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## Business Intelligence Tools for Demand Forecasting

TXT e-solutions (Stand F48), a leader in supply chain planning technology for the retail, fashion and food industries, will be unveiling new software capabilities at this year's Retail Solutions. New business intelligence and reporting modules, marketed as TXT Drive Analytics, will be integrated into its existing range of demand forecasting and replenishment software, currently used by many retailers including Habitat, Gerry Weber and VF Europe (Wrangler and Lee jeans). Based on the latest business intelligence developments, TXT Drive Analytics will help retailers stay one step ahead of seasonal fluctuations in demand by using a more powerful analytical engine, which can drill down deeper for the necessary information for getting the right product, at the right time, to the right store. The new business intelligence tools are expected to lead to greater control of supply chain operations through increased visibility of demand from warehouse to store. In addition to improved analytical and

reporting capabilities, advancements have also been made in the area of promotion planning software which, says Gianmarco Mangili, senior retail consultant at TXT e-solutions, is such an important part of retail technology today. The current release of TXT promotion planning tools follows a successful trial with Woolworths' Entertainment UK division, which supplies much of the UK retail market with CDs and DVDs, after the company managed to cut stock by 10%, reduce returns by 8% and raise revenues by around 3%.