

# INCREFF AT SCALE

## Global Implementations



### ABOUT INCREFF

Increff is a retail SaaS company solving complex inventory management and supply chain challenges. Over **700** global retail brands believe in our end-to-end merchandising and omnichannel inventory management solutions. We empower retailers to enable automated decision-making, bring accuracy to processes, drive sustainable retailing, and achieve incredible efficiency.

### MERCHANDISING SOFTWARE MODULES



Merchandise Financial Planning



Planning and Buying



Allocation and Replenishment



Regional Utilization



Markdown Optimization



Business Intelligence



## SCALING GLOBAL RETAIL OPERATIONS WITH UNMATCHED EFFICIENCY

Increff has established a significant presence across 18+ countries, empowering brands to scale efficiently in multiple geographies. Our robust solutions have enabled global clients to maintain consistent performance and experience continued success across various markets.

*Here's a look at few of our key transformative partnerships:*

### Increff Shrinks Buying Cycle to 1 Month for India's Largest Fashion Retailer

Implemented end-to-end merchandising software for India's largest fashion and lifestyle retailer. Developed a robust extension for merchandise financial planning, driving OTB management through range planning, line selection, and allocations. This enabled the retailer to adapt to weekly fresh drops, shifting from a 6-month seasonal cycle to a monthly buying cycle, greatly enhancing agility and inventory responsiveness.

**5000+**  
stores

**90+**  
brands

**1 billion+**  
transactions  
in a year

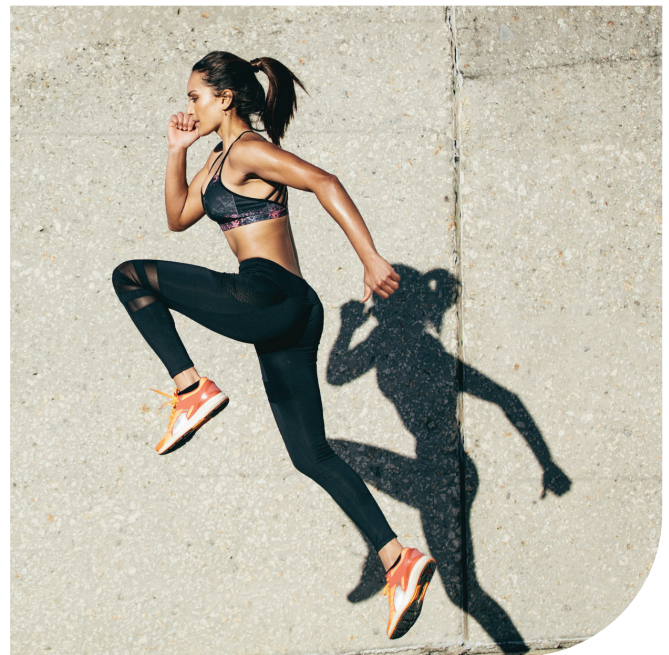
**6 Mth**  
↓  
**1 Mth**  
Buying Cycle



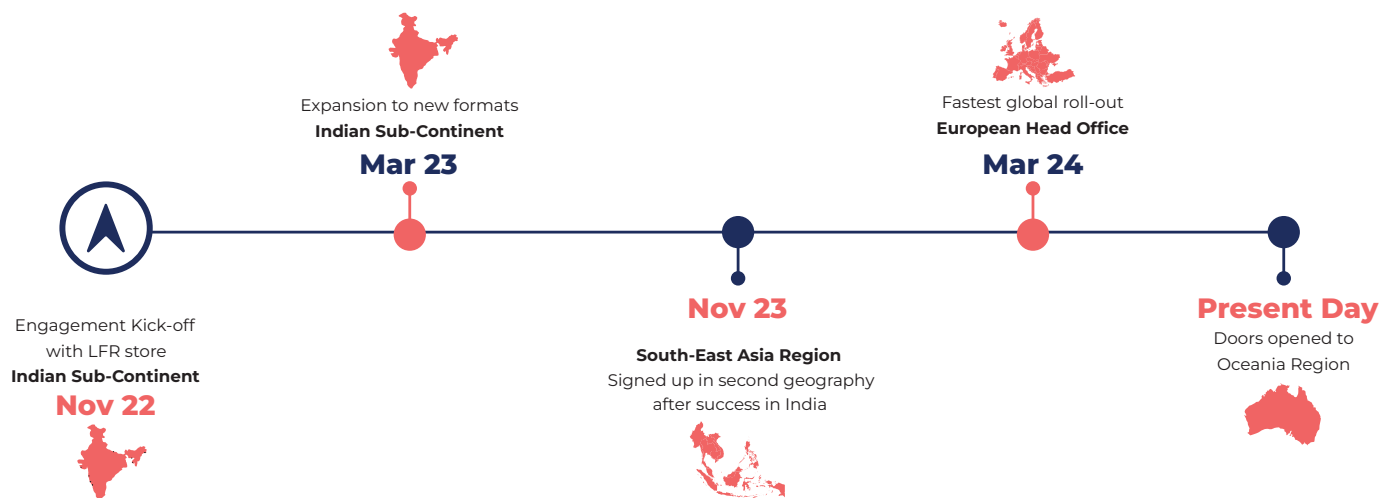


## Driving Expansion across markets for a Leading Sports and Lifestyle Brand

Starting in 2020, Increff partnered with one of the world's top sports and lifestyle brands, initially supporting **MBOs (Multi Brand Outlets)** in **India**. The collaboration rapidly extended to **Concept stores - both Company-owned & Franchises**, along with **Outlet Stores**. By November 2023, the brand had expanded our solution to its **Southeast Asia market**. In March 2024, Increff successfully implemented its allocation and replenishment module at the brand's **European headquarters** in just two months, marking one of our fastest global rollouts



### Implementation Timeline



### Leveraging Client Success to Expand Horizons

Increff manages merchandising operations for one of India's largest eyewear brands, covering **2000+ stores**. Impressed by our solutions, the brand recommended Increff as the software of choice for a newly acquired Japanese eyewear company. This led to Increff expanding its software to manage stores across Japan, Singapore, Hong Kong, Thailand and Taiwan, opening new geographies and ensuring seamless post-acquisition integration with high operational efficiency across all locations.





## SEAMLESS INTEGRATIONS

Increff's commitment to providing a smooth change management experience is reflected in our successful integrations across various touchpoints, including ERP, POS, PLM, Costing Engines, Marketplaces, and WMS.

These integrations ensure a seamless user experience, minimizing disruption and enhancing operational efficiency for our clients.

### Data Security

ISO 27001 Certified

GDPR Compliant

SOC 2 Type 2 Certified

### Other Solutions



Warehouse  
Management  
System **(WMS)**



Order  
Management  
System **(OMS)**



Ship from  
Store **(SFS)**



Serial Code  
**(InSC)**

### Our Clientele

Increff's solutions are trusted by some of the world's leading brands. Our ability to handle large-scale implementations and complex retail environments makes us a preferred partner for global retail giants.



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