FOR ACCOUNTING PLATFORMS

Keep the customers **you'd lose to an ERP.**

As product brands scale, they outgrow accounting software on inventory, not the ledger. To get real demand planning and product data they graduate to an ERP, and you lose the account. Tightly gives them exactly that layer, so they don't have to move. **They keep their books with you; Tightly gives them the rest.**

HOW TIGHTLY FITS

1 · BOOKS

On your platform

The customer runs finance exactly where they already are.

2 · PLANNING

In Tightly

ML forecast, merchandise plan, open-to-buy and product data (PIM), the parts they'd leave for an ERP to get.

3 · CONNECT

Around both

Tightly links their store, 3PL and suppliers, so they scale without ripping out finance.

The trigger to leave you is almost always inventory, not accounting. **Remove the trigger and the account stays.**

MUTUALLY BENEFICIAL, THREE WAYS

FOR THE PLATFORM

- Retention, keep customers who would churn to an ERP.
- A growth story for your scaling merchants.
- A planning partner instead of a rival's suite pulling them away.

FOR YOUR CUSTOMERS

- Enterprise-grade demand planning and product data, no ERP migration.
- One product catalog, connected to store, 3PL and suppliers.
- Live in weeks, finance stays put.

FOR TIGHTLY

- Distribution into your SMB base.
- A clean cost and PO signal.
- The finance layer our brands already run.

THE INTEGRATION

Tightly connects to the accounting platform for cost and PO data, holds the product catalog (PIM), and links the store, 3PL and suppliers. No ERP required.

THE ASK

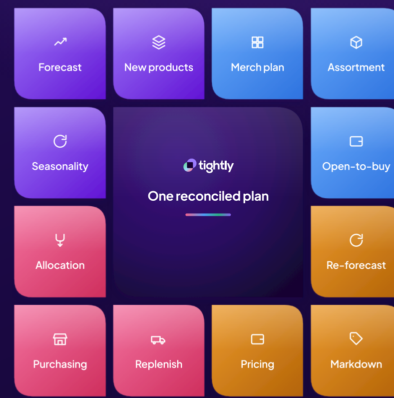
A 30-minute session to scope a pilot with a handful of scaling customers.

Then a co-sell and retention motion, positioned as the reason they don't need an ERP.

WHAT TIGHTLY IS

One platform, **every planning job.**

Tightly runs the forecast, the plan and every in-season move on one model, so they all read the same numbers. Change one and the rest reconcile, before you commit the buy.



Every planning job, one model

DEMAND

See demand before it lands.

01 **Forecast**
ML demand for every SKU, channel and week

02 **New products**
modelled from look-alikes before they trade

03 **Seasonality**
shape learned from your own history

04 **Confidence**
a range on every line, not a single point

PLAN

Turn the forecast into a buy.

01 **Merch plan**
targets reconciled to the forecast

02 **Assortment**
the range that sits inside the plan

03 **Open-to-buy**
the buy budget, held in line

04 **Scenarios**
test a change, watch it reconcile

INVENTORY

Stock where demand actually is.

01 **Allocation**
to doors and channels by demand

02 **Purchasing**
POs raised inside open-to-buy

03 **Replenishment**
reorder to live sell-through

04 **Transfers**
rebalance stock across locations

IN-SEASON

Trade the plan as sales land.

01 **Re-forecast**
rerun every week on the latest sales

02 **Pricing**
moved where it actually pays

03 **Markdown**
timed to clear stock on plan

04 **Tia**
proposes the next move inside your limits

THE PLATFORM

Three layers, **one connected plan.**

Tightly runs your data, your plan and Tia, its planning copilot, on one model. Demand drives the buy, and Tia works the plan inside the limits you set. Change one layer and it carries through to the rest.

DATA & PLATFORM 01

Your data, unified

POS, e-commerce, ERP, EDI, costs and suppliers on one governed model, current to the minute.

- POS, e-commerce, ERP and WMS
- EDI and supplier feeds
- Costs, margins and product data
- One governed model, always live

CONNECTED PLAN 02

One plan, one number

Forecast, merch plan, open-to-buy, allocation, replenishment and pricing, all on one number.

- Forecast, merch plan and open-to-buy
- Assortment, allocation and replenishment
- Pricing and markdown
- Change one, the rest reconcile

TIA 03

Your planning copilot

Tia works demand, buying, markdown and margin as one copilot, inside the limits you set.

- One copilot across the whole plan
- Works inside the limits you set
- Proposes the next move
- Every step logged

WORKED EXAMPLE

DATA → PLAN → TIA

Tia sees the **Yarrow Wide-Leg Dungaree running 12% ahead of plan** (+14% vs last year) in DTC. She drafts a **$44k reorder that fits inside open-to-buy**, holds the wholesale buy flat and pushes the end-of-season markdown out two weeks. You approve the move, and the forecast, the buy and the cash position reconcile together.

THE FORECAST

Start with a forecast you can **trust.**

Tightly forecasts demand for every SKU and channel on a model calibrated at retail scale and trained on your own history, and re-forecasts every week as sales come in. On core DTC demand it holds error to a 9% wMAPE, about half a last-year-repeat forecast, and shows you exactly where the harder channels run wider.

Demand / **Forecasting · per SKU × channel × week** Live

All channels | DTC | Wholesale | Retail | May → Dec

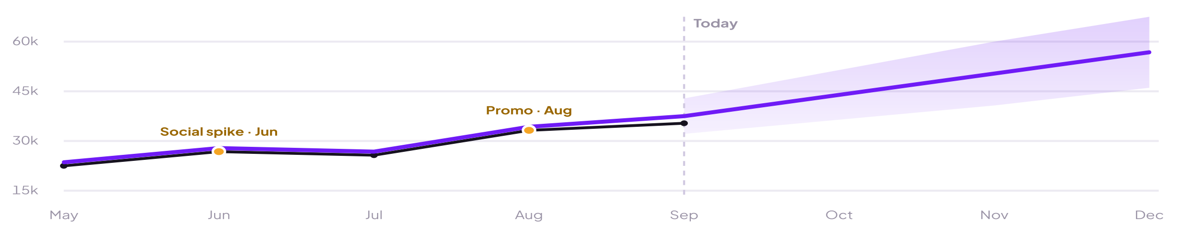
340M sales records

DTC · ALL CATEGORIES · UNITS / WEEK

Forecast · Actuals · 90% CI

51.2k units / week · next 8 wks **+9.4%**

9% wMAPE DTC



FORECAST DETAIL · PER SKU × CHANNEL

18,400 SKUs · showing 4

SKU	CHANNEL	FCST / WK	VS LY	WMAPE
Yarrow Wide-Leg Dungaree	DTC	3.2k	+14%	8%
Posy Chunky Knit	Retail	1.9k	−4%	14%
Fern Rib Crew — 2pk	Wholesale	1.4k	+6%	12%
Margot Boxy Tee — Ecru	DTC	1.1k	+3%	9%

Forecast against actuals, per SKU × channel × week, with the 90% confidence band and event markers.

ACCURACY YOU CAN CHECK

Your corpus, at scale
learns from your own sales history, calibrated against retail demand at scale

Backtested before it plans
validated on held-out weeks, so accuracy is measured, not asserted

Benchmarked to a baseline
reported per channel against a last-year-repeat forecast, not against itself

THE CONNECTED PLAN

Change one number, the **plan reconciles.**

One forecast you can rely on sits under the merchandise financial plan, category plans and open-to-buy. Move a target or test a scenario and Tightly reconciles the rest, so you see the impact before you commit the buy.

One forecast sits under the whole plan. Move a target or test a scenario and Tia re-solves the merchandise plan, the category buys, the margin and open-to-buy around it, so the numbers never drift apart.

You see the downstream impact before you commit the buy, and every team plans from one reconciled number.

WHAT CHANGES

Fewer markdowns
clear on plan, not in a panic

Fewer stockouts
reorder before winners run dry

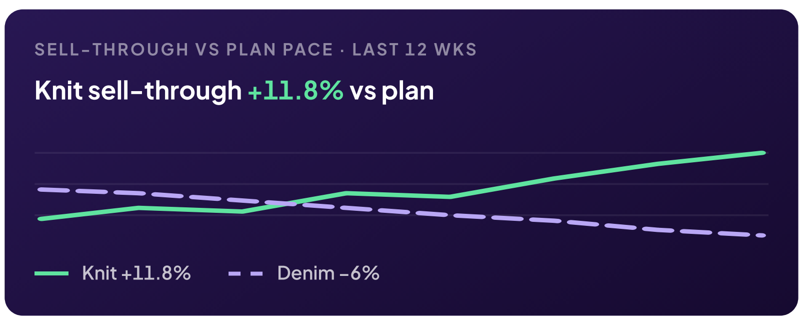
Freed-up capital
less cash in dead stock

One set of numbers
finance, planning, buying aligned

Plan / **MFP + OTB** · Live

FCST NET SALES	MARGIN	OTB OPEN	SELL-THRU
$9.99m +3.0%	63.6% +0.8pt	$2.6m	87%

CATEGORY	LY	PLAN	FCST	VAR	OTB
Outerwear	$2.95m	$3.20m	**$3.39m**	+6%	$1.18m
Knitwear	$2.25m	$2.40m	**$2.61m**	+9%	$0.86m
Denim	$1.90m	$1.80m	**$1.74m**	-3%	$0.34m
Dresses	$1.55m	$1.40m	**$1.37m**	-2%	$0.12m
Accessories	$0.85m	$0.90m	**$0.88m**	-2%	$0.10m
Total	$9.50m	**$9.70m**	**$9.99m**	+3%	**$2.60m**



Tia · Dresses settled at -2%: $90k OTB released to Knitwear.

Merchandise financial plan, reconciled to the ML forecast, live.