



Merch Insight

Cognizant retail merchandising solution suite

Connected retail planning for better inventory decisions

Merch Insight unifies forecasting, assortment planning, inventory planning, allocation, replenishment, and purchasing into a connected planning workflow — giving retail planning leaders the visibility to buy smarter, reduce excess inventory, and respond faster.



Proven footprint

- 30+ years supporting retail merchandising processes
- 20+ retail brands in production today across a legacy AWS-based environment
- Modular suite spanning forecasting, inventory, allocation, replenishment, purchasing, analytics, and exception management

Modern planning capabilities

- Store clustering and localization intelligence
- Assortment planning workflows with attribute-based logic
- Forecast-to-plan decision support
- Exception-driven planner experience — action-oriented, not report-driven

Connected planning workflow

Demand
forecasting

Assortment
planning

Inventory
planning

Allocation and
replenishment

Purchase
order planning

Client outcomes

Representative outcomes across Merch Insight client implementations

20%+

Active inventory reduction
in under 9 months

\$5M

Inventory investment
reduction for a single client

51%

Backorder reduction as a
percentage of total sales

Coldwater Creek

Soft Surroundings

Coldwater Creek and Soft Surroundings consolidated planning operations onto a shared Merch Insight platform, improving operational efficiency and enabling a unified SaaS planning environment.

[Read the case study](#)



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Purpose-built for the way retail planners work today

From exception-based workflows to intelligent forecasting, Merch Insight delivers structured planning logic that reduces manual effort, improves decision quality, and scales with your organization — backed by Cognizant retail planning expertise at every stage.

Core planning capabilities

- Complete cross-channel planning and inventory management
- Intelligent purchase order recommendations based on variable costs and time-phased demand
- Attribute-based assortment — plan by any product dimension
- Color and size forecasting with size template mix management
- Exception-based out-of-stock alerts and advanced workflow management
- Multi-location inventory optimization with multi-echelon allocation
- Automated initial buy forecasting and in-season repurchase triggers
- Uploads and scripting to eliminate manual data entry and administrative overhead
- Offer maintenance and like-item setup automation

Business outcomes

Illustrative outcomes achieved across Merch Insight deployments. Results vary by client environment and implementation scope.

+1–2%

Gross margin lift —
structured planning logic

2x

Channel sales growth —
omnichannel visibility

20–45%

Inventory reduction —
lower carrying costs

Faster

Sell-through cycles —
dynamic replenishment

Higher

Planner productivity —
exception-driven focus

Reduced

Operational cost —
rules-driven automation

Modern planning capabilities

Intelligent demand forecasting	Forecast-to-plan decision support	Automated planning workflows	Exception-based planner decision support	Multi-echelon allocation automation	Assortment optimizer	Dynamic exception dashboards
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Supported enterprise integrations

Flexible integration architecture supports ERP, inventory, product master, and planning data sources.

Microsoft® Dynamics® 365	Dynamics AX	Oracle NetSuite®	Homegrown ERP
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Cloud agnostic deployment — faster go-live, lower total cost of ownership, and scalable for growth.

Deployment, training and support

Every Merch Insight engagement is backed by Cognizant retail planning expertise — from initial design through go-live and beyond.

- Change management: Advisory support and retail industry best practices throughout implementation
- Cloud deployment: Cloud agnostic delivery — faster go-live, lower cost, built to scale
- Training: End-user, technical, and data loading training tailored by role
- Ongoing support: Dedicated product consultant providing continuous optimization support

