

# REDUCING OUT OF STOCKS THROUGH EFFECTIVE RETAIL PLANNING

**"Accelytics was receptive to our needs and took the time to learn our processes. As a result, the technology optimization effort helped us dramatically plan more accurately, while reducing overhead."**

Arlo specializes in product design, wireless connectivity, cloud infrastructure, and cutting-edge capabilities focused on delivering a seamless, smart home experience for its users, that is easy to set up and interact with every day. Arlo's cloud-based platform provides users with visibility, insight and a powerful means to help protect and connect in real-time with the people and things that matter most, from any location with a Wi-Fi or a cellular connection.

To date, Arlo has launched many award-winning smart connected devices, including wire-free smart Wi-Fi and LTE-enabled cameras, advanced baby monitors and smart security lights. Arlo's 300 items and 3 million subscription-based users make up \$50 million in annual revenue, which is manufactured and distributed via 3rd party partners globally.



**INDUSTRY**

High Tech, Retail



**USE CASE**

Sales Forecasting, Merchandise Planning, Inventory Optimization



**TECHNOLOGY**

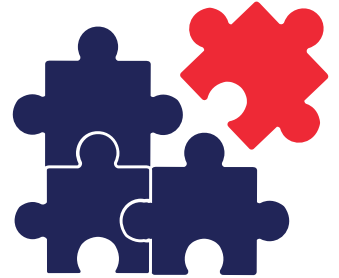
Anaplan

## CHALLENGES

In August of 2018, Arlo branched off from Netgear to form its own company. This forced Arlo to revisit its technology landscape and invest in IT infrastructure. Anaplan was selected as a tool to help Arlo solve its retail planning challenges. After implementing Anaplan with a non-Accelytics consulting partner, Arlo did not feel their technology solution enabled them to forecast, allocate inventory and plan distribution in a way that could support their business model. As a result, Arlo was questioning whether Anaplan was the right solution for their organization. Arlo reached out to Accelytics to help validate that Anaplan was the right solution, capable of meeting their needs.

## SOLUTION

Accelytics leveraged its Accelerated Approach Methodology to lead a series of workshops that streamlined Arlo's planning process and outlined how Anaplan could be leveraged as an enabler to support the process. Next, a gap analysis was conducted to determine quick improvements that could be implemented in Arlo's existing Anaplan model. These improvements primarily focused on optimizing the underlying architecture of Anaplan's solution to create a more dynamic user interface for Arlo's planners.



## RESULT

Arlo continued to use Anaplan as their primary planning tool after going through the workshops Accelytics conducted. After five weeks of model optimization, Arlo had an Anaplan solution that planners could leverage to fully execute their process. Some additional features were added, such as scenario planning. These enhancements allowed Arlo to increase forecast accuracy by 2%, while significantly speeding up their planning process.



Accelytics stands for "accelerated analytics." Our team specializes in business process optimization and technology enablement within the scope of supply chain, sales performance management, and financial planning and analysis.

Accelytics leverages its Accelerated Approach methodology to help clients establish industry focused sustainable processes while using technology as a true enabler to the process.

Our experienced team delivers a broad range of services to help clients throughout their entire transnational journey. We provide solutions that include business process optimization, technology enablement and support services.

Accelytics is headquartered in Houston, TX with offices in Dallas, Denver, Minneapolis and New York. Learn more at [www.accelytics.com](http://www.accelytics.com).