

FOR E-COMMERCE STOREFRONTS

Keep the hero SKUs in stock.

Storefront platforms own the DTC channel, the catalog, the checkout and the freshest sales signal there is. What merchants lack is the plan that keeps the bestsellers in stock and the cash out of dead stock. Tightly adds it. **You run the store; Tightly plans the inventory behind it.**

HOW TIGHTLY FITS

1 · SELL

On your platform

The merchant sells DTC; every order is a fresh, real-time demand signal.

2 · FORECAST

In Tightly

ML demand at SKU level off that live data, plus wholesale and other channels.

3 · RESTOCK

Back to the store

Tightly stages reorders and flags markdowns before a hero sells out or a dog piles up.

- ✦ A stockout on a hero SKU is lost GMV, yours and theirs. **Planning turns the store's own data into fewer stockouts and more full-price sales.**

MUTUALLY BENEFICIAL, THREE WAYS

FOR THE PLATFORM

- More GMV, fewer stockouts on the products that sell.
- A planning app in your ecosystem / marketplace.
- Merchants who stay as they scale past guesswork.

FOR YOUR CUSTOMERS

- Bestsellers in stock, less cash trapped in slow SKUs.
- One plan across DTC and wholesale.
- Live for a merchant in days, on data they already have.

FOR TIGHTLY

- A real-time DTC demand signal.
- Distribution into your merchant base via the marketplace.
- The channel our brands sell on.

THE INTEGRATION

Tightly connects to the storefront API for orders, catalog and inventory, and can list in your app marketplace. Live for a merchant in days.

THE ASK

A 30-minute session to scope an app-marketplace listing and a pilot with a few merchants.

Then a co-sell motion to your scaling merchants.

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

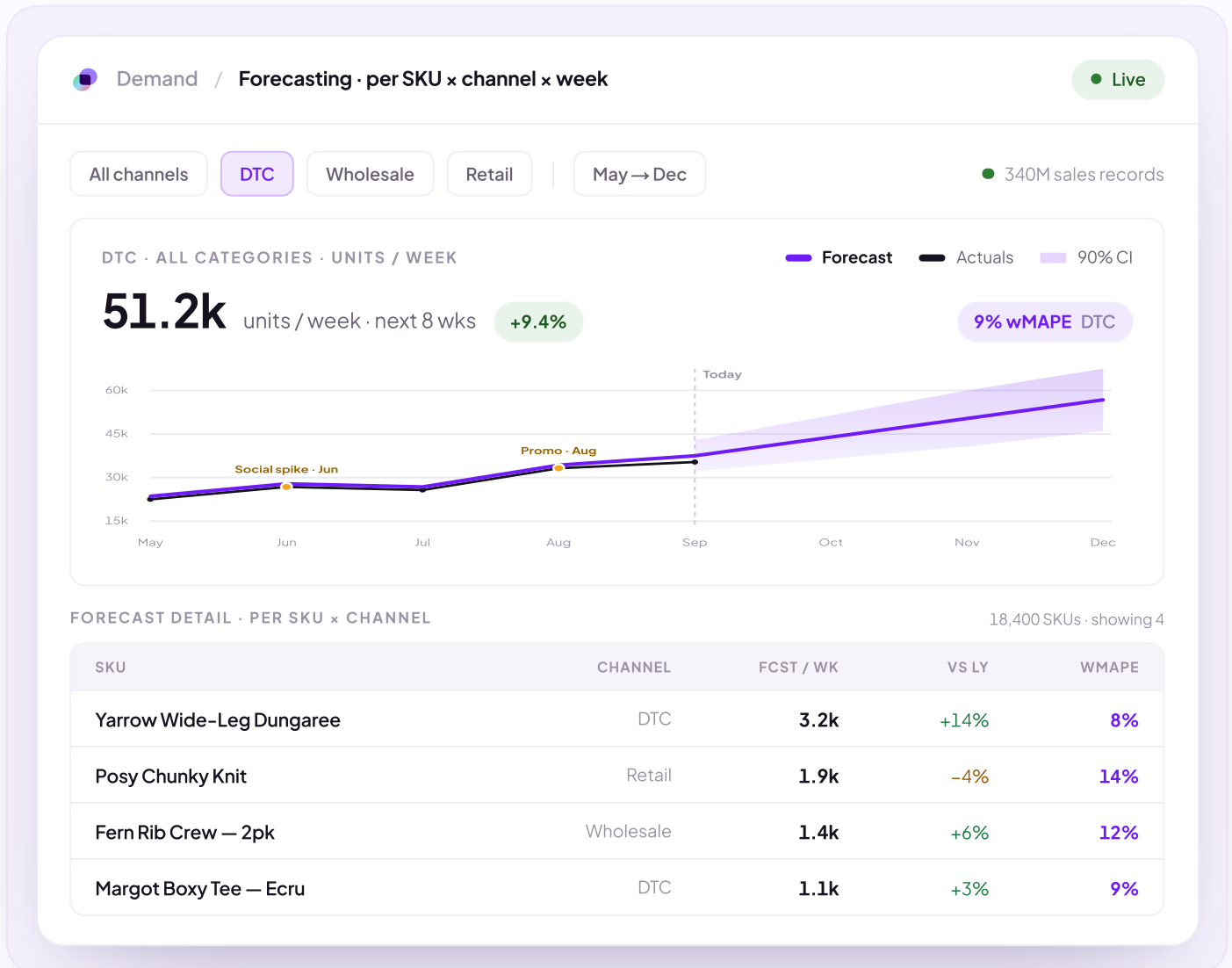
DATA → PLAN → TIA

Tia sees the **Yarrow Wide-Leg Dungaree running 12% ahead of plan** (+1.4% 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.



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

\$9.99m +3.0%

MARGIN

63.6% +0.8pt

OTB OPEN

\$2.6m

SELL-THRU

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

SELL-THROUGH VS PLAN PACE · LAST 12 WKS

Knit sell-through **+11.8%** vs plan



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

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