IMPACT WE CREATE

Increff SaaS Solutions help businesses offer the right merchandise and true omni-channel supply chain to their customers

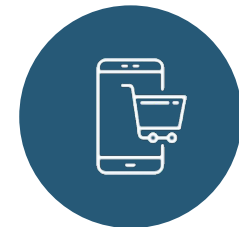## INCREFF IMPROVES YOUR

Revenue

Margins

Unsold Inventory

E-commerce Fulfilment

INCREFF OVERVIEW

13+

COUNTRIES

80+

CLIENTS

Across 200 brands

1400+

STORES

Managed for the largest client

8

INCREFF PRODUCTS

7 Products and 1 Service

270+

TEAM MEMBERS

Largely Tech

102k+

PIECES

Dispatched daily for one of the largest e-commerce WMS client

INDUSTRIES

Apparel

Footwear

Accessories

Electronics

Agriculture

Cosmetics & Skincare

Health Care

Home Decor

Home Appliances

Books

AWARDS & RECOGNITIONS

Gartner
MAGIC
QUADRANT
2020-21-22

Gartner
MARKET
GUIDE
2020-2021

Gartner
CRITICAL
CAPABILITIES
REPORT 2020

Gartner
COOL
VENDOR
2020

FORRESTER®
MARKET
RESEARCH
2021

FORRESTER®
NOW TECH:
WAREHOUSE
MANAGEMENT
SYSTEMS
Q1,2021

Microsoft
for Startups
**Founders
Hub**

accenture
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ACCENTURE
VENTURES
CHALLENGE**
Powered by Microsoft 100x100x100

WE HAVE NEVER LOST A CUSTOMER - THE INDUSTRY LOVES US

ABHISHEK GANGULY

MD, PUMA INDIA

"Solving complexity at scale, Increff provides Puma with a stable platform that drives inventory efficiency."

MITESH DAVE

CHIEF OPERATING OFFICER, ALCIS SPORTS

"From the fifth week of implementation, Sales up by 20%, Stock-outs down by 25%, and margins improved by 150 bps"

J SURESH

EX MD AND CEO ARVIND BRANDS, ARROW, USPA, TOMMY HILFIGER, CK, THE CHILDREN'S PLACE

"Increff helped us in scaling up ecommerce business by helping us overcome our big pain point of managing small B2C orders."

SATYEN P MOMAYA

CEO, CELIO INDIA

"Increff has been helpful in improving relevant merchandise availability on the floor. The team is very responsive and open to learning and adapting."

SOLUTIONS FOR OMNICHANNEL RETAILING

WMS

SIMPLEST & ACCURATE WAREHOUSE MGMT FOR OMNICHANNEL FULFILLMENT

- Serialized inventory
- Best in class for e-commerce fulfillment
- Improves workforce productivity
- Easy returns management

ORDER MANAGEMENT (OMS)

SINGLE-VIEW OF INVENTORY TO ENABLE OMNICHANNEL RETAIL

- Real time inventory sync
- Intelligent splitting & routing
- 1 - 2 day delivery at lower logistics cost

O2O (OFFLINE TO ONLINE)

SELL STORE INVENTORY ACROSS ALL ONLINE CHANNELS

- Intelligent splitting & routing
- Auto and manual hopping
- Designed for store staff

B2B COMMERCE

INVENTORY DISCOVERY PLATFORM FOR B2B TRADE

- Digitally expose multiple stock points inventory to all B2B buyers
- Real time ordering and inventory reservation

WHAT MAKES INCREFF OMNICHANNEL TRULY AWESOME?

INCREASE REVENUE

- Sell 100% inventory simultaneously across all channels without safety stock
- Fastest inventory and order sync (<15 seconds)
- Amazon FBA / Prime status and Flipkart FAssured status leading to higher conversion

MULTI-SYSTEM INTEGRATIONS

- Marketplaces
- Brand website; SFCC, Shopify, Magento, in house
- ERPs: SAP, Oracle, Microsoft
- Implementation in 2 weeks to 3 months

100% RIGHT FIRST TIME OPERATIONS

- Serialized inventory
- 99.9% bin level inventory accuracy
- 100% scan-based operations: error-proof
- No human decision making

PAY-PER-USE

- Pay per piece
- No CapEx or Licensing cost
- New features at no additional cost

25-30% LOWER COSTS

- Higher efficiency: Algo driven optimizations
- Google style UI, keyboard-less operations
- Train employees in 5 mins

BUILT FOR SCALE

- On Cloud
- Designed for 100K+ dispatches per day per warehouse
- Enterprise grade data security

SOLUTIONS FOR END-TO-END MERCHANDISING

BUYING & PLANNING

DATA DRIVEN ASSORTMENT PLANNING

- Store level assortment
- New style launches
- Bestseller management
- True demand analysis
- OTB management
- Ideal size ratio

ALLOCATION & REPLENISHMENT

OPTIMIZE ALLOCATION & AUTOMATE REPLENISHMENT

- Size level
- New season launch
- Inter store transfers
- Cut size reduction
- Event planning

REGIONAL UTILIZATION

DEMAND BASED INVENTORY ALLOCATION TO MULTIPLE WAREHOUSE

- Multi-warehouse inventory distribution
- Zip code based demand
- Store and web

MARKDOWN OPTIMIZATION

AUTO AND DYNAMIC MARKDOWN

- SKU level
- Store level
- Increase / decrease discounts

BUSINESS INTELLIGENCE

SINGLE VIEW OF BUSINESS PERFORMANCE INSIGHTS

- Top sellers & dead styles with images
- Monthly/ weekly trends
- Returns analysis
- Page view vs performance
- Style launch

WHAT SETS INCREFF MERCHANDISING SOFTWARE APART?

DESIGNED FOR FASHION

- Attribute based prediction
- Handles seasonality, recency and sale events
- Full price and discounted sales
- Freshness Index
- Pre season & In-season task handling

AUTOMATION

- Input & output data via Integrations
- Centralize data storage for all merchandising activities
- Schedule multiple tasks
- Quicker iterations to analyze different scenarios

BUILT FOR ACCURATE AND FAST RESULTS

- True ROS™ (rate of sale) + Liquidation noise cleanup
- No clustering of stores: "segment of 1"
- 17 levels of fashion attributes instead of usual 5
- Allocation based on store style ranking

BASED ON INTELLIGENT ALGORITHMS

- Patent pending (US & India) self-learning algorithms
- Consumes only raw data, creates intelligent inputs
- 100+ customizable algorithms

SERVICE - CLOUD WAREHOUSING

CLOUD WAREHOUSING

WAREHOUSING ANYTIME, ANYWHERE, ANY SCALE

- Faster delivery at lower cost via distributed warehouses

- Guaranteed SLA's

- Flexible scalability

- Eliminate CapEx

- Pay-per-ue

WHAT MAKES INCREFF CLOUD WAREHOUSING HIGHLY REWARDING?

DISTRIBUTED WAREHOUSING

- Intelligent inventory distribution across multiple warehouses
- Faster delivery
- Lower logistics cost
- Higher visibility on marketplaces

AGILE AND FLEXIBLE

- Warehousing anytime, anywhere
- No long-term commitment
- Handle peak sale events like Black Friday, Cyber Monday, Christmas, Diwali, etc. with ease

ALL SALES CHANNELS

- Single view of inventory
- Single warehouse for web orders & store/ wholesale orders
- Handle web-order returns complexity

SLAs & INVENTORY ACCURACY

- Guaranteed SLAs and inventory accuracy

NO CAPEX, ONLY OPEX

- No CapEx or Fixed Cost
- Pay per piece

CORE VALUES

Be Happy

Create the perfect environment for employees to feel respected, valued, and content leading to a healthy work-life balance and overall happiness.

Be Disciplined

Establish high standards of performance through relentless dedication & orderly conduct to deliver quality products & services to customers.

Tech Driven & Innovative

Build a tech-driven intrapreneurial culture to enhance employee skill, knowledge, and creativity, improve performance and promote a progressive growth path.

Finish with Finesse

Embrace opportunities for growth by skillfully engineering elite-quality products, conforming to the best industry standards, through dedication & precision. -

Employee Friendly

Commit to providing well-rounded employee growth, acknowledging & valuing their contribution through a collaborative, supportive & interactive culture.

Be fair in all dealings

Promote good judgment for all & encourage fair practices, transparency & honesty to foster a positive attitude and a healthy work environment.

Unblock others

Collaborate & work as a team with distinctive skill sets to boost productivity & reduce dependency through knowledge sharing & collective learning.

Do more from less

Deliver impactful results through effective resource utilization, using simple, elegant, and powerful solutions to maximize productivity and success.

THANK YOU!

Let us help increase your revenue & margins!

Email   : sales@increff.com

Case studies : https://www.increff.com/case-study/

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                       Dubai | India | Singapore

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Saudi

UAE

India