

COMPANY OVERVIEW

Celect optimizes retail inventories through predictive analytics and machine learning for the merchandising, planning, and allocation (MP&A) process. With this, retailers can make data-driven decisions about what to buy, how much, where to put it and ship it from — for maximum profits and sell-through.

A COMPLICATED PROCESS

While this sounds straightforward in practice, these decisions being made by retailers on a daily basis are not easy. Increased pressures such as demand uncertainty, lower in-store traffic, along with shrinking margins and profits are just making matters worse.

Throughout the MP&A process, retail merchandisers, buyers, and planners need to analyze vast amounts of data sources at one time. Often, the data required to make future business decisions isn't accessible or, best case, spread out across various systems and departments — often in a spreadsheet. These systems and spreadsheets contain mostly historical trend information and are the main point of reference throughout the process. Retailers are left with only one option, to make high-stake decisions based on backward looking data.

THERE'S A BETTER WAY

In today's environment, this is not enough, and where advanced analytics can help retailers make better, more profitable merchandising decisions — resulting in higher margins and incremental profits. Celect consolidates, models, and optimizes data from any source simultaneously, across stores and digital channels. With inventory, point of sale, CRM, and browse data, Celect looks at what each

OUR STORY

Venture-backed, based in Boston, MA.

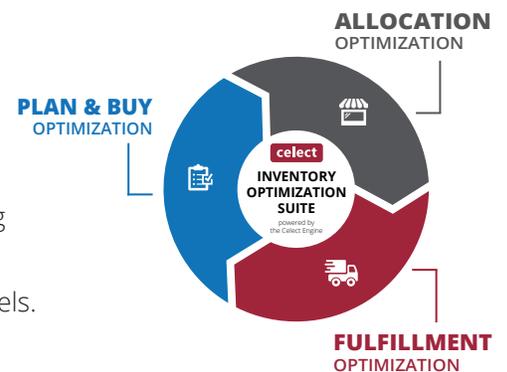
Cloud-based predictive analytics SaaS platform for retail

MIT AI Lab Top 50 Technology Innovation

SAMPLE CUSTOMERS



INVENTORY OPTIMIZATION



LEVERAGE EXISTING DATA

You have an overwhelming amount of data from many sources. Uncover accurate and meaningful insights from your existing data.



OPTIMIZE INVENTORY

Optimize retail inventories for the merchandising, planning, and allocation process through data-driven decisions.



REVEAL TRUE DEMAND

Expose and analyze the impact of customer choices for more effective assortments and a highly accurate view of future demand.

customer bought and (more importantly) what they didn't buy — forming a clear picture of demand, leading to more informed decisions throughout the merchandising and planning process.

INVENTORY OPTIMIZATION FOR RETAIL

Retailers commonly spend many millions of dollars on a single type of product — take shoes, as an example. They may make major allocations to stores only a few times a year. With tens of thousands of possible shoe variations and physical stores each with a fixed amount of space, retailers have very difficult and complicated inventory decisions to make on a regular basis. Their merchandise purchases, store product assortments, and allocations determine sell-through levels, markdowns, and store fulfillment capabilities. These decisions can mean the difference between a store remaining open or closing — not to mention buyers or planners missing their targets.

The Celect Inventory Optimization Suite enables retailers to leverage advanced analytics and machine learning to simplify the complexity of inventory and product assortments, while providing prescriptive decision support with data already on hand to become more effective during the merchandise planning process.

Optimized inventories provide:

- Accurate merchandise buys
- Improved store assortments from optimized plans
- Localized allocations reflecting store demand
- Enhanced store fulfillment capabilities

With Celect, retail professionals benefit from true demand prediction, gaining unparalleled insight that answers the age-old questions of retail — what to buy, how much to buy, and where should it go — while understanding how well it will sell within a given assortment.

RECOGNITION

MIT CSAIL Top 50
Innovations, Groundbreaking
New Technology



Gartner Cool Vendor for
Retail Merchandising



Visionary - Gartner MQ for
Merchandise Assortment
Management Applications



BRINGING SCIENCE TO THE ART OF RETAIL®

ABOUT CELECT

Celect is a cloud-based, predictive analytics SaaS platform that helps retailers optimize their overall inventory portfolios in stores and across the supply chain, resulting in double-digit percentage revenue increases. This groundbreaking advance in machine learning and optimization allows retailers to understand how an individual customer shopping in store or online chooses from an assortment of products, revealing true demand. The technology builds on a fundamental advance in customer choice modeling called by MIT's Computer Science and Artificial Intelligence Laboratory one of the 50 greatest innovations it has ever produced.

