Audience Mapping

Autone **serves professionals in the retail sector**, particularly those involved in inventory management, merchandising, and supply chain optimization.

Geographically focused on the **US, France, Italy, the UK,** and the Nordic countries.

Targeting **mid-market companies** in the Apparel, Beauty, Accessories, and Lifestyle verticals with USD 20M to USD 300M turnover.

Persona Elements

Demand Planning 1

Description

This category focuses on forecasting customer demand to ensure the optimal level of inventory. It involves analyzing sales data, market trends, and customer feedback to predict future product needs.

Persona Samples

- The Data-Driven CFO
- The Efficient Production Manager

Roles in this category, like the Data-Driven CFO and Efficient Production Manager, work to align inventory levels with anticipated demand, optimizing resource allocation, and minimizing waste.

Merchandising 2

Description

Involves the strategic selection, presentation, and promotion of products to enhance sales and customer experience.

Persona Samples

- The Strategic Merchandiser
- The Tech-Savvy Store Manage

The Strategic Merchandiser and Tech-Savvy Store Manager play key roles in determining what products to offer, how to display them, and how to price them to maximize appeal and profitability.

Supply Chain Management 3

Description

This category encompasses the entire journey of a product from production to customer delivery.

Persona Samples

- The Logistics Leader

The Logistics Leader ensures efficient and effective movement of goods, overseeing transportation, warehousing, and distribution, ensuring timely delivery while managing costs.

Core Targets

C-Level Executives

Titles

CEO, COO, CTO, CFO, CPO

Needs

- Strategic oversight
- Financial optimization
- Technology integration
- Procurement efficiency

Desires

- Drive company growth
- Increase market share
- Achieve operational excellence.

Operational Team

Titles

Senior/Junior Buyer, Merchandiser, Demand/Supply Planner

Needs

- Efficient inventory management
- Accurate demand forecasting
- Streamlined supply chain processes.

Desires

- Enhance operational efficiency (Save Time)
- Reduce costs
- Improve product availability

COMMONALITIES

Emphasis on strategic planning, leveraging technology for business growth, and maintaining a competitive edge in the market.

Key elements:data-driven decision-making, efficiency in operations, and staying ahead of market trends.

Competitive Position

autone

Product Position

Autone is a user-friendly SaaS platform that optimizes inventory management for brands by combining intuitive UI/UX with advanced AI-driven analytics, utilizing predictive analytics across five modules to cover key milestones of the inventory management value chain.

Taglines

“Where machine learning meets humans leading.”
"The right product, the right place, the right time"
"Turn your inventory into your super power”

Key Features

- **Customized UI/UX:** Intuitive and user-friendly interface tailored for different user needs.
- Rapid Implementation: Quick onboarding for fast value realization.
- **Real-time Analytics:** Provides instant actionable insights for swift decision-making.
- **Dynamic User Interaction:** Encourages active decision-making for a more interactive platform experience.
- **AI-Driven Decision Making:** Advanced algorithms for predictive analysis and decision support.
- **Modular Approach:** Tailored solutions addressing specific challenges in inventory management.
- **Data Integration:** Seamless assimilation of SKU sales and inventory data.
- **Customized Parameters:** Strategic parameter setting tailored to business success.
- **Decision Models:** Continuous data-driven recommendations across modules.
- **Web-Based Platform:** Unified space for recommendations, collaboration, and immediate actions.

Time to Onboard

3-4 weeks

Integration Capabilities

ERP / SoR Agnostic

Toolio

Product Position

Toolio is a flexible, cloud-based merchandising platform that centralizes data and streamlines retail workflows with real-time insights.

Taglines

“Rocket science retailing made easy.”

Key Features

- **Real-Time Insights:** Offers actionable insights for data-driven decisions.
- **Customizable Planning:** Tailors dashboards, roles, and workflows to specific retail needs.
- **Merchandise Planning:** Automates financial plans with real-time insights.
- **Assortment Planning:** Develops products using data-driven insights.
- **Item Planning:** Enhances stock level management and demand planning accuracy.
- **Allocation:** Automates inventory allocation for optimal placement.

Time to Onboard

2-4 weeks

Integration Capabilities

ERP / SoR Agnostic

autone advantage: comparative statement

Autone distinguishes itself from Toolio by offering a broader scope beyond merchandising activities. While Toolio focuses on a unified platform for merchandising, autone provides comprehensive inventory management solutions with modules tailored for various retail challenges. Autone's rapid implementation and actionable insights in real-time cater to a wider range of operational needs, positioning it as a more versatile and efficient choice compared to Toolio's merchandising-centric approach.

syrup

Product Position

Syrup Tech provides an AI-powered inventory optimization platform that enhances merchandising decisions through predictive analytics and demand forecasting.

Taglines

“AI-powered Inventory Optimization”
“Predictive Inventory Planning & Management”

Key Features

- **AI-Driven Predictive Analytics:** Uses AI to predict customer demand and optimize inventory.
- **Inventory Planning and Allocation:** Enhances inventory planning accuracy.
- **Omnichannel Inventory Optimization:** Provides insights for inventory allocation across multiple channels.

Time to Onboard

3-4 weeks

Integration Capabilities

ERP / SoR Agnostic

autone advantage: comparative statement

Compared to Syrup's AI-powered inventory optimization, autone offers a more human-centric approach with its blend of machine learning and intuitive user interface. While Syrup excels in automating inventory planning through predictive analytics, autone's strength lies in its customizable UI/UX and real-time analytics, offering a more interactive and user-friendly experience. This makes autone a preferable choice for brands seeking a balance between advanced technology and user-centric design.

nextail

Product Position

- Nextail leverages AI and prescriptive analytics to transform core merchandising decisions in fashion retail, emphasizing agility and data-driven efficiency.

Taglines

“The smart platform for retail merchandising”
”Transform your core merchandising decisions with AI and prescriptive analytics”

Key Features

- **Data-Driven Decisions:** Enhances flexibility and efficiency in merchandising processes.
- **Assortment Planning:** Maximizes sales and profit with AI-driven recommendations.
- **Buying & Reorder:** Anticipates local demand for efficient buying decisions.
- **First Allocation & Replenishment:** Manages initial unit allocation across channels and locations.
- **Rebalancing:** Maximizes full-price sales by efficiently moving stock among stores.
- **Events & Promotions:** Prepares channels for promotions with advanced forecasting.
- **Engagement:** Provides retail-specific insights for informed decision-making

Time to Onboard

<4 weeks

Integration Capabilities

ERP / SoR Agnostic

autone advantage: comparative statement

Against Nextail's AI-driven approach for fashion retail, autone's platform offers a more diversified solution suitable for a broader range of industries. Autone's emphasis on customization, user-friendly design, and dynamic interaction with real-time data provides a competitive edge, especially for businesses looking for a comprehensive and adaptable inventory management system beyond the fashion retail scope.

PRODUCT POSITION

TAGLINES

KEY FEATURES

TIME TO ONBOARD

INTEGRATION CAPABILITIES

COMPARATIVE STATEMENT