



snipes[®]

PEAK.AI | COMPANY CONFIDENTIAL

Game-changing AI with Peak

The only AI platform for inventory and pricing optimisation that delivers real commercial gains





snipes

- 9.30am** Introduction and icebreaker
- 9.50am** Recap and project objectives
- 10.00am** Inventory AI Application intro
- 10.15am** Inventory Replen analysis and ROI
- 11.15am** Snipes Inventory AI platform overview/demo
- 11.45am** Peak project approach
- 12.00pm** Next steps (All)





Recap and Objectives



Key Challenges



Missed sales

Store expansion and the lack of granular insight at a hyper-store level has increased the risk of missed sales across geographies.



Manual processes

Manual processes are dominant across the merchandising operations, which creates a lack of insight and agility.



Sub-optimal capital

The cost of working capital is increasing. So a long-term, tailored optimisation could provide a substantial ROI as Snipes continues to expand.



Stock allocation

Multiple store expansions have made stock allocation a challenge. Snipes is performing regular inter-branch transfers to maintain availability.



Inventory AI Project Vision



Snipes **starkes Wachstum** zu unterstützen, indem KI-gestützte Intelligenz in die Bestandsprozesse integriert wird – zur Optimierung der Verfügbarkeit, Steigerung des Umsatzes, Reduzierung von Überbeständen und Verbesserung der Produktivität durch **datenbasierte, automatisierte Entscheidungen im großen Maßstab.**

To empower Snipes' **rapid growth** by embedding AI-driven intelligence into inventory operations—optimising availability, increasing revenue, reducing overstock, and enhancing productivity through **data-led, automated decision-making at scale.**

Snipes Executive Summary - Right Product, Right Place, Right Time



Partnering with Peak offers Snipes a powerful opportunity to support your rapid growth by **embedding AI into Merchandising**. Peak's Inventory AI will optimise replenishment at the SKU x location level, improving availability, reducing overstock and lost sales, and boosting productivity. This partnership will drive greater efficiency, agility, and innovation across Snipes' supply chain.

The existing challenge...

- Missed sales due to stockouts in Austria over the past 12 months
- Manual replenishment processes limit speed and scalability

What are we going to do...

- **Improve Availability:** Optimise replenishment at SKU x Location level
- **Boost Productivity:** AI powered decision-making, freeing up merchandising teams
- **Optimise stock:** Enhanced inventory planning, especially for continuous lines

The annual uplifts we expect to deliver for Austrian stores...



+€4.8M in sales

commercial opportunity based on current missed sales data

1000s of hours

1.1M to 1.7M weekly decisions

€2.1M less stock

working capital optimisation opportunity



snipes®

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Your AI opportunity

Peak's analysis





Replenishment

Sync your stock to demand with SKU-level and store specific replenishment.

Inventory AI Engine forecasts, levels and availability simulation optimised replenishment quantities within process and logic constraints for every store to ensure you have the optimal stock holding.



Peak optimally balances stock at each location by SKU



Predicts overperformance and early demand trends in real-time.



Peak will monitor and flag exceptions for manual intervention with Co:driver



Peak ensures low outbound volumes are carried forward efficiently.



Inventory AI
A holistic inventory view to forecast, order and balance optimal stock levels across your network.

Overview Inventory Reorder **Replenishment** Availability

Find a product by id or name. Filter Replen products only

Showing 230 of 250 products

Product	Category	Store	Status
<input type="checkbox"/> Sheer Lace Blouse p_98915740	Tops	Wolverhampton Cit...	Understocked
<input type="checkbox"/> Graphic Print Hoodie p_16043329	Tops	Wolverhampton Cit...	On Target
<input type="checkbox"/> Ultra-Stretch Yoga Pants p_14283439	Activewear	Derby City Hub	On Target
<input type="checkbox"/> Formal Pleated Trousers p_21126163	Formalwear	Rugby Town Centre	On Target
<input type="checkbox"/> Vintage Wash Graphic Tee p_27685457	Tops	High Wycombe To...	On Target
<input type="checkbox"/> High-Performance Hiking Boots p_10935473	Footwear	High Wycombe To...	Overstocked
<input type="checkbox"/> Slim Fit Tailored Pants p_25681501	Formalwear	Wolverhampton Cit...	Low Stock
<input type="checkbox"/> Slim Fit Suit Trousers p_39545487	Formalwear	Rugby Town Centre	Low Stock
<input type="checkbox"/> Merino Wool Beanie p_38401400	Accessories	Wolverhampton Cit...	On Target
<input type="checkbox"/> Elegant Lace Maxi Dress p_27970454	Dresses	Wolverhampton Cit...	On Target
<input type="checkbox"/> Everyday Wear Ballet Flats p_32350153	Footwear	Rugby Town Centre	Low Stock

Opportunities for Value



1

1:1 replenishment process is not able to quickly react to initial sales reactions often **resulting in stock-outs**

2

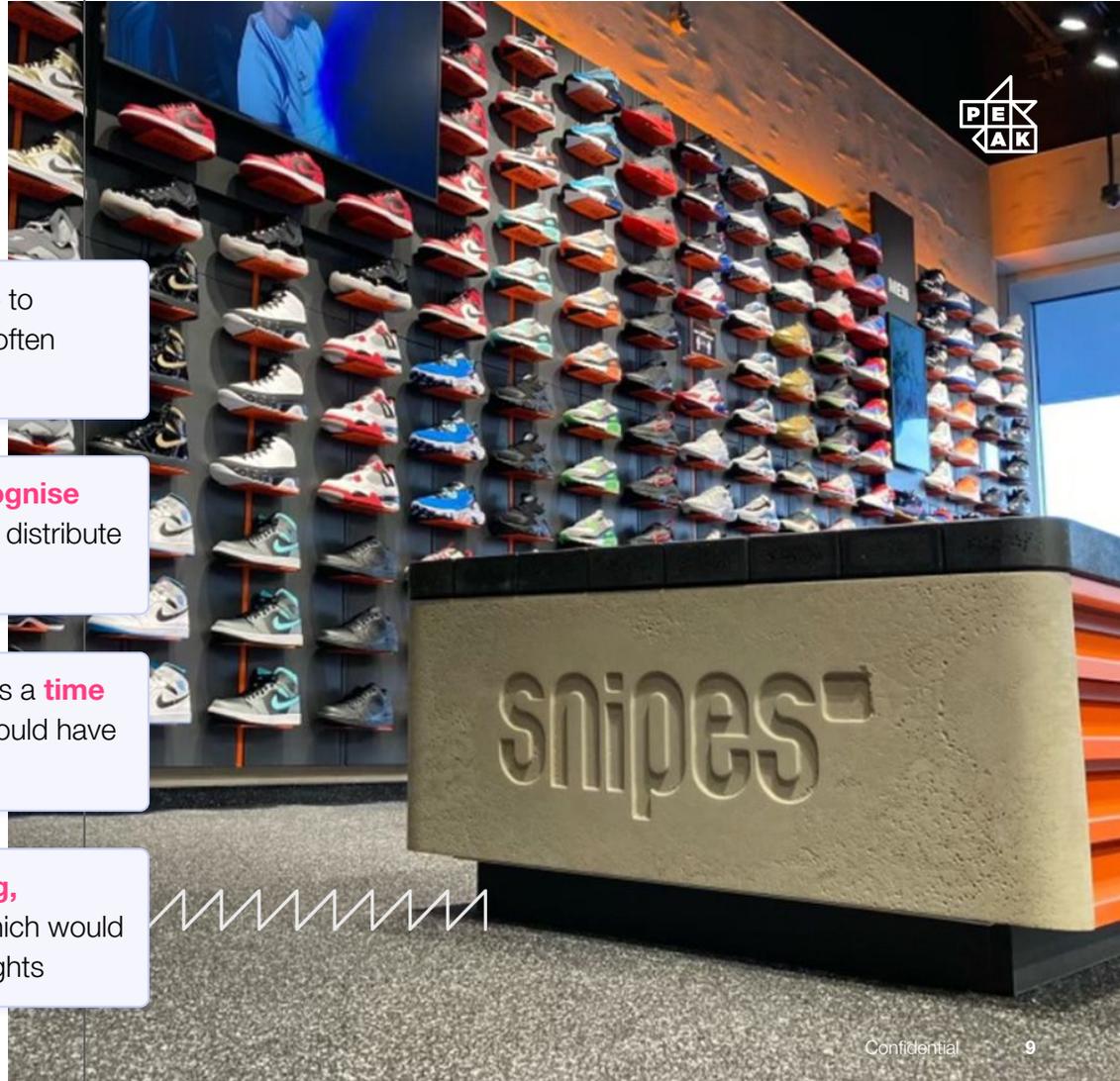
1:1 replenishment **is not able to recognise constrained stock** and appropriately distribute often resulting in stock imbalances

3

Pulling insights and controlling stock is a **time consuming manual process** that could have more granular data input

4

There is a **need to challenge buying, pre-packs and pricing strategy** which would benefit from stock balancing and insights



Some things to clarify...



This analysis is based on sales, excluding returns, and inventory data from 12th June 2024 to 31st May 2025, inclusive.

This includes 9,300 different products, stocked in 27 active stores and 1 recently closed store in Austria.⁽¹⁾

Products can be split between Continuous (Dauerbesand) products that are generally held in stock, and Trend (Kein dauerbesand) products that are expected to be sold for shorter periods of time.

Inventory health has been assessed at a product × size × location level.

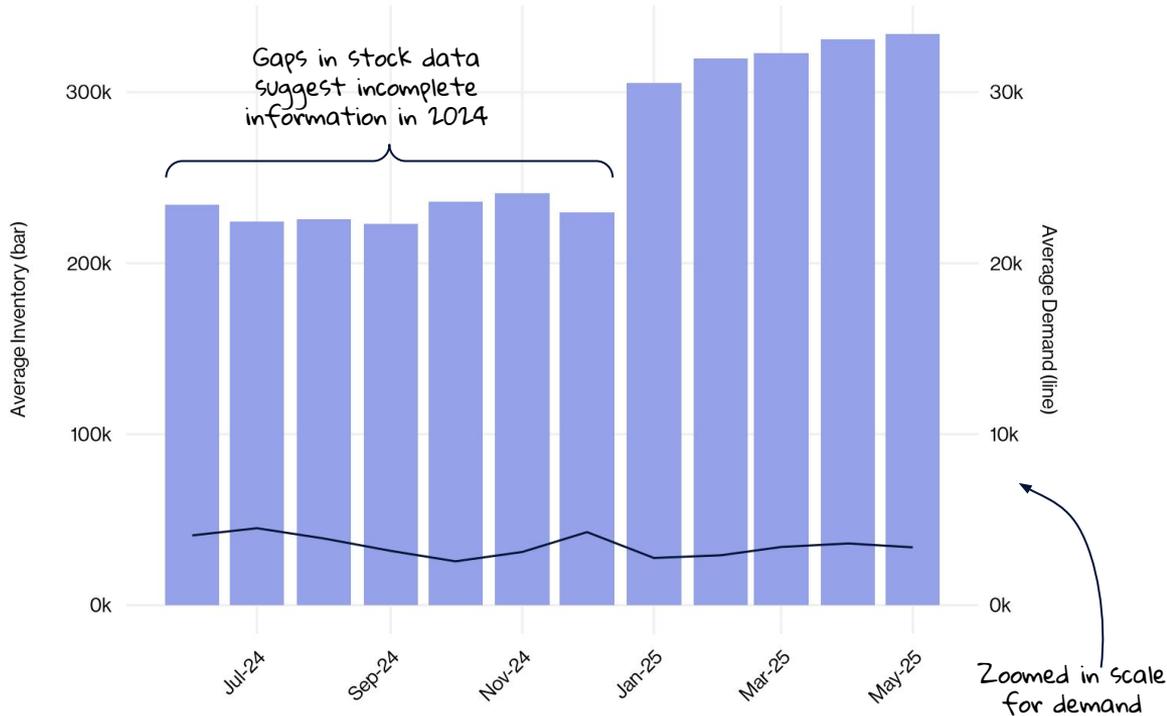


(1) Includes Wien Favoritenstr. (store number 26) which is now closed.



Overall stock is high compared to demand

This chart shows average daily inventory (units) and average units sold per day in each month, for all products in all stores in Austria⁽¹⁾



In the last year...

1.02m units sold in store

42% continuous products

€57.12m total revenue

38% continuous products

323k average inventory⁽²⁾

31% continuous products

(1) Excludes online sales and inventory in the DC. All information excludes returns.

(2) Based on stock in 2025 only.



Footwear drives the most revenue but has the most complexity

This table summarises sales in the last year and stock as at the end of the analysis period for each category

	Accessories	Apparel	Footwear
Units sold	326.7k	280.9k	408.7k
Revenue	€5.66m	€10.61m	€40.84m
Average Selling Price	€17	€38	€100
Average number of products available each month	1.7k	2.0k	1.7k
Average number of products × size available each month	2.8k	7.2k	10.7k
Total stock in stores (31st May)	104.5k	103.8k	113.6k
Cost of total stock in stores (31st May)	€0.87m	€1.58m	€5.44m



With generally higher average selling prices, footwear products generated 72% of in store revenue in Austria over the last 12 months.

Whilst all 3 categories have a similar number of distinct products available each month, the range of different sizes for footwear means that there are many more granular replenishment decisions required for this category.



Optimising
replenishment
would require

1.1m to 1.7m

weekly decisions

This is the average number of distinct product × size combinations in stock in a month, each requiring two or three replenishment decisions a week, for each of the 27 active stores in Austria.

This represents an estimate of the number of individual decisions that would need to be made by the Merchandising team at Snipes for Austria alone.

An automated approach, driven by AI, would empower your teams to set the right replenishment quantities, at the right time, at scale.



Identifying understocking and missed sales

Demand patterns were compared to stock levels to identify where sales were likely missed due to understocking.

What is the impact of understocking?

Understocking leading to stockout days means that sales could be missed.

Missed sales have been estimated as the **average daily demand on days where stock was available, applied to stockout days**, provided stock was available in another Austrian store.

Continuous products

A **continuous** product \times size \times location is classed as understocked if average monthly stock falls below the level needed to meet demand 99% of the time, based on observed demand volatility.

This level is referred to as the **safely stock**.



Trend products

A **trend** product \times size \times location is classed as understocked if it stocked out before clearing all stock **within the first 13 weeks** of launch (the typical allocation period).

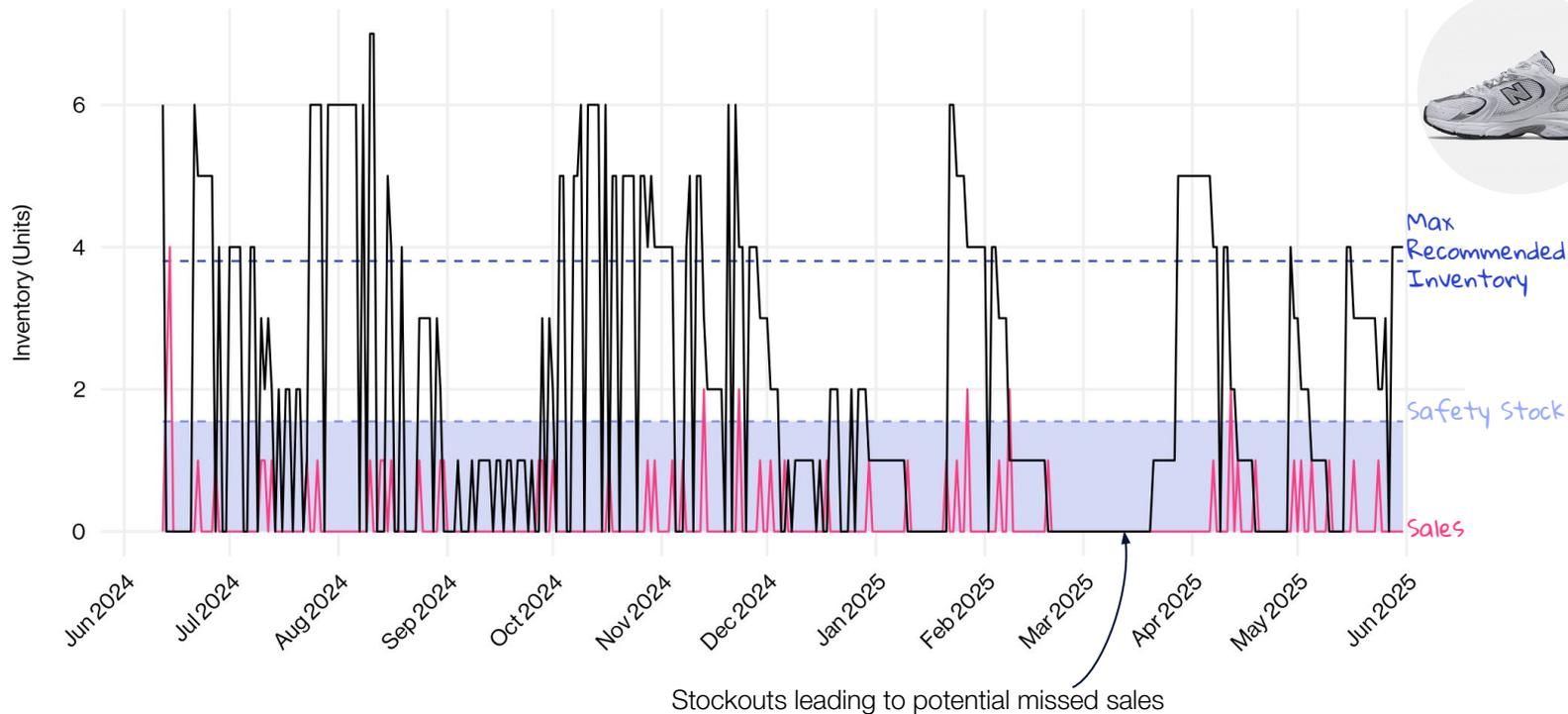
Missed sales are calculated the same way as for continuous items but are **capped to not exceed double the actual sales**.



An example of an understocked continuous product



This chart shows daily demand and inventory for 530 white/natural indigo, New Balance, Women's, Size 39.5 in Wien Mariahilfer

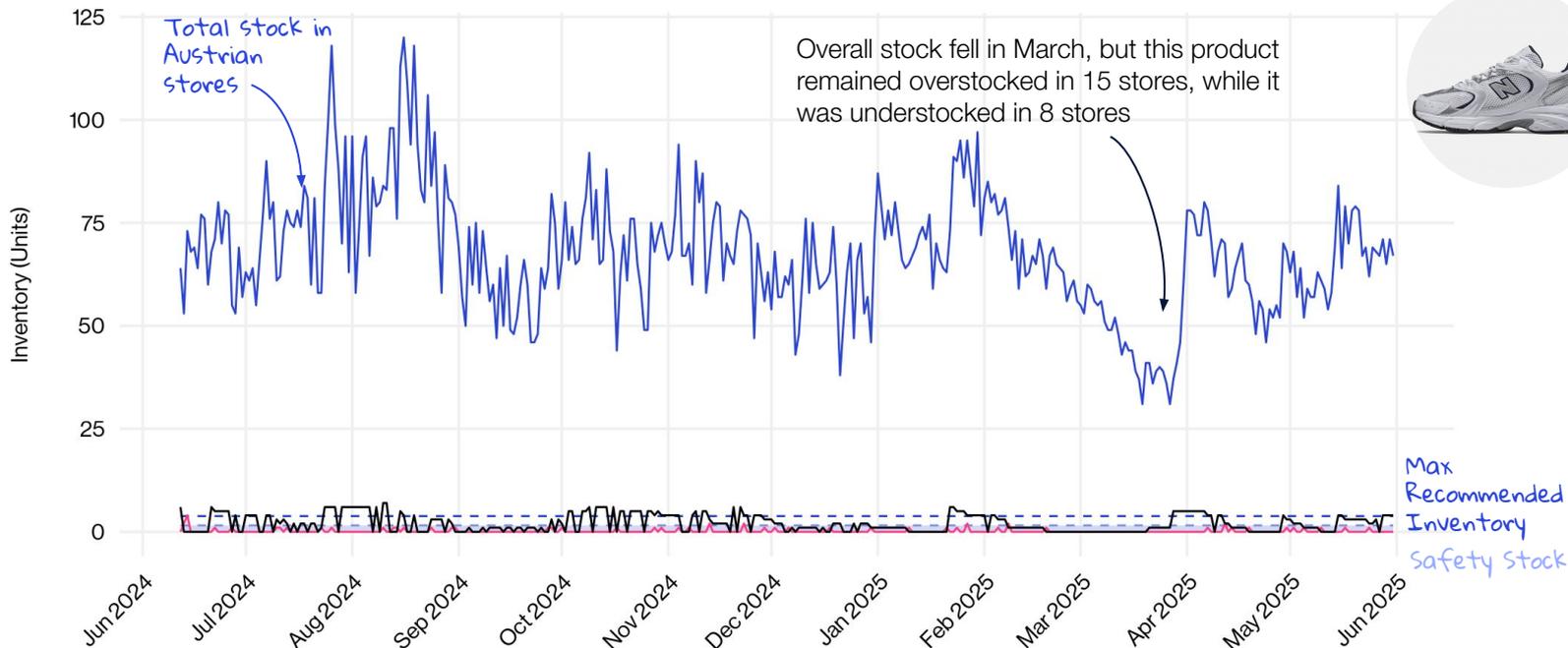


Our solutions can deal with complexities in data and constrained products to forecast demand at a granular level, and to minimise missed sales as a result of stock being in the wrong place at the wrong time.

Sub optimal replenishment may be exacerbated by constrained stock



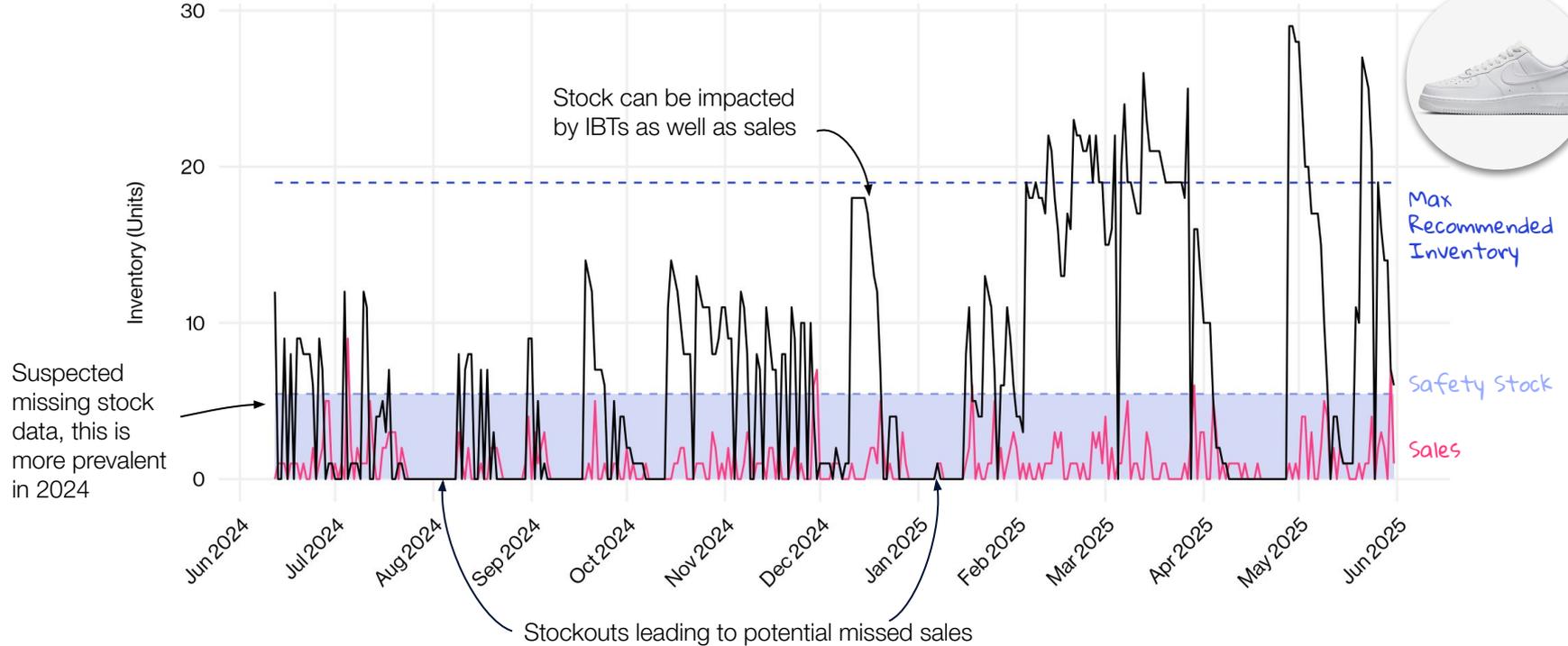
This chart shows daily demand and inventory for for 530 white/natural indigo, New Balance, Women's, Size 39.5 in Wien Mariahilfer along with total stock in stores in Austria



Getting the stock you have in the right place to match demand is crucial to make the most of your stock of constrained products.

An example of an understocked continuous product

This chart shows daily demand and inventory for Mens Air Force 1 '07 white/white, size 43 in Vösendorf Westfield Shopping City Süd

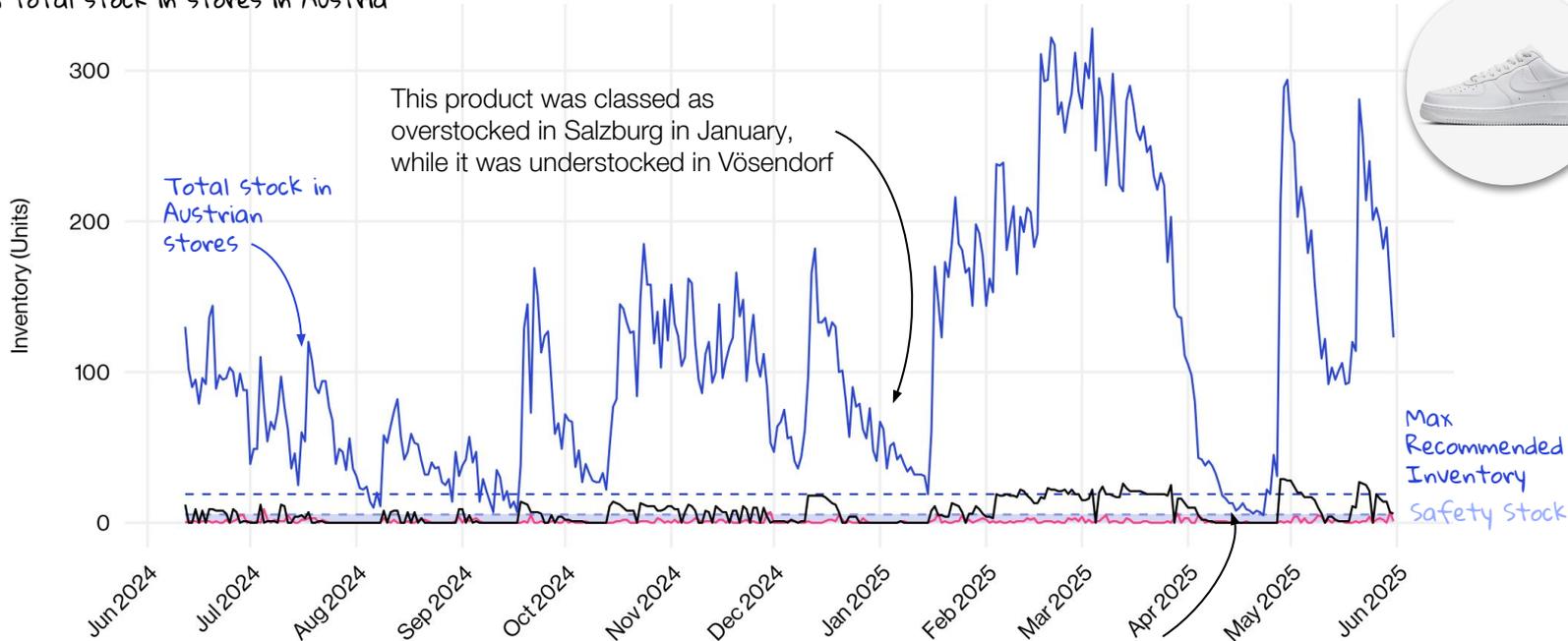


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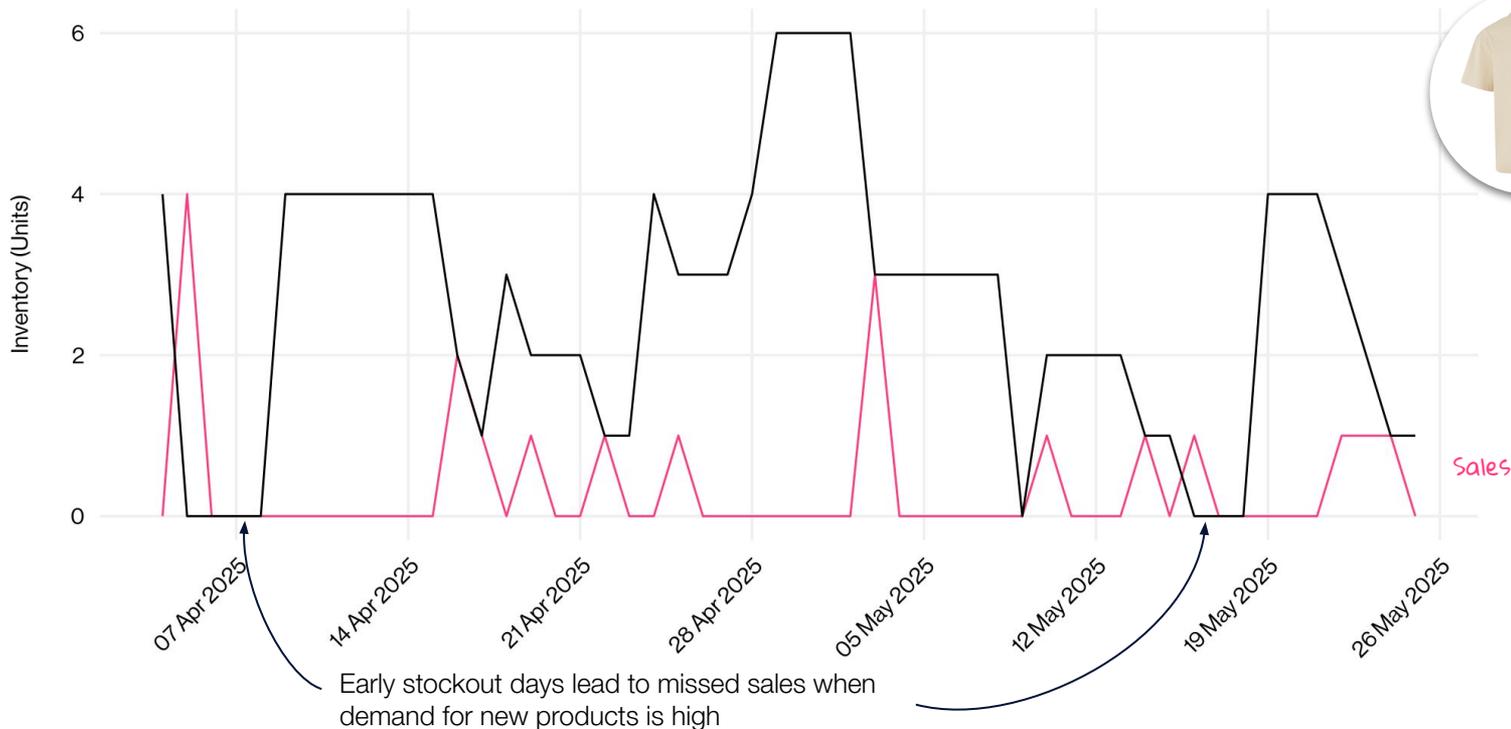
At some points stock in all stores is low, this may be due to supplier constraints or initial buying decisions

Getting the stock you have in the right place to match demand is crucial to make the most of your stock of constrained products.

An example of an understocked trend product



This chart shows daily demand and inventory for All Time Favorite Oversize Tee white sand, size M in Wien Mariahilfer

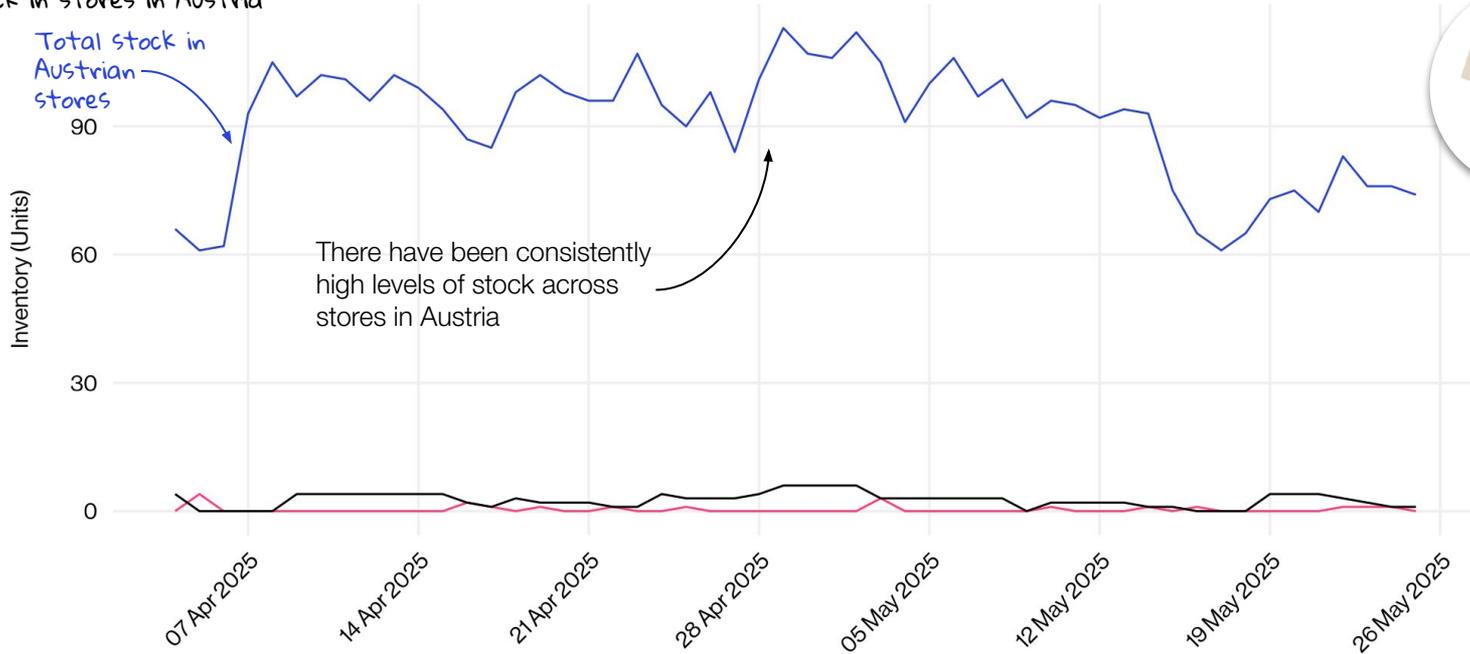


Cold start forecasting can predict demand for trend products to get stock in the right place first time, minimising missed sales.

Understocking in one store may be a result of overstocking elsewhere



This chart shows daily demand and inventory for All Time Favorite Oversize Tee white sand, size M in Wien Mariahilfer along with total stock in stores in Austria



Optimised replenishment could prevent missed demand due to stockouts, instead of stock sitting in other stores.



In the last 12 months, the estimated impact⁽¹⁾ of missed sales due to stockouts across all products and stores in Austria was missed revenue of

€1.5m

Continuous
Products

€3.3m

Trend
Products

(1) Figures based on impact from Jan - May 2025 scaled up to one year.
This equates to 8.4% of revenue in the year.

Identifying current levels of overstocking

Product × size × location data was analysed to identify overstocking levels in May 2025.

What is the impact of overstocking?

We have shown that overstocking in one location whilst there is understocking elsewhere leads to avoidable missed demand.

The **cost of additional overstocking** is the total cost of excess stock, minus any stock that could have been used to avoid missed sales.

Excess continuous stock

A **continuous** product × size × location is overstocked if its average monthly stock exceeds the safety stock plus two weeks of cover.

The surplus above this threshold is counted as **excess stock**.



Excess trend stock

A **trend** product × size × location is overstocked if it's been on sale for 3+ months, sell-through in May is under 50%, and stock levels on 31st May are at least 5 units (accessories) or 2 units (footwear/apparel).

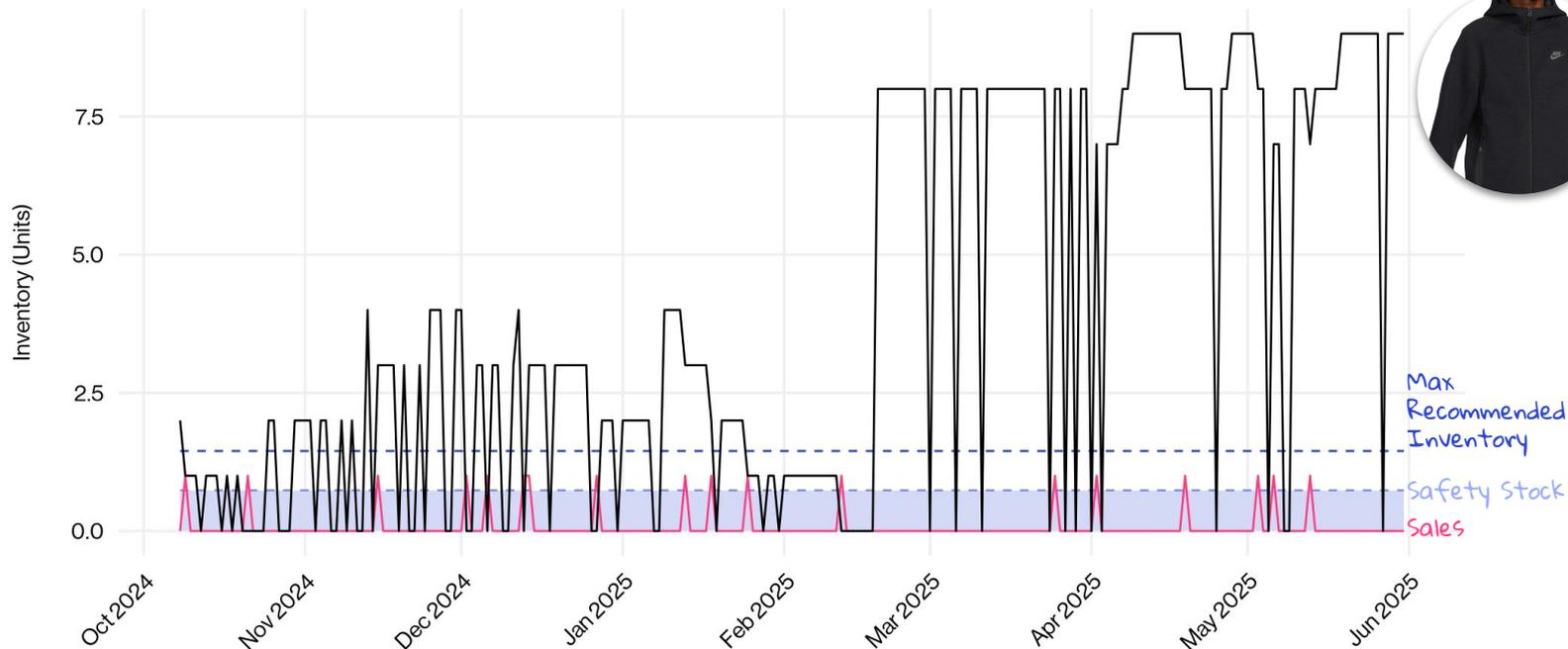
Since trend items are expected to sell out to make room for new products, all remaining stock is considered **excess stock**.



An example of an overstocked continuous product



This chart shows daily demand and inventory for M NK TCH FLC FZ WR HOODIE black, size L in Villach Atrio

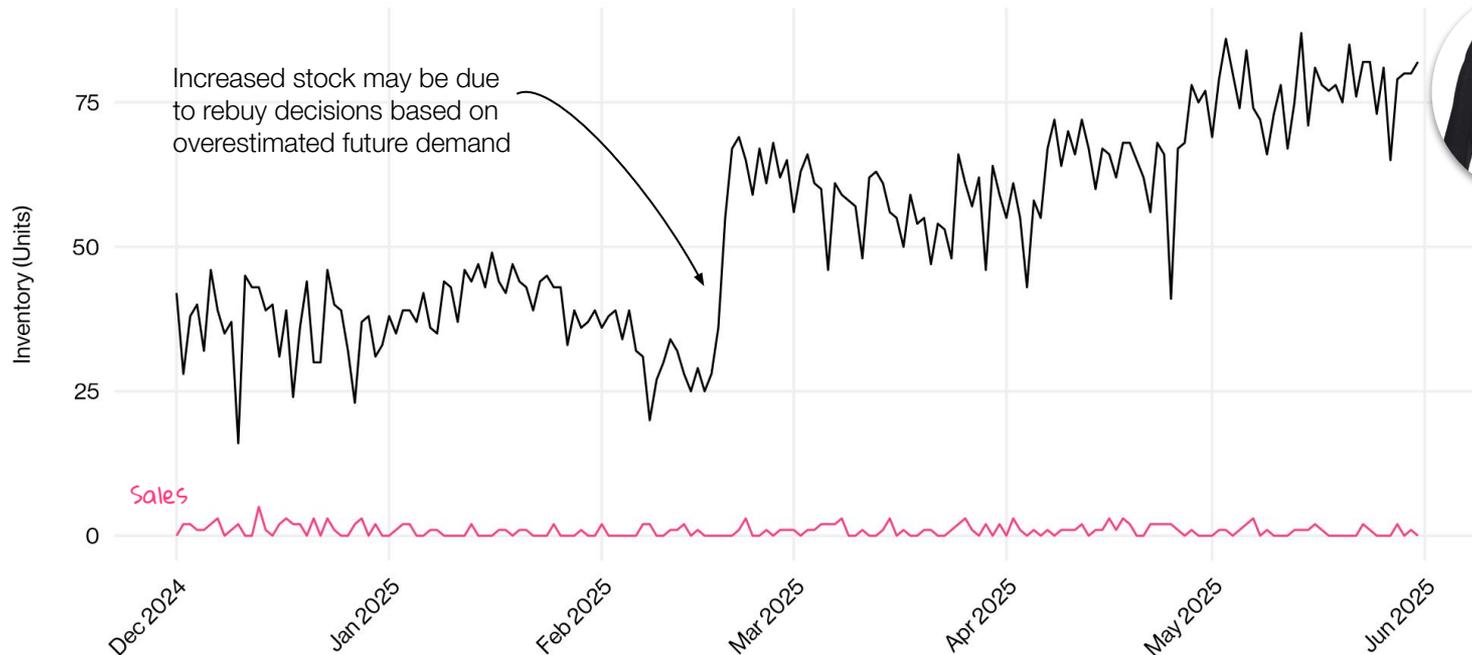


Holding stock in the right stores to match demand will naturally reduce overstocking in stores with less demand, freeing up shelf space for replenishing understocked products.

Overstocking could be reduced by optimising rebuy decisions



This chart shows daily demand and inventory for M NK TCH FLC FZ WR HOODIE black, size L, across all stores in Austria

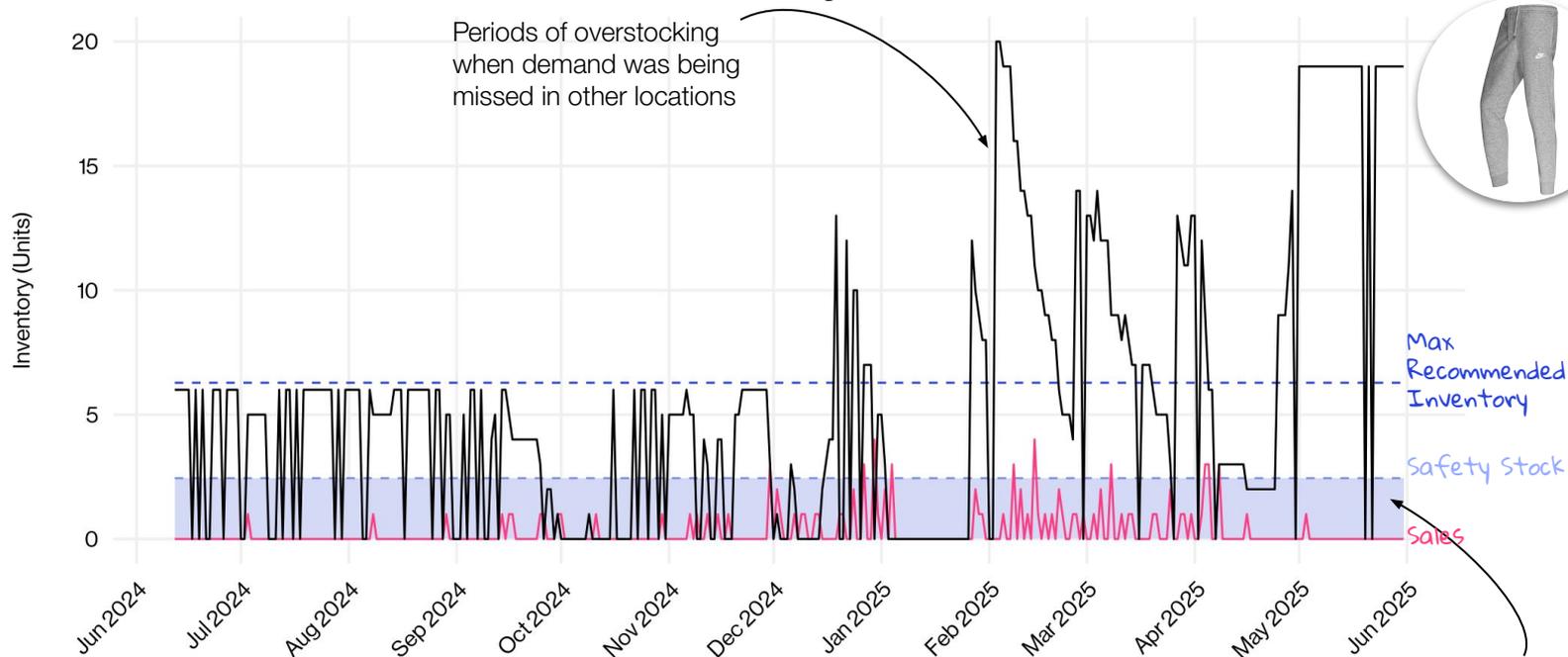


When there is too much stock across the network, optimised rebuy decisions enable you to delay further purchases until excess stock has been sold, with future orders more closely matched to future demand.

An example of an overstocked continuous product



This chart shows daily demand and inventory for Mens NSW CLUB JGGR BB dk grey heather/matte silver/white, size S in Wien Mariahilfer

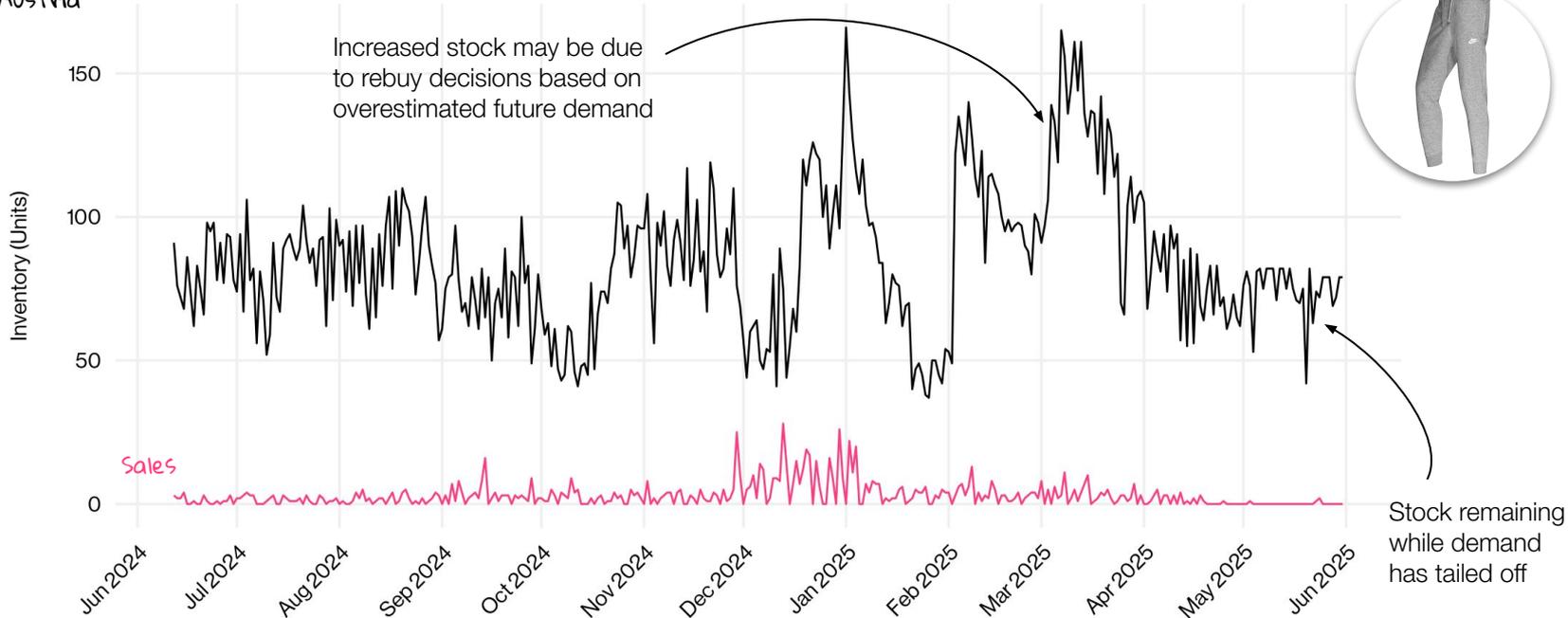


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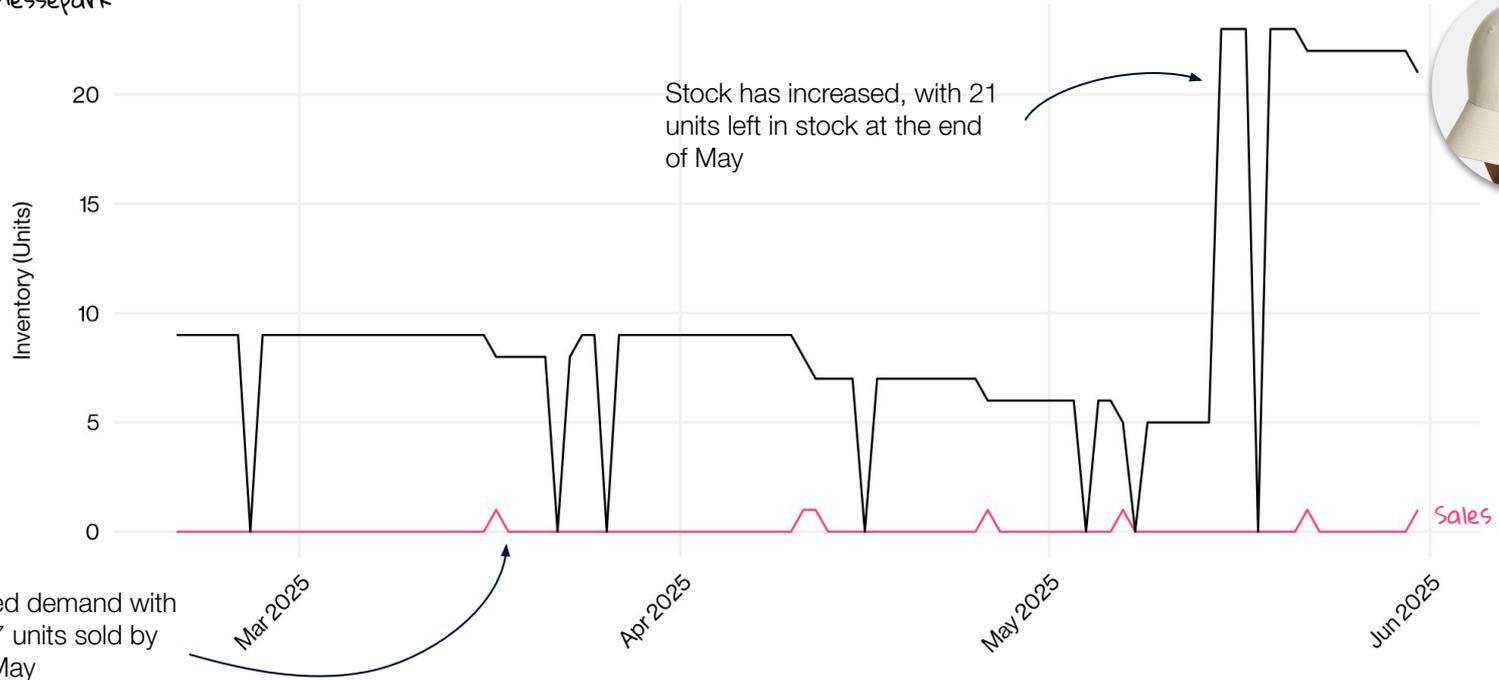
This chart shows daily demand and inventory for Mens NSW CLUB JGGR BB dk grey heather/matte silver/white, size S across all stores in Austria



When there is too much stock across the network, optimised rebuy decisions enable you to delay further purchases until excess stock has been sold, with future orders more closely matched to future demand.

An example of an overstocked trend product

This chart shows daily demand and inventory for Unisex Nike DF CLUB CAP S CB MTFUT L coconut milk/metallic silver, size M/L in Dornbirn Messepark

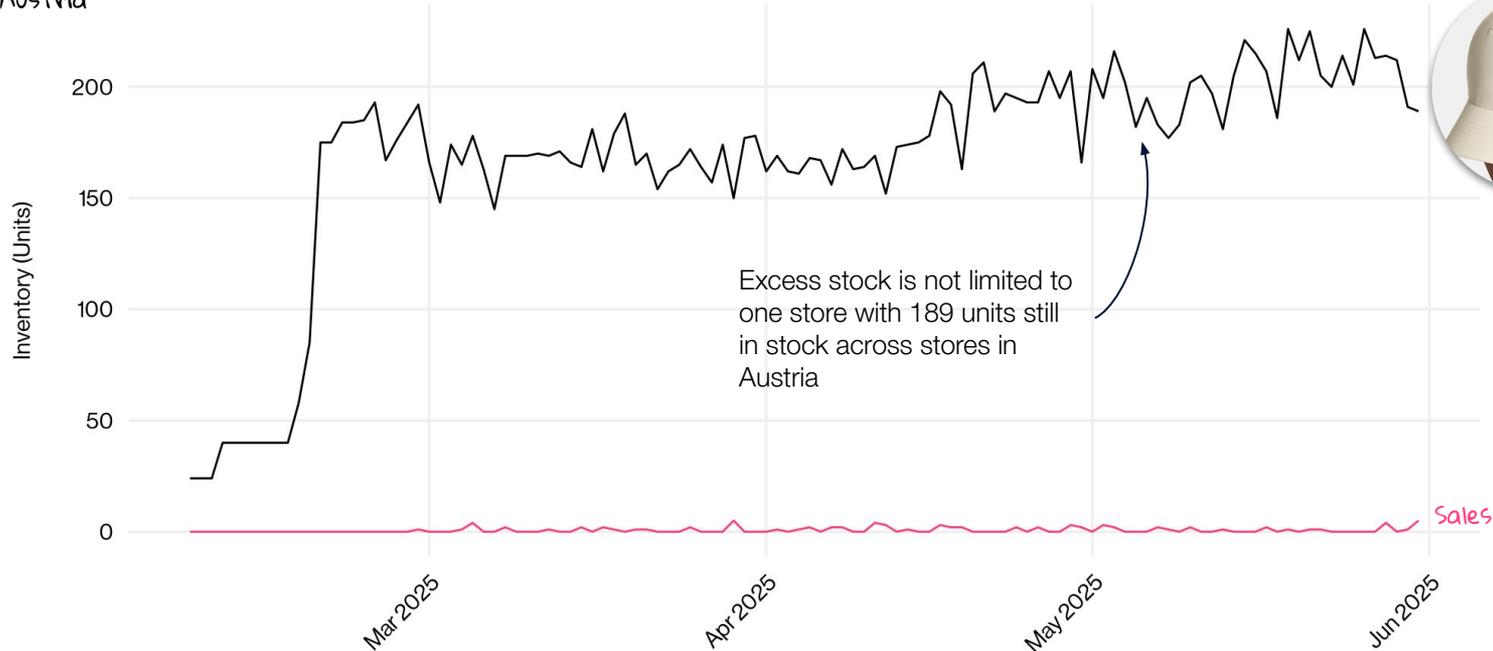


Overstocking of trend products can leave you with aging stock that needs to be moved or marked down to clear.

Some occurrences of overstocking are across the store network



This chart shows daily demand and inventory for Unisex Nike DF CLUB CAP S CB MTFUT L coconut milk/metallic silver, size M/L across all stores in Austria



When there is excess stock across the network, optimised markdown can be used to clear stock whilst balancing protection of margin.



The estimated cost⁽¹⁾ of overstocking in May 2025, across all products and stores in Austria was

€0.8m

Continuous
Products

€1.3m

Trend
Products

(1) This equates to 27% of total stock cost of €7.9m at end May 2025



Peak's Replenishment



We've delivered these numbers before...



Village Supermarket

\$2.3bn grocery retailer

Availability **+15%**
Gross Profit **+19%**



Speedy Hire

£425m tool hire business

Availability **+8%**
Working capital **-4%**

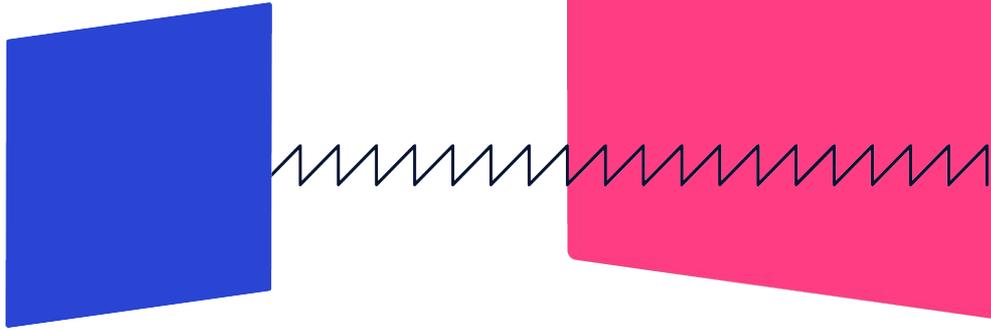


Eurocell

£300m building materials supplier

Availability **+6.7%**
Working Capital **-£1.86m**





Inventory AI for Retail

Replenishment



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Peak optimally balances stock at each location by SKU



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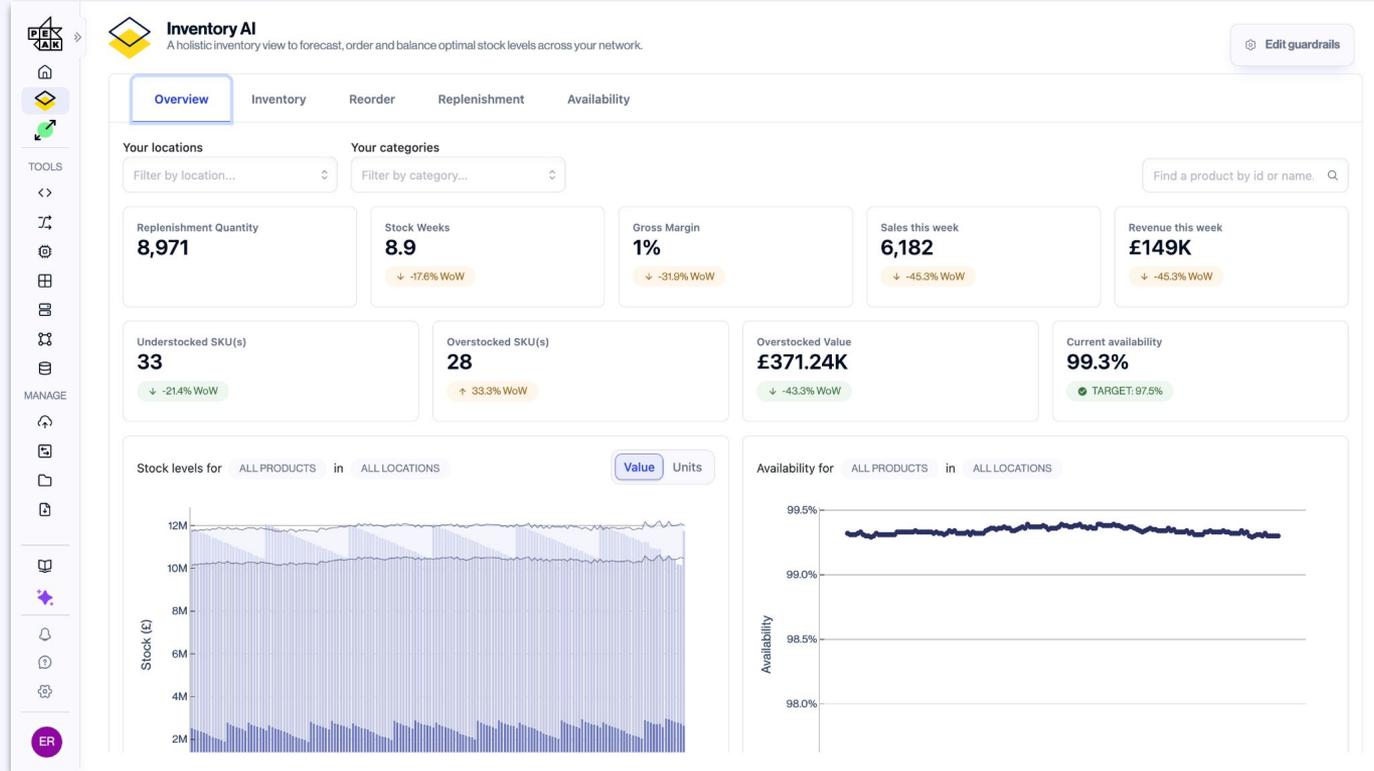
Showing 230 of 250 products

Product	Category	Store	Status
<input type="checkbox"/> Sheer Lace Blouse p_98915740	Tops	Wolverhampton Cit...	Understocked
<input type="checkbox"/> Graphic Print Hoodie p_16043329	Tops	Wolverhampton Cit...	On Target
<input type="checkbox"/> Ultra-Stretch Yoga Pants p_14283439	Activewear	Derby City Hub	On Target
<input type="checkbox"/> Formal Pleated Trousers p_21126163	Formalwear	Rugby Town Centre	On Target
<input type="checkbox"/> Vintage Wash Graphic Tee p_27685457	Tops	High Wycombe To...	On Target
<input type="checkbox"/> High-Performance Hiking Boots p_10935473	Footwear	High Wycombe To...	Overstocked
<input type="checkbox"/> Slim Fit Tailored Pants p_25681501	Formalwear	Wolverhampton Cit...	Low Stock
<input type="checkbox"/> Slim Fit Suit Trousers p_399545487	Formalwear	Rugby Town Centre	Low Stock
<input type="checkbox"/> Merino Wool Beanie p_38401400	Accessories	Wolverhampton Cit...	On Target
<input type="checkbox"/> Elegant Lace Maxi Dress p_27970454	Dresses	Wolverhampton Cit...	On Target
<input type="checkbox"/> Everyday Wear Ballet Flats p_32350153	Footwear	Rugby Town Centre	Low Stock

Morning View



Dashboard allowing your teams to track key metrics and suggested actions



Inventory Reporting

Allowing your team to effectively manage their collections



Inventory AI

A holistic inventory view to forecast, order and balance optimal stock levels across your network.

Overview **Inventory** Rebuy Availability

Filter

Download

Showing 23,456 of 23,456 products

<input type="checkbox"/>	Product SKU	Category	Colour	Status	Total stock	Current sell																																				
<input type="checkbox"/>	Nike Air Max 95... FOOT0001	Trainers	● Black	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>	550	<div style="display: flex; justify-content: space-between; align-items: center;"> <table border="1" style="font-size: 0.7em; border-collapse: collapse;"> <thead> <tr> <th>Size</th> <th>Available</th> <th>On Order</th> <th></th> </tr> </thead> <tbody> <tr><td>6</td><td>60</td><td>15</td><td>● On Target</td></tr> <tr><td>7</td><td>70</td><td>20</td><td>● On Target</td></tr> <tr><td>8</td><td>80</td><td>25</td><td>● On Target</td></tr> <tr><td>9</td><td>90</td><td>20</td><td>● On Target</td></tr> <tr><td>10</td><td>60</td><td>10</td><td>● Low Stock</td></tr> <tr><td>11</td><td>45</td><td>0</td><td>● Understocked</td></tr> <tr><td>12</td><td>45</td><td>10</td><td>● Understocked</td></tr> <tr><td>Total</td><td>450</td><td>100</td><td></td></tr> </tbody> </table> <div style="margin-left: 10px;"> <div style="margin-bottom: 5px;">View</div> </div> </div>	Size	Available	On Order		6	60	15	● On Target	7	70	20	● On Target	8	80	25	● On Target	9	90	20	● On Target	10	60	10	● Low Stock	11	45	0	● Understocked	12	45	10	● Understocked	Total	450	100	
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<input type="checkbox"/>	On Running Cloudswift 3... FOOT0002	Running	● Black	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>		<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="margin-bottom: 5px;">View</div> </div>																																				
<input type="checkbox"/>	New Balance 9060... FOOT0006	Trainers	● Grey	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>		<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="margin-bottom: 5px;">View</div> </div>																																				
<input type="checkbox"/>	The North Face Base Cam... FOOT0004	Slides	● Grey	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>	Bristol	The North Face																																				
<input type="checkbox"/>	Crocs Classic Clog... FOOT0005	Crocs	● Grey	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>	Birmingham	Crocs																																				
<input type="checkbox"/>	Nike Killshot 2... FOOT0007	Trainers	● Black	<div style="width: 100%; height: 10px; background: linear-gradient(to right, red, yellow, green);"></div>	Leeds	Nike																																				

Replenishment

Automated replenishment based on AI engine and availability selection



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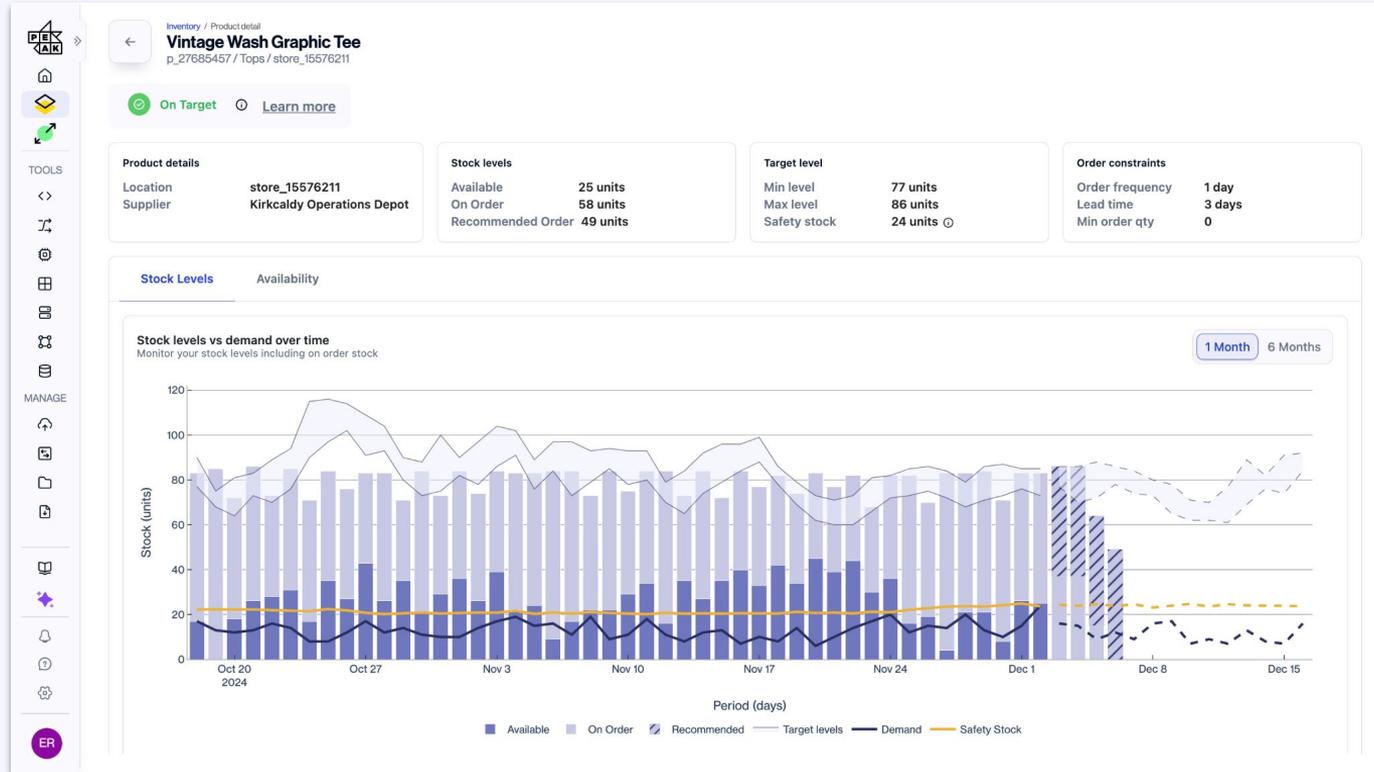
Showing 230 of 250 products

Product SKU	Category	Store	Status	Selling Price	Cost Price	Gross Margin	Re
<input type="checkbox"/> Sheer Lace Blouse p_98915740	Tops	Wolverhampton Cit...	Understocked	£45.00	£26.81	67.85%	<input type="button" value="View"/>
<input type="checkbox"/> Graphic Print Hoodie p_16043329	Tops	Wolverhampton Cit...	On Target	£40.00	£18.20	119.78%	<input type="button" value="View"/>
<input type="checkbox"/> Ultra-Stretch Yoga Pants p_14283439	Activewear	Derby City Hub	On Target	£45.00	£20.92	115.11%	<input type="button" value="View"/>
<input type="checkbox"/> Formal Pleated Trousers p_21126163	Formalwear	Rugby Town Centre	On Target	£70.00	£38.29	82.82%	<input type="button" value="View"/>
<input type="checkbox"/> Vintage Wash Graphic Tee p_27685457	Tops	High Wycombe To...	On Target	£25.00	£10.66	134.52%	<input type="button" value="View"/>
<input type="checkbox"/> High-Performance Hiking Boots p_10935473	Footwear	High Wycombe To...	Overstocked	£75.00	£41.68	79.94%	<input type="button" value="View"/>
<input type="checkbox"/> Slim Fit Tailored Pants p_25681501	Formalwear	Wolverhampton Cit...	Low Stock	£69.99	£26.77	161.45%	<input type="button" value="View"/>
<input type="checkbox"/> Slim Fit Suit Trousers p_39545487	Formalwear	Rugby Town Centre	Low Stock	£55.00	£25.87	112.6%	<input type="button" value="View"/>
<input type="checkbox"/> Merino Wool Beanie p_38401400	Accessories	Wolverhampton Cit...	On Target	£30.00	£10.24	192.97%	<input type="button" value="View"/>
<input type="checkbox"/> Elegant Lace Maxi Dress p_27970454	Dresses	Wolverhampton Cit...	On Target	£89.99	£47.25	90.46%	<input type="button" value="View"/>
<input type="checkbox"/> Everyday Wear Ballet Flats p_32350153	Footwear	Rugby Town Centre	Low Stock	£40.00	£17.28	131.48%	<input type="button" value="View"/>

Replenishment Linecards



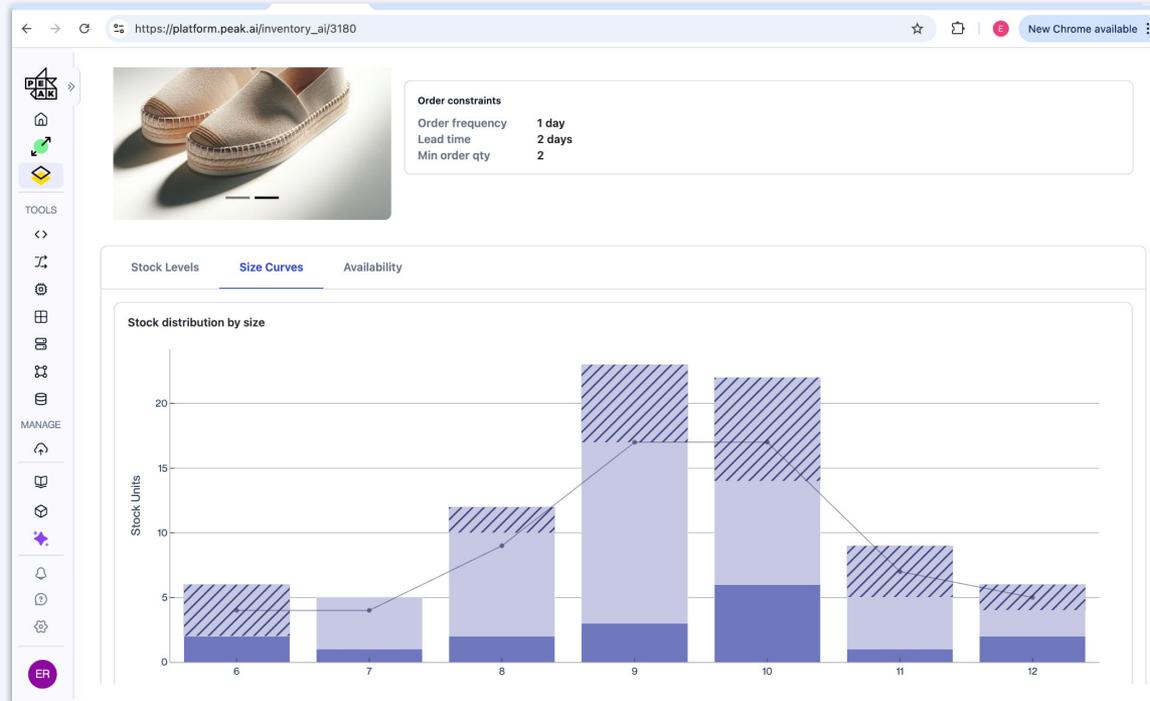
Automatically reforecasting linecards and replenishment explainability



AI Size Curves



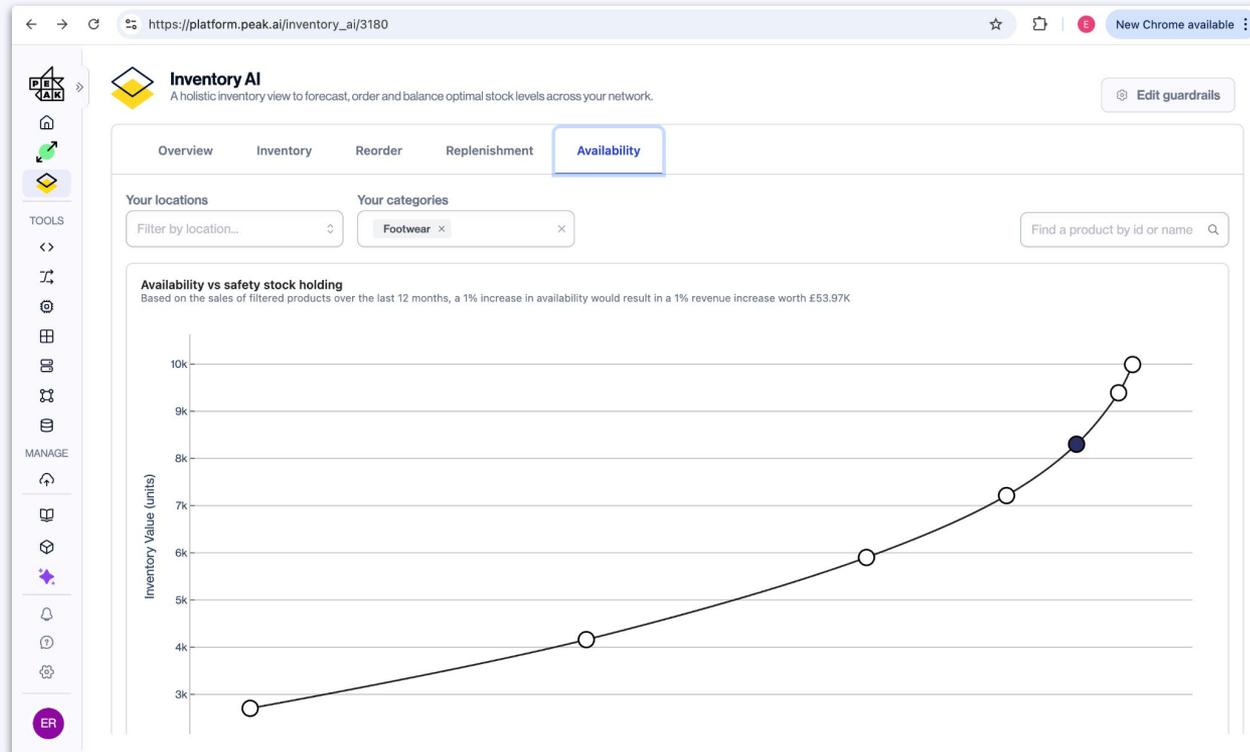
Stabilise the size curve based on predicted demand



Availability Scenario Planning

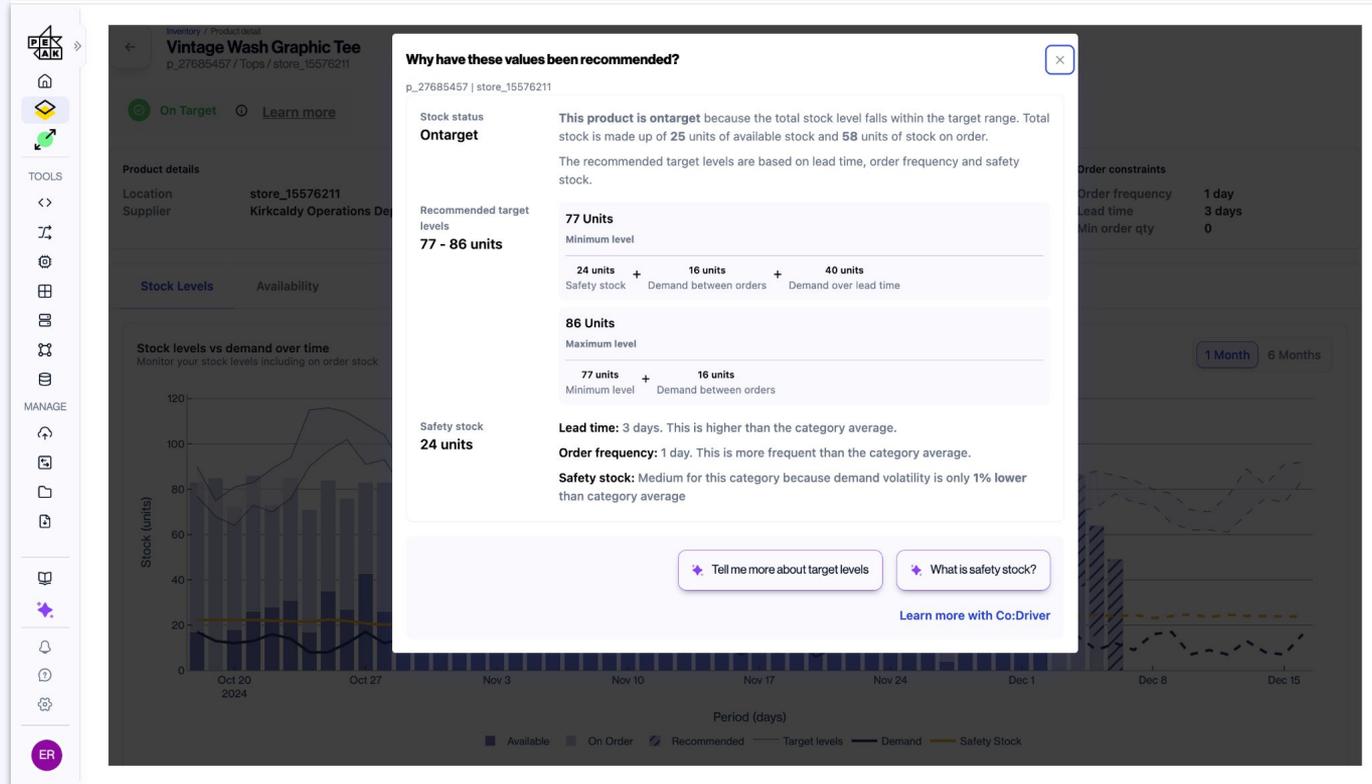


Explore the trade-off between availability, sales revenue and stockholding metrics (value, units and cover)



Natural Language Explainers

Explainability behind the decisions





Co:Driver Pro can empower your business by maximizing the value of your data and AI capabilities across your product portfolio and allowing you to dig deeper into it than ever before.

Co:Driver

Support Assistant

Get help troubleshooting issues and raising support tickets eg. 'Can I raise a support ticket?'

AI Explainability

Understand how Peak's AI generated your outputs eg. 'What is safety stock?'

Peak Knowledge Base

Chat to Peak's product documentation and other useful resources

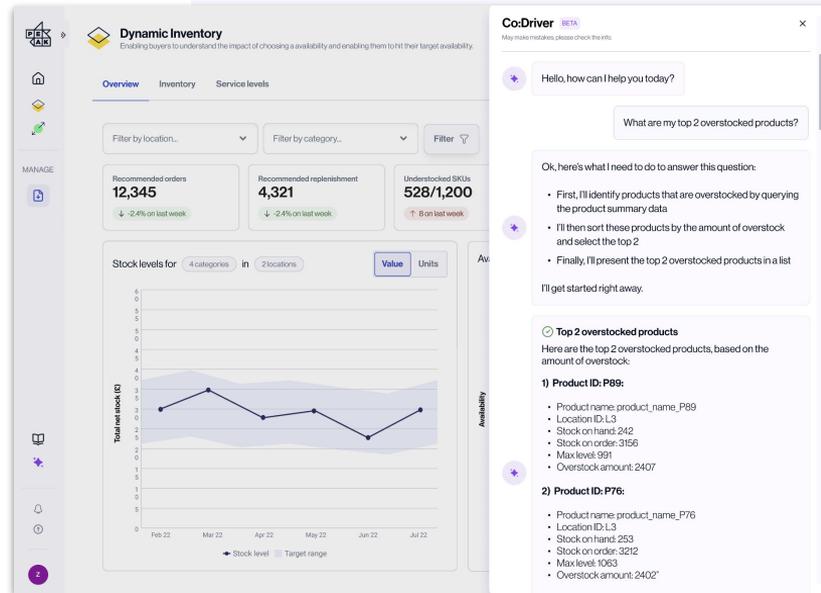
Co:Driver Pro

Analytics Assistant

Ask questions to explore your data and gain insights to aid with strategy and decision making. 'Can I have weekly sales revenue, cover and stock at cost for dresses?'

Custom Knowledge Base

Upload, search and chat to your own business documents



Enhanced decision-making



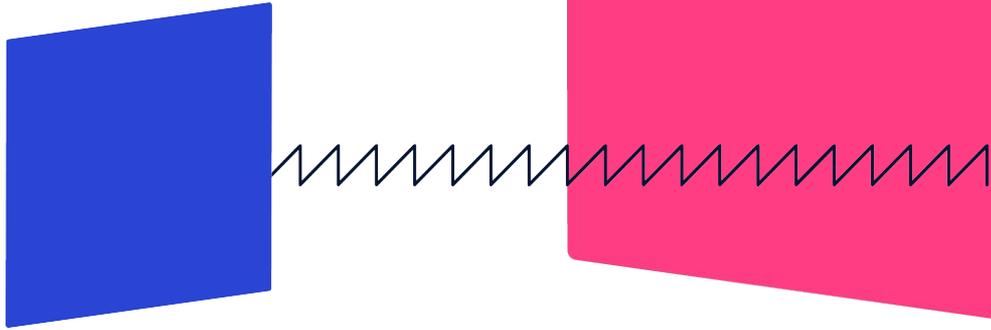
Accelerated performance



Deep data insights



Streamlined operations



Future Vision

New Product Allocation & Pricing

Store Capacity Forecasts



See weekly store option and quantity requirements against capacity

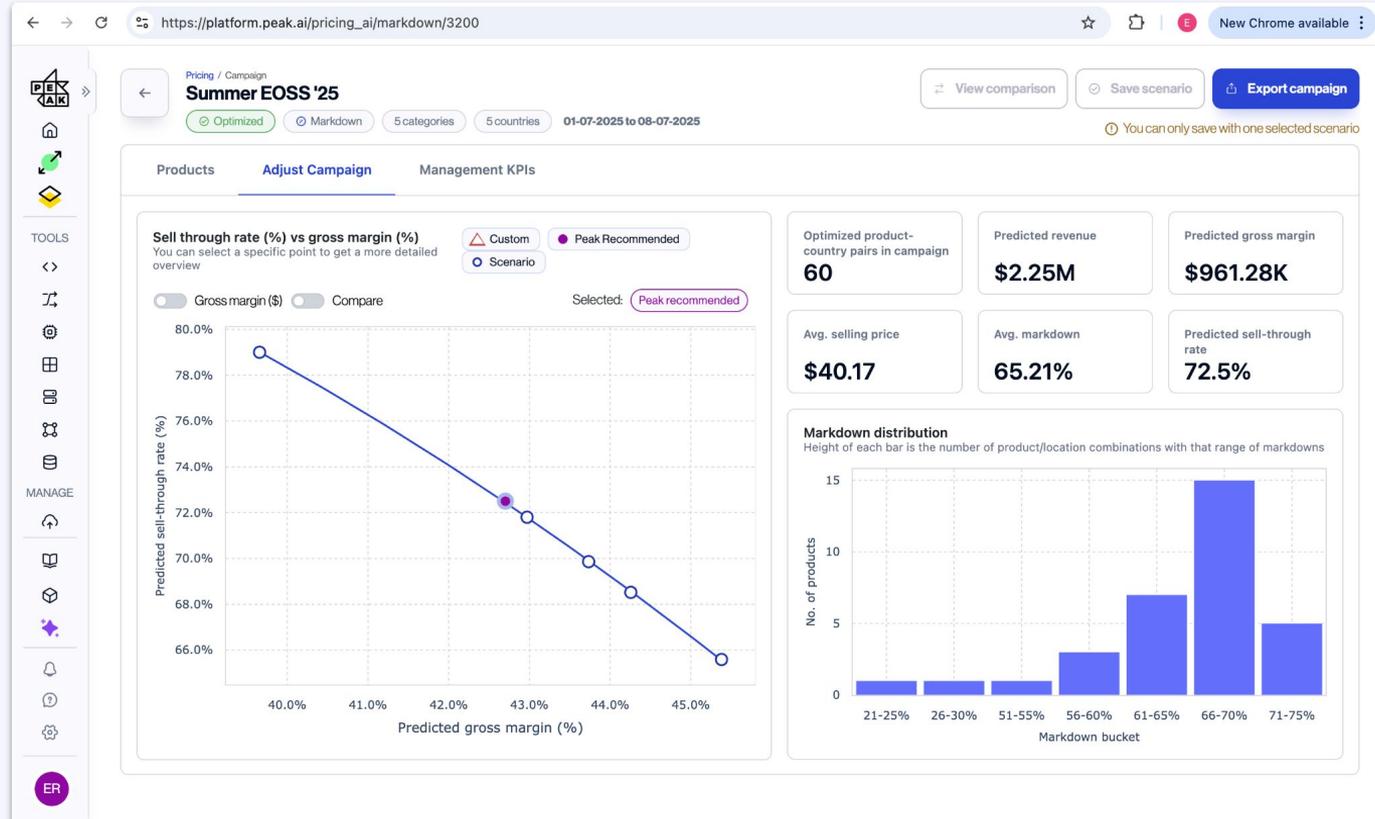
The screenshot displays the 'Inventory AI' interface, specifically the 'New Product Allocation' section. The page title is 'Inventory AI' with the subtitle 'A holistic inventory view to forecast, order and balance optimal stock levels across your network.' The navigation tabs include 'Overview', 'Replenishment', 'Rebuy', 'New Product Allocation' (selected), and 'Scenario Planning'. The current view is for '22 - 25 April (WK 13)', with a 'Plan locked' indicator. Below this, there are tabs for 'Store View' (selected) and 'Product View'. A search bar labeled 'Find a product' and a 'Filter' button are present. A 'Guardrails' button and a 'Release allocation' button are also visible. A week navigation bar shows 'Go to current week', 'This Week' (selected), and weeks WK 14 through WK 28. The main data table lists store details and forecasts.

Store number	Store name	nt Weeks Cover	Lead Time	Target Weeks Cover	Forecasted Sales During lead time	Required options	Open to ship	
001	Leeds Trinity	8.8	1	10	37	3	43	View
002	Manchester Piccadilly	5	2	11	58	3	68	View
003	Newcastle Metrocentre	10.2	1	10	26	2	25	View
004	London Kensington	6.8	1	10	66	6	75	View
005	London White City Westfield	4.4	2	11	98	7	102	View
006	Edinburgh Kinnaird Park	10.3	1	10	67	3	65	View
007	Kent Bluewater	4.8	2	11	75	4	76	View

AI Optimised Promotions & Clearance



Eight pricing scenarios that align to your metrics



Replenishment tailored to Snipes



Core features out of the box

Forecasting models to manage continuity and infrequent demand products

New product forecasts and stock recommendations with limited data

Stock status flags to highlight areas of action

Recommended replenishment quantities across all products and stores - **fully automated**



...and how we can customise our application

The unique differentiators that will set Snipes apart

Selling windows

Make sure we are replenishing lines to effectively sell-out in the intended selling window.

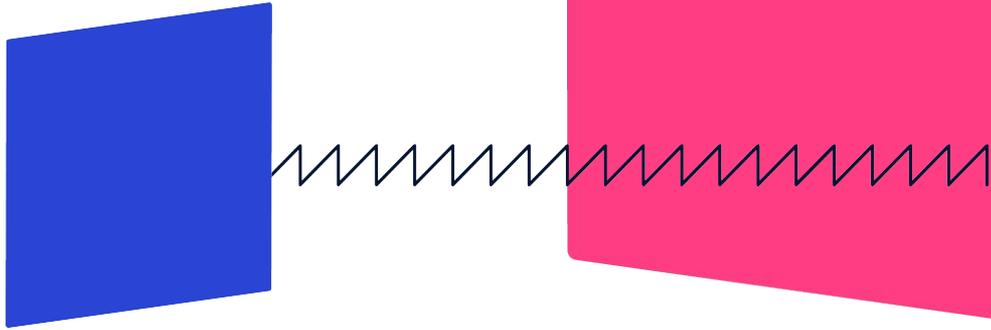
Constrained stock replenishment

Some lines have limited stock within the warehouse. Balancing stock across stores and online orders to maximise profitability is essential.

New product replenishment recommendations

Trend items introduced require careful replenishment consideration to ensure the stock levels are well managed in the early weeks of sale.





Integration and Onboarding

Post Kick-off Onboarding & Delivery Milestones



Scope

Scoping

We love to spend time with teams getting to know your unique business. We will run sessions on::

1. Business strategy & challenges
2. Process mapping
3. 'Week in the life of...'
4. Data & infrastructure

Playback and Data Audit

Your dedicated solution engineer will be able to give a detailed demo with all the customisations required for TFS. Live feedback and iterations.

Peak will also do a **data audit, ROI projection** on TFS data.

Scope and Data Feeds

Peak will seek to capture all TFS requirements in a clear **Scope** Included in this will be finalised integration plan, deliverables, customisations, value timelines and resourcing. A **scope document** will anchor all delivery. Set up data feeds.

Post Kick-off

Phased Release

Peak propose a phased release of deliverables. This allows us to **deliver fast**, get it in the hands of your business users and iterate if required. We would suggest starting in replenishment for a select number of stores or categories. **A project focus group works well.**

User Acceptance Testing and Roll-out Plans

We are passionate about your team's loving the Application. We will do a series of **enablement and feedback sessions** with the focus group. This might be followed by a **2 week feedback sprint. Personalised roll-out plans.**

Roll-out followed by support!

We spend a lot of time with teams during roll-out. With **multiple enablement formats.**

You will get application updates quarterly which will have a UAT focus group, roll-out and enablement plan if required.

A phased approach to delivery



Phase 1 - Austria Continuous (12 weeks)

- Fully integrated data ingestion
- Webapp deployed and accessible to B&M team
- Replenishment recommendations for all continuity product lines
- Product x store forecasting of continuity lines

Phase 2 - Austria Trend (8 weeks)

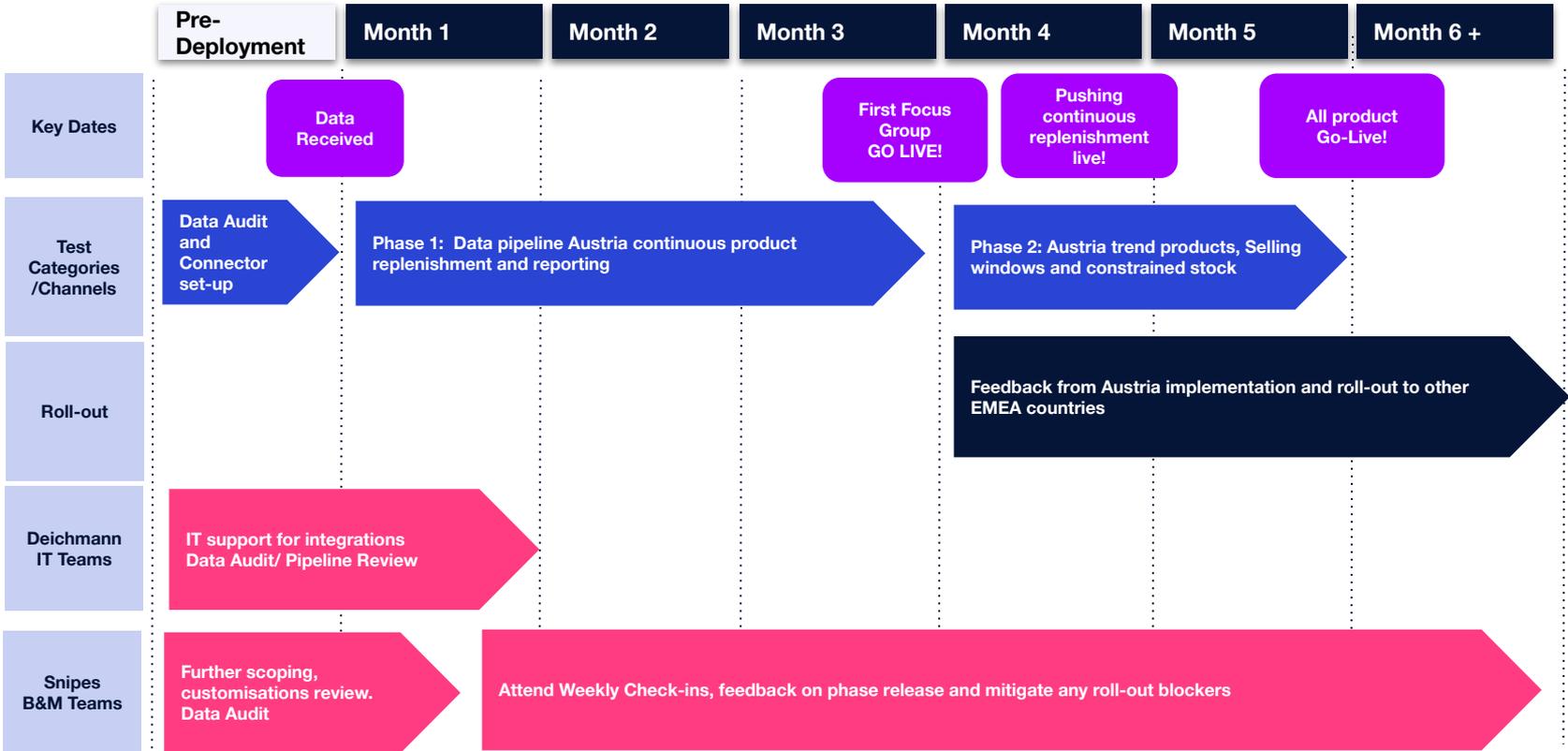
- Replenishment constrained by selling windows
- Reactive forecasting to capture early trends
- Constrained SKU stock
- Highlight overstocked lines that aren't due to sell-out

Phase 3 - EMEA roll-out (6 weeks +)

- Roll-out to all EMEA countries
- Capturing differences in transit time for effective stock management
- Explore pick reductions



Replenishment



Business Users (Merchandisers and Senior Management)



Project management, B&M experts and webapp users

Before Kick-off

Sessions/Tasks

- Work together to finalise scope and phases- *1hr*
- POC success value workshop - *1hr*
- Scope sign-off meeting - *1hr*

Skills/Personas

- TFS Merchandising experts cross functional focus group
- Authority to sign-off on scope and success criteria of the earlier division phases
- Understanding of the other streams, tasks and sessions (Peak project manager?)

First 6 Months

Sessions/Tasks

- Weekly sessions to review progress and mitigate any blockers - *30 mins weekly*
- Phase release enablement testing and feedback session (focus group)- *1 or 2hr*

Skills/Personas

- Personas that would like to lean in a non-technical way how Peak works
- Merchandising experts with the ability to challenge initial outputs
- Authority to agree to success of phases and full roll-out plan

And Beyond...

Sessions/Tasks

- Roadmap feedback sessions to further enhance the promotions, HF pricing and supply space
- Strategic sessions around the future use of AI across TFS
- Further business enablement

Skills/Personas

- Supplementary teams might be required dependant on use cases
- Persona to be webapp and analytics superuser
- Further users that would like enablement

Data and Engineering Team



Establish connectors and gain trust in the data fed into the models

Before Kick-off

Sessions/Tasks

- Data Engineering Workshop to find best solution for ingest/egress - *1hr*
- Setting up connectors
- Testing of connectors
- Data audit and validation session with Peak - *1 hr*

Skills

- Data architecture experts
- Authority to provide the level of data access required
- Knowledge of the structure and location of data
- Ability to get data in the required format

First 6 Months

Sessions/Tasks

- Any ad-hoc work getting extra datasets required (dependant on any initial blockers)
- Egres to systems set up and test
- Any troubleshooting that would be required in the initial phases of testing and deployment

Skills

- Expert knowledge of ERP (or other required system set-up)
- Knowledge connector set-up
- Baseline knowledge of the Applications and outputs (it would be ideal to keep the same persona throughout)

And Beyond...

Sessions/Tasks

- If your data sources or usage of Snowflake cloud changes any
- Access to further data points or different divisions data if roll-out is required

Skills

- Other system of record experts to work with Peak DEng for optimal access
- Knowledge of the structure and location of supplementary data

Next steps



1

Enablement

Knowledge share with wider Snipes team and enablement for key users groups.

2

Agree Approach

Establish joint plan for Inventory AI implementation and timeframe.

3

Refine Terms and Commercials

Engage legal teams and procurement teams for review.





Thanks for your time.



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