

PRODUCT SHEET

# JDA Enterprise Planning

## Challenge: Synchronizing Retail Planning to Capture a Greater Share of Wallet From a Greater Number of Omni-Channel Consumers

Retail planning practices that not so long ago were effective are no longer adequate in today's customer-centric, omni-channel environment. All-channel global expansion is creating unprecedented challenges – consumers expect more relevance and personalization than ever before, competition is expanding and inventory lifecycles are becoming shorter. To be effective, planning can no longer be conducted in cross-functional silos constrained by artificial “seasonal” timeframes and rigid hierarchies. Planning cultures must break down the silos and adopt continuous, consumer-centered, real-time processes that anticipate and adjust to changes in the market as they happen.

## Solution: JDA Enterprise Planning

JDA® Enterprise Planning is a holistic solution for all planning and analysis activities associated with establishing consumer-centric, omni-channel financial guidelines to manage inventory profitability and productivity, including strategic planning, merchandise planning, channel planning and open to buy, and developing profitable, consumer-focused brand and vendor strategies.

A central component of the JDA® Retail Planning solution, JDA Enterprise Planning helps create financial guidelines that maximize sales potential, minimize losses from markdowns and out-of-stocks, and maximize return on investment by synchronizing cross-functional financial strategies, anticipating shifting consumer sentiments, aligning financial goals to supply chain capacity and constraints, and rapidly adapting to evolving omni-channel expectations.

## ◆ KEY BENEFITS

- Configurable metrics, business rules and workflows align your processes with leading practices
- Omni-channel plans provide enterprise visibility into demand and inventory
- Robust attribute planning and analysis enables relentless consumer focus
- Alignment of markdowns and inventory transitions with seasonality and clearance strategies increases margin accuracy and inventory productivity
- In-season performance monitoring enables accurate and timely open to buy management
- Exception-managed plans focus planners and improve productivity
- Dynamic member calculator empowers planners to interactively define new calculations
- Intuitive, powerful, multi-dimensional user experience provides seamless transition between all merchandise planning and related analysis activities



## Enterprise-Wide Alignment

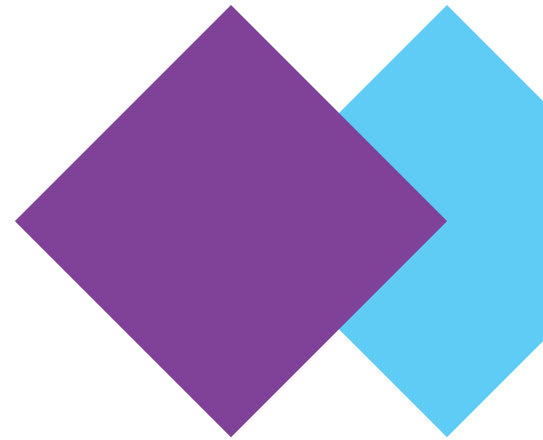
Without a clearly defined strategic direction across the board, businesses may be missing opportunities, operating inefficiently and even working at cross purposes, with misaligned objectives. JDA Enterprise Planning allows companies to easily tie enterprise-wide strategic plans to the execution of shared goals.

The solution identifies your common financial objectives for sales, inventory, margin and other key performance indicators (KPIs) via workflow-driven processes and is fully customizable to support your unique business processes and planning metrics. Enterprise Planning's multi-dimensional planning capabilities, inherent retail intelligence, scalability, flexibility, integrated business process navigation, and dynamic attribute planning capabilities allow users to efficiently synchronize cross-functional financial goals and merchandise strategies to produce the most effective, accurate, insightful, coordinated financial plans possible.

## Consumer Centricity Drives Increased Profits and Productivity

JDA Enterprise Planning enables businesses to plan, analyze and track key elements of profit by consumer-centric attributes driving demand and profitability, supporting multiple concurrent planning strategies (e.g., bottom-up, top-down, units-derived, dollars-derived) and multiple concurrent planning levels (e.g., item, class, department, region, grade). For retailers whose inventory lifecycles are shorter or driven by seasonality or clearance strategies, inventory lifecycle planning increases margin accuracy and maximizes inventory productivity by aligning planned markdowns and inventory levels with inventory age/seasonality and clearance strategies.

Financial goals aligned to consumer product preferences, local store demographics and seasonal inventory transitions translate into more efficient inventory, fewer out-of-stocks, fewer markdowns, increased sales and increased profits.



## Critical Capabilities

JDA Enterprise Planning arms you with the leading merchandise financial planning practices and capabilities you need to establish and execute to consumer-centered, omni-channel financial goals now and into the future.

- Strategic planning establishes two to five year corporate direction
- Top-level, mid-level and financial control plans support all planning roles
- Cross-channel product planning aligns sales, inventory and consumer demand
- Location planning translates product plans into financial guidelines for localized assortments and allocation
- Key brand and vendor planning establishes financial goals for profitable vendor negotiations and brand strategies
- Seamless data exchange with JDA Assortment and Allocation provides a holistic merchandise planning and assortment management solution

[jda.com](http://jda.com) [info@jda.com](mailto:info@jda.com)