

Supply Chain Analytics Suite

Enabling an insights and demand-driven supply chain by leveraging advanced analytics and intelligent automation



“Specialist provider” in Gartner’s market guide



“Featured Vendor” in Gartner’s Hype Cycle on Supply Chain Strategy



300 person years Supply chain consulting and analytics experience



APICS certified CPIM, CSCP and OR professionals



Team certified on MITx supply chain

Our Offerings

Supply Chain Insights & Analytics

Effectively build an adaptive and resilient supply chain driven by insights and foresights



- End-to-end supply chain visibility through Control Towers
- Probabilistic risk assessment and mitigation
- Network-wide product flow optimization
- Multi-echelon inventory optimization
- Cost-to-Serve and Landed cost analytics

Smart Operations

Build competitive cost advantage across all aspects of supply chain operations



- Efficient sourcing & procurement
- Predictive Inventory allocation and replenishment
- Digital warehouse operations
- Synchronized warehousing and transportation
- Intelligent returns management

Omni-channel Enablement

Enable a customer-first and responsive supply chain



- Real-time and dynamic fulfilment planning
- Optimized fulfilment operations
- Responsive workforce scheduling
- Optimized last mile delivery

Economic, Social & Governance (ESG)

Enabling retailers to be net-zero



- Comprehensive ESG insights
- Predictive root cause driver analytics
- Scenario-based planning & execution
- ESG initiative performance management

Business Impact Snapshots

\$1.3B

reduction in working capital
over 4 years

\$2B

Identified new growth
opportunities

15%

Incremental revenue by Smart
load building

40%

Increased 1 day transits for
dynamic allotment

\$1B

savings through e2e
inventory optimization

\$25M

reduction in
transportation costs

20%

Reduced fulfillment cost through
dynamic order allocation

8%

Improvement in On shelf
availability



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Enable Better Decisions With Fractal

At Fractal, we work towards building resilient retail organizations by powering every human decision in the enterprise and combining A.I., engineering, and design to help the world's most admired Fortune 500® companies.

Fractal has more than 4000 employees across 16 global locations, including the United States, Canada, the U.K., Ukraine, India, Singapore, and Australia. Fractal has been recognized as a leader in Customer Analytics Service Providers Wave™ 2021 by Forrester for the 3rd consecutive year, as well as a leader in Analytics & A.I. Services Specialists Peak Matrix in 2021 & 2022 by Everest Group, as well. Fractal has consistently been rated as India's best company to

work for by The Great Place to Work® Institute. Fractal brings industry experts and technical expertise together - to understand the problems retailers face and has built accelerators to create a quicker path to value. Our accelerators include Customer Genomics - an AI-powered Customer Intelligence platform; Trial Run - Data-driven, cloud-based experimentation platform; Asper.ai - A purpose-built A.I. platform to unlock revenue growth and enable interconnected decisions; Senseforth.ai - A conversational A.I. Platform; I.V.A. - Image & video analytics, among others.

For more information, visit fractal.ai/retail