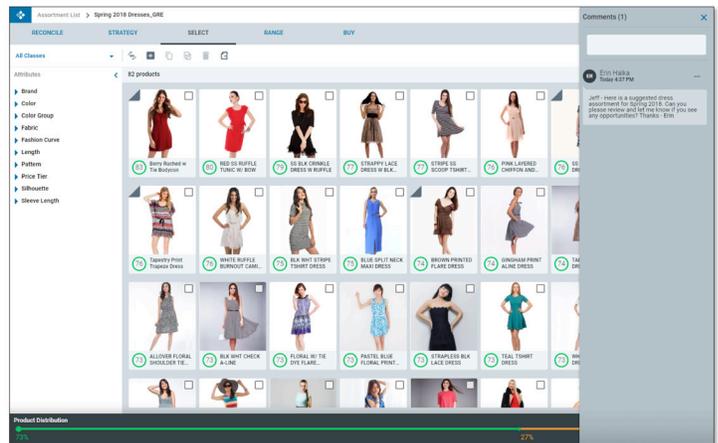
Luminate Personalized Assortment delivers intelligent, customer-centric assortment planning capabilities. The solution is part of the JDA® Luminate™ family of SaaS, IoT and artificial intelligence solutions which extends and enhances JDA's product portfolio. Designed with intuitive workspaces to help you rapidly develop assortments based on how your customers shop online, and backed by sophisticated data science technology, the Luminate Personalized Assortment solution embodies the art and science of retail planning. Now you can think and plan the way your customers shop by fusing product selection, branding and buying decisions with customer needs, enlightened by data-driven intelligence.

Customer-centric innovation

Luminate Personalized Assortment is the first solution for specialty and general merchandise retailers to leverage their data sources to deliver localized and personalized offers. Luminate Personalized Assortment analyzes data from buying patterns to predict demand for each item, then converts this forecast into a relative score - enabling planners to align product selection with customer preferences. This maximizes sales, margins and inventory productivity by aligning purchase plans, ranges and pre-positioned inventory by location.

Plan the way your customers shop

Luminate Personalized Assortment combines an advanced visual UI with the power of data analytics, so you can see your business the way your customers do. Move beyond outdated planning tools that look and feel like spreadsheets, relying on SKUs and descriptions to keep track of products. Luminate Personalized Assortment gives you the agile advantage of a cloud-based platform, and collaborative workspaces with clear visuals and infographics that deliver actionable intelligence. Collaborate with your team in real time to improve item selections, ranging and buy planning decisions to drive personalized and localized offers.

Smarter, faster assortment planning

Luminate Personalized Assortment gives you

◆ Key Capabilities:

- Comprehensive real-time visibility of supply chain status, activities and key performance indicators, with an advanced user interface to review exceptions and recommendations across the supply chain

- A technology platform that facilitates collaboration across the enterprise and external ecosystem, notifying participants via proactive alerts when event thresholds concerning shipments, inventory, orders, demand and supply are breached

- Intelligent and prescriptive decision support leveraging cognitive insights across supply chain planning and execution functions, and machine learning-based issue resolution

insights into customer buying behavior you may not have today. Visually build and range assortments through the eyes of your customers, and gain important guidance through predictive forecasts and relative assortment scoring. This solution also allows you to create buying plans aligned to your merchandising and financial objectives, and helps you more efficiently communicate assortment details to design, ordering and distribution.

Delivery innovation

Designed and built for Google Cloud Platform, Luminate Personalized Assortment delivers the flexibility and ease of access you need to compete in today's fast-paced, volatile, always-on retail environment. Unlike traditional retail planning systems that are expensive to implement and hard to use, Luminate Personalized Assortment offers rapid time-to-value through quick, easy deployment, instant access anywhere, anytime, and an intuitive visual planning paradigm designed by JDA Labs.

Running JDA Luminate, you can plan to deliver.

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Plan to deliver™