

# Today's Digital Fulfillment Challenge At-A-Glance

*"Retailers need to focus on stock planning and allocation to solve digital fulfillment problems."*

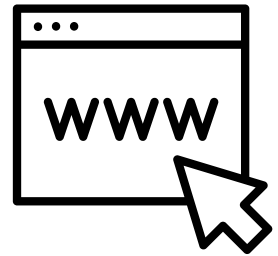
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Fulfillment history is not a good guide for planning. It does not predict future demand.

## The four key challenges of digital fulfillment:

1. Planning for digital fulfillment is currently inadequate and impacts accurate placement of stock.
2. Supply chain complexities are driving even more uncertainty with diverse fulfillment options, cost differences in logistics and varying capacity levels.
3. Current forecasting is not granular enough, resulting in poor stock placement that has slower delivery speeds and higher fulfillment costs.
4. Solutions providing accuracy and speed are scarce.



## What's the solution?

Retailers need to optimize the placement of inventory by anticipating digital demand at more targeted levels such as zip codes and counties. This requires looking, not at selling/fulfillment history, but at the intersection of attributes such as price, material, brand and fashion trends AND how they interact with demographics/customer segments, weather, geography and other factors related to selling. Demand-based merchandising requires assortment and allocation solutions that combine data-driven selling with analytical inputs.

Columbus Consulting partners with retailers to identify key pain points and recommends and implements solutions that maximize efficiencies and grow profit. We've been transforming the industry for over 20 years and have delivered results for over 300 global brands.

