SKU Rationalization

For Retailers / Consumer Products Companies

Optimize portfolio performance

Portfolio Planning and SKU Rationalization are tedious tasks for retailers and consumer products companies. For large and small organizations alike, determining which products deserve future inclusion in the overall catalog proves to be a strain on internal resources multiple times per year.

In addition, aligning overarching corporate profitability targets with underlying product productivity requires robust, repeatable analysis that is typically not available to business leaders in an efficient manner.

With the guidance of Columbus Consulting and a custom-designed Anaplan solution, your company will acquire the dynamic capability to efficiently and confidently optimize overall portfolio performance.

What you will gain

- Inventory Cost Reduction
- Improved Supply Chain Efficiency
- Portfolio alignment with Strategic Goals
- Increased productivity & inventory turns
- Protect brand integrity while improving KPIs
- Enhanced Focus on High-Performing Products
- Increased Sales, Margin and Cash Flow
- Better Customer Satisfaction
- Data-Driven Decision Making
- Improved Financial Performance
- Seamless integration with external software
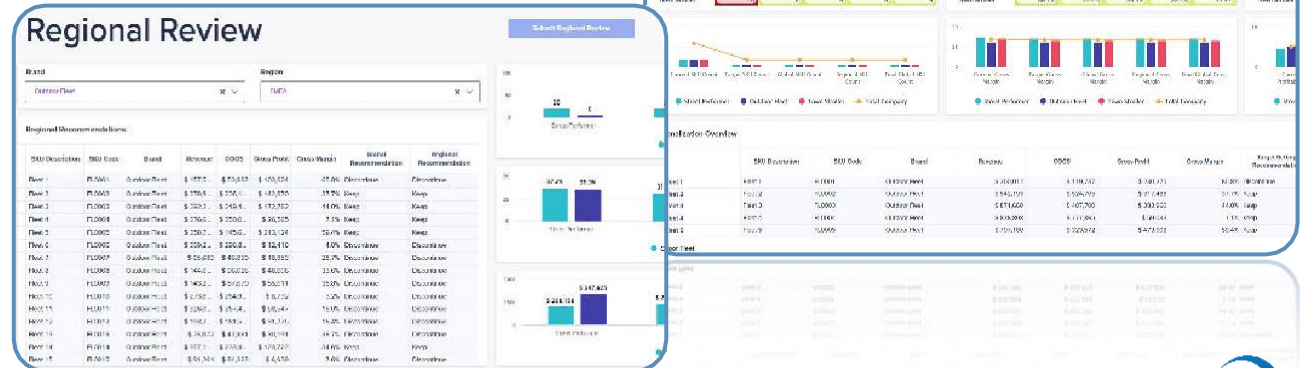
Solution Highlights

Target Setting and KPIs

- Create any number of productivity and profitability targets to evaluate across SKUs.
- Dynamic KPI summarization at any level of the product hierarchy.

Internal Communication Workflow

- Customized process flow that ensures input and approval from key stakeholders.
- Auditable SKU performance metrics through each step of planning.

Executive Summary Reporting

- Unified perspective across an entire organization.
- Visualize individual brand and market contribution to overall company performance.

Process Automation

- Greatly reduce manual effort and human error.
- Logical design that instantly pre-populates a recommended keep/cut action for all products.
- Simultaneously apply target setting metrics across thousands (even hundreds of thousands) of products.
- Exclusion criteria to prevent products from being cut (regulatory, set inclusion, net new, etc.)

Third-Party Integration

- Automated ingestion of external data sources.
- Routinely communicate with third-party product management software to enhance the reliability of single sources of truth.

The Anaplan Platform

- **User Experience** Enable your entire enterprise to share continually updated information in real-time across devices for flexibility and rapid decisions. Intuitive model-building requires zero coding knowledge.

- **Intelligence** Transform complex inputs into actionable recommendations with embedded optimization, predictive algorithms, and AI capabilities. Machine learning speeds decision-making across use cases.

- **Planning & Modeling** Model even the most complicated business scenarios and stay ahead of change with multi-dimensional modelling and unlimited constraints. Maintain 100% consistency across all model changes.

- **Extensibility** Unify data collection and analysis in a single location, enabling both high-level and granular insights and facilitating data-sharing with all stakeholders. Leverage APIs, ETL connectors, and built-in integrations.

- **Enterprise Scale** Connect your entire enterprise, scaling as you grow and handling real-time changes at any size. Calculations stay consistent and rapid for all data sets and any number of users.

About Anaplan

Anaplan is a leading provider of enterprise cloud software, empowering organizations across industries to see, plan and lead better business outcomes. Our Connected Planning platform enables leaders to align their strategic objectives and resources, make bolder decisions and drive faster results.

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