



INCREFF
Incredible Efficiency

Increff Merchandising Software for Eyewear Industry

Increff Merchandising Software has emerged as the definitive solution for eyewear retailers seeking to transform their inventory management, boost sales performance, and achieve operational excellence.

With proven success in optimizing complex eyewear merchandising challenges, Increff delivers measurable ROI through intelligent algorithms, real-time analytics, and specialized features designed specifically for the unique demands of the eyewear industry. This comprehensive platform addresses the critical pain points that plague eyewear retailers while providing the technological foundation for sustainable growth in an increasingly competitive marketplace.

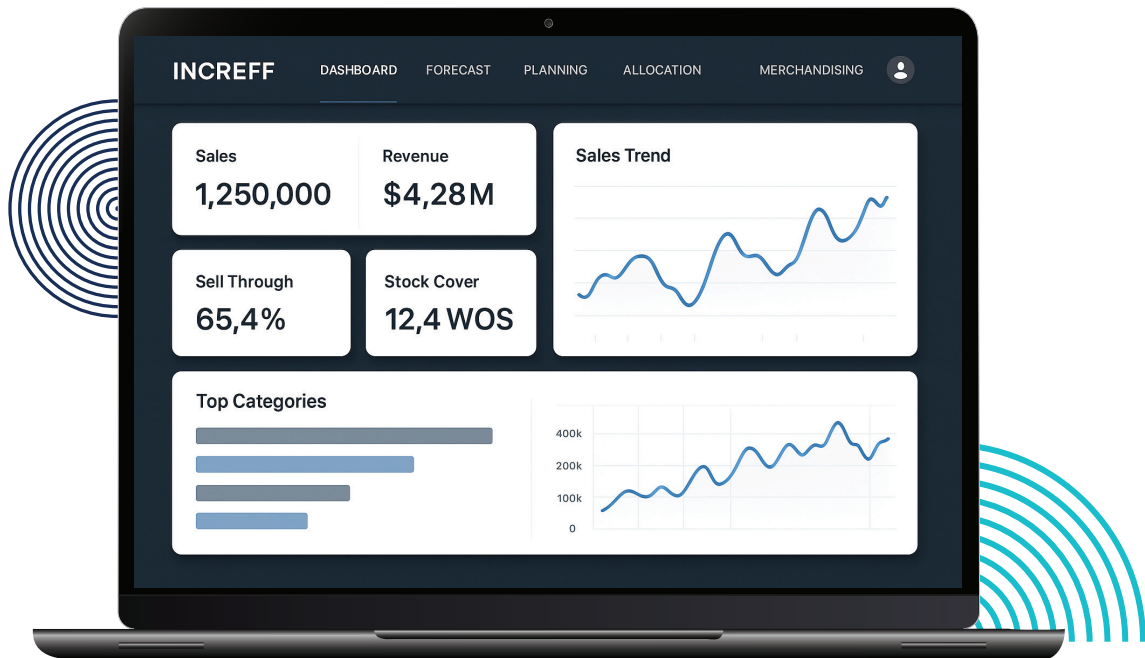




Industry Challenge:

The Eyewear Merchandising Complexity

The eyewear industry presents a unique set of merchandising challenges that traditional inventory management systems struggle to address effectively. These complexities stem from the distinctive nature of eyewear products and consumer behavior patterns that differentiate this sector from other retail categories.



Critical Operational Challenges

Complex Inventory Management: Eyewear retailers must manage both Just-in-Time (JIT) and Over-the-Counter (OTC) merchandise simultaneously, requiring sophisticated allocation strategies to balance variety with timely replenishment. The dual operational model creates complexities in demand forecasting, inventory allocation, and supply chain coordination that require specialized solutions.

Attribute-Based Decision Making: Unlike other retail categories, eyewear purchases are highly dependent on specific attributes such as frame shape, material, color, lens type, and size combinations. This attribute-heavy decision-making process makes assortment planning extremely complex, as retailers must consider multiple variables simultaneously to optimize product mix and placement.

Limited Shelf Space Optimization: Physical retail spaces for eyewear are typically constrained, making it crucial to maximize display options while maintaining core product availability. Retailers struggle to balance the need for variety with space limitations, often leading to suboptimal inventory mix and lost sales opportunities.

Dynamic Demand Patterns: Eyewear demand varies significantly by location, season, demographic factors, and fashion trends. This variability requires precise forecasting and allocation algorithms to prevent stockouts in high-demand periods or overstock situations during slower periods.

Replenishing JIT Styles: The eyewear industry faces particular challenges in replenishing Just-in-Time styles due to inventory management complexities and limited geographic distribution networks. This makes it difficult to align production with demand accurately, creating ongoing challenges in maintaining variety while ensuring timely replenishment.



SOLUTION

Increff's Specialized Eyewear Merchandising Platform

Algorithm-Driven Intelligence

Increff's Merchandising Software leverages advanced algorithms specifically designed for eyewear retail complexities. The platform performs billions of computations within minutes to deliver actionable results for optimal inventory planning and distribution.

- **Key Technological Capabilities:** Attribute Grouping: Automatically identifies optimal attribute sets for each eyewear category with hierarchical organization based on customer decision trees
- **Smart Assortment Planning:** Generates store-specific assortment plans at attribute levels, correcting for stockouts and identifying available gaps
- **True ROS™ Technology:** Provides real-time insights into selling velocity for each style at every store location



Specialized Features for Eyewear Industry

Integrated JIT and OTC Management: The platform uniquely addresses the eyewear industry's dual operational model by managing both Just-in-Time and Over-the-Counter merchandise through a single integrated system.

Attribute-Based Inventory Management: Handle complex eyewear specifications through specialized attribute management, enabling intelligent replacement style selection within attribute groups during stockouts.

Size-Set Optimization: Identify pivotal and non-pivotal sizes for each retail store and attribute combination, ensuring maximum coverage with minimal investment.





COMPREHENSIVE ROI BENEFITS

Financial Impact

Increff's implementation delivers substantial financial benefits specifically relevant to eyewear retailers:

Revenue Enhancement:

- **25%** increase in revenue with improved margins
- **1.5x** increase in inventory turns enabling better cash flow
- **4-5%** improvement in bottom line and overall profitability
- **24%** Like-to-Like growth in full-price revenue

Cost Optimization:

- **20%** cutback in inventory holding reducing carrying costs
- **10%** savings in logistics costs through optimized distribution
- **90%** reduction in resource time spent on stock allocation decisions
- **25%** reduction in inventory with reduced markdown

Operational Excellence

Inventory Optimization

- **13%** increase in in-season full-price sell-through
- **100%** fill rates in top categories through optimized allocation
- **12%** improvement in inventory health across all product lines
- **13%** reduction in stock brokenness through better size set management

Enhanced Decision Making:

- **4X** improvement in operational efficiency through automated processes
- **100%** automation in decision making reducing human errors
- **2X** increase in frequency of markdown decision making

TECHNOLOGY ARCHITECTURE

Cloud-Based Scalability

Microsoft Azure-Powered Infrastructure: Increff ensures robust security, scalability, and seamless cloud-based performance to support growing business needs.

Advanced Integration Capabilities:

- SFTP-based and API-based integrations for seamless data flow
- Table and file-based architecture flexibility for implementation
- Responsive customer support with continuous product evolution





Intelligent Features

Algorithm-Driven Computations: The platform performs billions of computations within minutes to deliver quick action-oriented results for optimum inventory planning and distribution.

Real-Time Analytics: Advanced analytics capabilities provide immediate insights into performance metrics, enabling rapid response to market changes.

Customizable Dashboards: Flexible reporting and visualization tools adapted to different organizational roles and requirements.

IMPLEMENTATION EXCELLENCE

Rapid Deployment

Quick Implementation Timeline:

- 4-week proof-of-concept with measurable results
- Immediate visibility into performance improvements
- Minimal disruption to ongoing operations

Flexible Architecture: The platform offers implementation flexibility with both table and file-based architecture, accommodating diverse business processes across the fashion and eyewear industry.

Comprehensive Support

Support Infrastructure:

- 24/7 customer support with dedicated account management
- Responsive customer support team with continuous product evolution
- Comprehensive training programs for staff adoption

Continuous Improvement: The platform evolves based on client feedback, ensuring that features remain relevant and effective for eyewear retail challenges.

INDUSTRY-SPECIFIC ADVANTAGES

Addressing Unique Eyewear Challenges

Specialized Functionality:

- Multiple attribute consideration for allocation and replenishment decisions
- Dynamic size set correction while replenishing and allocating inventory
- Intelligent replacement and substitution of products within attribute groups

Market Responsiveness:

- Seasonal demand optimization based on eyewear fashion trends
- Regional demand adaptation for local market preferences
- Dynamic inventory management for both prescription and fashion eyewear





COMPETITIVE ADVANTAGE

Proven Track Record: With demonstrated success in transforming eyewear operations, from Lenskart's 23% revenue performance improvement to comprehensive operational efficiency gains, Increff provides measurable results in the eyewear sector.

Industry Expertise: Deep understanding of eyewear retail complexities, including JIT/OTC management, attribute-based planning, and seasonal demand patterns.



Conclusion

Increff is the go-to merchandising solution for eyewear brands, delivering proven ROI through smart inventory management and data-driven insights. Trusted by leaders like Lenskart, it drives revenue, margin, and efficiency gains.

With True ROS™, attribute-based planning, and intelligent allocation, it solves key challenges like managing JIT/OTC merchandise and diverse SKUs—from prescription lenses to fashion frames.

Built for multi-channel success, Increff turns complexity into competitive advantage.

**Ready to optimize?
Book your demo today.**



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