



# AI-Powered Wholesale

Planning & Forecasting

# Index

Introduction

01

Global Demand  
Planning + OTB

---

02

Global Assortment  
Planning

---

03

Production  
Demand Plan

---

04

Embedded AI  
Forecasting &  
Reporting

---

05

eShowroom

---

06

Concept Study:  
ROI Calculator

---

07



# AI-Powered Wholesale Planning & Forecasting

## Drive Sales and Mitigate Supply Chain Risk with AI-Powered Wholesale Solutions

As demand from wholesale accounts and major retailers continues to fluctuate, maintaining a flexible and responsive supply chain becomes essential. 7thonline is leading the charge with a suite of AI-powered wholesale-specific solutions to increase order fill rates, drive revenue and improve production buy forecasting. For over 25 years, 7thonline has been transforming the way wholesale teams make merchandising and inventory decisions with accurate AI forecasting and real-time demand data.

Develop a comprehensive understanding of demand across divisions, accounts and geo-locales to simplify wholesale planning and forecasting, guide product development and empower proactive selling— ultimately promoting a responsive supply chain that improves customer satisfaction and increases order fill rate. 7thonline's AI-native system is built on best practices tailored to the industry, supporting fashion, seasonal and replenishment-based merchandise planning and execution across multi-channel strategies.

### Key impacts:

**12%**

improved  
order fill  
rate

**25%**

more revenue  
from proactive  
selling

**35%**

reduced  
inventory  
holding costs

**3X**

improved  
inventory  
turnover

**50%**

fewer  
administrative  
tasks

# Global Demand Planning + OTB

## AI Forecasting and Planning for Enterprise Demand

Leverage AI to **align merchandise strategy and financial goals**—based on global demand.

Inform product development and reduce inventory risk with complete and early visibility into global demand. With accurate **AI-powered sales forecasting embedded** into every step of the process, brands can unify internal teams for efficient production that protects product margins.

Empowering corporate demand planning teams to make smarter, data-driven plans; 7thonline displays fiscal targets and enterprise-wide demand **across brands, accounts and regions** on a single platform and enables **flexible planning hierarchies** to analyze the business from multiple angles.

Backed by performance-driven data, 7thonline **automatically seeds merchandise plans** from multiple sources, or **auto-populates merchandise plans based on previous successes and current trends**, as a foundation. Through CoPlanner, brands are able to leverage conversational AI to easily make adjustments and stimulate results; the system continuously refines recommendations based on real-time data between planner-made adjustments and actual demand.



# Global Assortment Planning

## Gain Early Demand Visibility for Proactive Selling

Armed with data and insights, account executives become more proactive in their selling. Lower production risk and drive sales by identifying profit maximizing opportunities with AI-based demand insights from retail buyers. Early awareness and efficient order aggregation are the driving forces behind smarter **account planning for fashion, seasonal and basic products**.

A single version of truth and real-time aggregation at the click of a button.

Save hours/days of tedious manual work with real-time product updates and total order aggregation. **Fully integrated** with purchase order management and enterprise resource planning (ERP) systems, order entry becomes streamlined. Line sheets/doll sheets empower planners to **visually or analytically create assortments** for effective color balancing within accounts.



# Production Demand Plan

## Improve Order Fill Rates

Instead of pouring over hundreds of spreadsheets, your production team now has an accurate and **dynamic view of total booked units** for the entire enterprise on a single screen. Changes to assortment worksheets are reflected in real-time to ensure a single version of the truth.

Analyze **total demand for production buy units by margins, MOQs, lead times, capacity, etc.** to arm your production team with AI-based insights that facilitate a responsive supply chain and optimize production margin. Armed with unprecedented demand visibility, your production team can now proactively guide the supply chain and streamline production orders to achieve higher order fill rates.

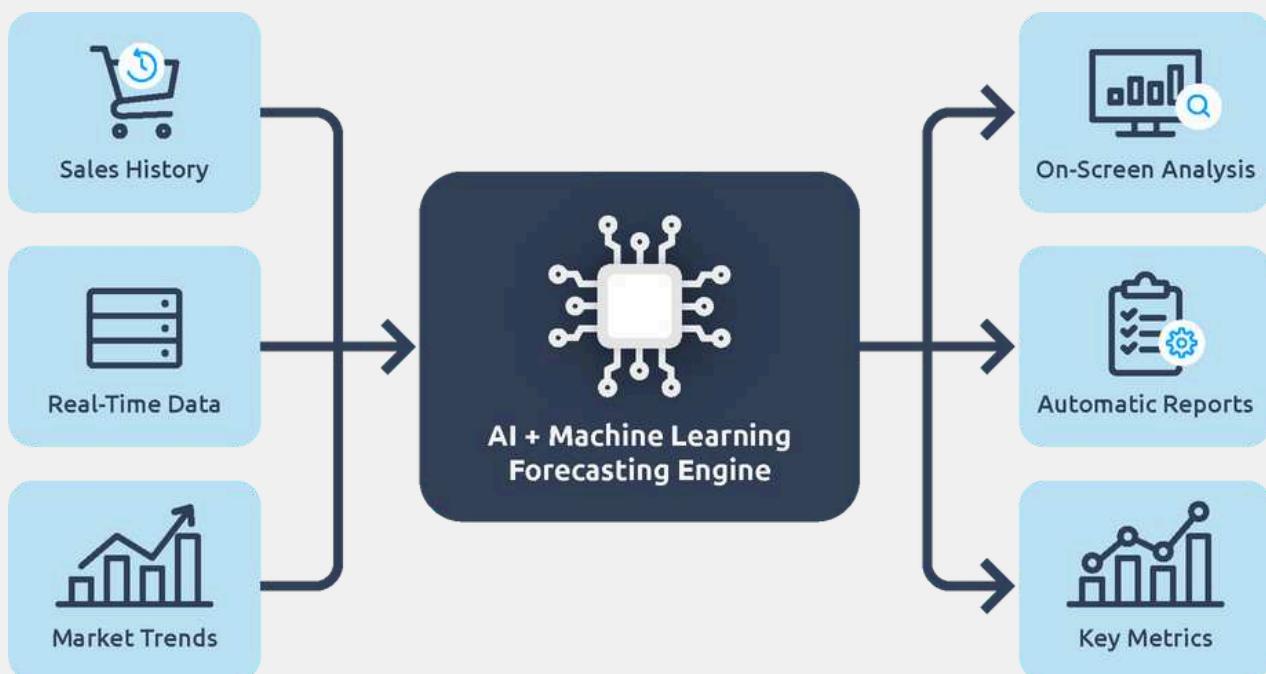


# Embedded AI Forecasting & Reporting

## Actionable Insights at Your Fingertips

Gain insights into emerging trends and make proactive decisions by comparing historical and in-season performance with **embedded system forecasts for on-screen analysis**. 7thonline's powerful machine learning and AI-powered adaptive forecasting engine combines **proprietary vertical-specific algorithms** with industry best practices to precisely predict sales trends and amplify inventory productivity.

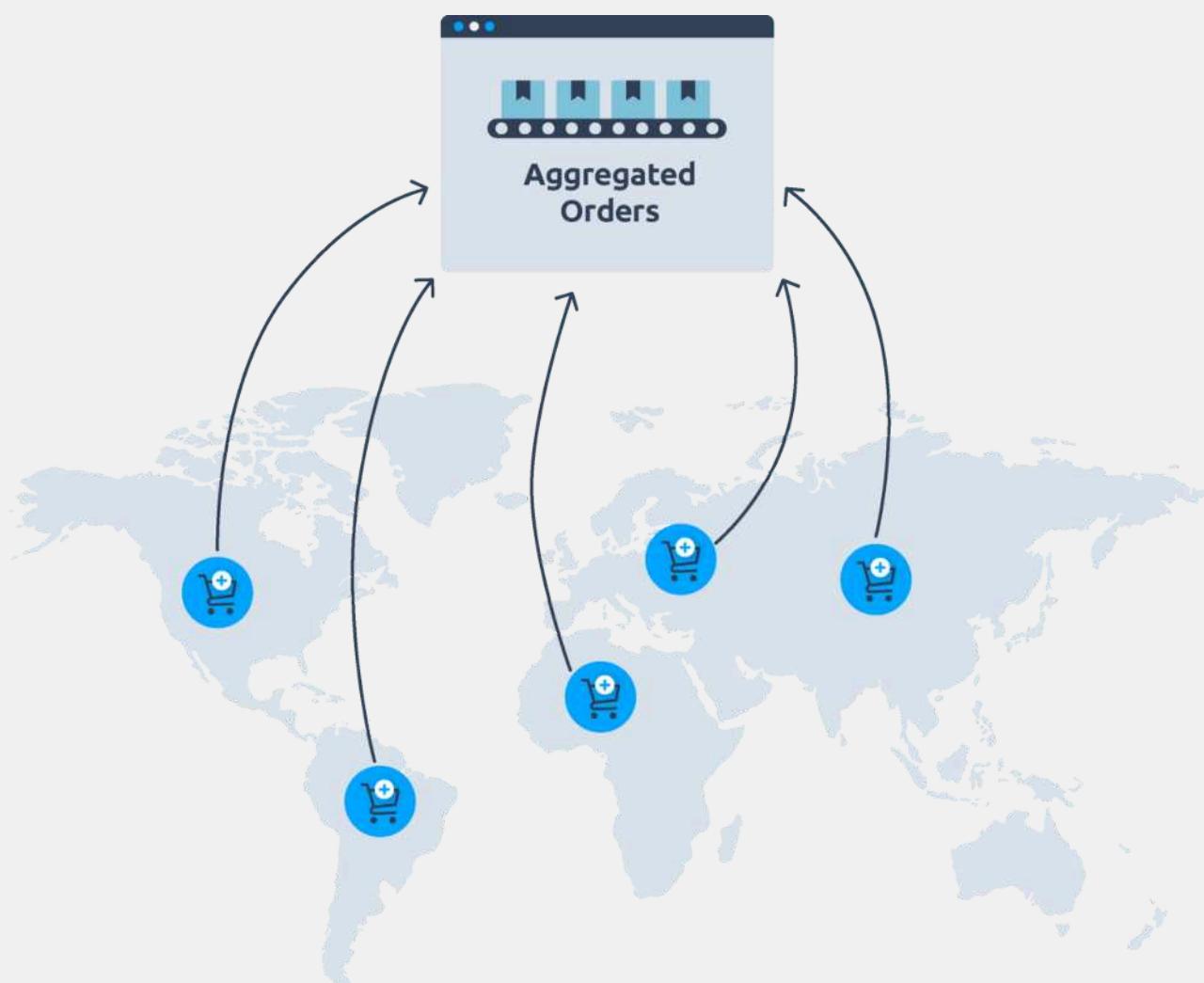
Extract actionable insights without burdening IT. The **intuitive, robust reporting engine is embedded** and automatically generates various reports to access in-depth analytics of key operational indicators. For custom reporting, you choose the indicators important to your business. From novice to specialist, 7thonline's Report Builder enables users of all skill levels to access key information with custom drag-and-drop reporting on-the-fly—you also **control the permissions and accessibility** of your reports.



# eShowroom

## Fulfill & Aggregate Specialty Demand

Designed as an **intuitive B2B shopping cart**, eShowroom empowers global specialty buyers and sales representatives to place orders **anytime, anywhere via web browser**. Wholesale brands are empowered with a **complete and aggregated view of orders**, providing insight on total demand to secure advantageous production and greater order fulfillment. Different buyers can place **customizable assortments of your product categories**, fit to their needs.





## Concept Study: ROI Calculator

Based on various metrics such as revenue and gross profit margin, our team is able to conduct a concept\* study to show the impact of our platform for various brands. The concept study includes aggressive, likely and conservative scenarios to calculate the return on investment for our direct-to-consumer and wholesale solutions. By acting on new opportunities that improve inventory productivity, wholesale brands are able to see ROI through improved order fill rate, additional margins from proactive selling and more.

Using 7thonline's demand forecasting and consumer-centric selling tactics for wholesale operations, we ran the following numbers for a detailed ROI analysis.

According to the ROI analysis, a brand with an estimated **\$2B annual revenue** is projected to see the following:



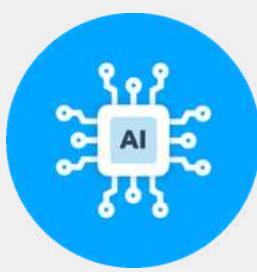
### 4X ROI in Year 1

Conservatively, the analysis projects a 4X net benefit after the first year, with a net benefit of \$8.3M. By year five, ROI jumps to 2513%, with a cumulative benefit of \$96.6M.



### \$26M from Proactive Selling

Aggressively, the analysis projects additional revenue due to proactive selling to be \$26M, and \$51.9M due to improved fill rate, in year one.



### \$1M-\$3.1M saved

Using AI for operational efficiency saved the brand between \$1-3.1M in SG&A (Selling, General and Administrative) costs for the first year.

For a **\$250M brand**, we ran an ROI analysis of using 7thonline's wholesale solutions to find the following:



### \$1.9M Growth in Year 1

Assuming the brand is not overproducing products, they were projected to see a conservative increase in revenue growth of \$1.9M within the first year.



### 161% ROI by Year 1

Conservatively, the analysis projects a 161% ROI in the first year due to an increase in revenue and decrease in SG&A costs—realizing 100% of benefits by year two.



### 8X ROI in Year 5

In year five, the brand has reached nearly 8X on ROI, with a cumulative benefit of \$7.3M, while the cost of the project has decreased to less than half the original investment.

Our AI-native system utilizes proprietary vertical-specific algorithms and industry best practices to drive value for all brands and retailers across wholesale, DTC and ecommerce channels regardless of size. As brands continue to grow, our platform not only scales to their business needs but also realizes more potential, boosting returns for multi-channel brands.

\*7thonline's ROI model was developed by Kurt Salmon, part of Accenture Strategy, based on an independent study of 7thonline's clients to serve as a benchmark for investment evaluation for retail executives.

## About 7thonline

7thonline is the leading cross-channel merchandise demand planning and allocation solution for retailers and wholesalers—powered by AI. For 25+ years, 7thonline's AI-native platform has been enabling industry leaders such as Birkenstock, Calvin Klein, Canada Goose, PVH, and VF Corp to make dynamic, data-driven merchandising decisions and streamline business processes. Advanced AI is embedded into the platform to accurately forecast consumer demand and ensure inventory decisions align with customer needs, maximizing profitability.

7thonline is headquartered in New York City with global offices.



For more information, please visit [www.7thonline.com](http://www.7thonline.com)