

100% Virtual Shelf-Availability

Supply Chain Control

Ab Ovo enables your supply chain manager to respond to the omni-channel challenge by providing virtual shelf-availability against controlled logistic costs.



Questions? Email info@ab-ovo.com

Smart demand forecasting using Predictive Analytics

Demand is changing from in-store to eCommerce sales & your company is entering new geographies using strong marketing-campaigns. Detailed insight as to expected demand is crucial. New technologies and methodologies such as Artificial Intelligence and Predictive Analytics enable you to create new, valuable views of your business on-demand.

Geographic inventory allocation to ensure 100% fulfillment

While traditional brick and mortar stores are geographically restricted, eCommerce sales enable you to cover a broader geography, resulting in a unique inventory allocation. Using demographic information to target customers better enables you to allocate the stock to the right regions and distribution centers and better determines the role of shops in your fulfillment strategy.

Controlled logistic costs

By determining the replenishments for all stock points, including shops, the deducted transportation and fulfillment needs are known. These will be shared with the relevant execution partners to ensure 100% fulfillment against controlled costs .

A dynamic network tool to realize your sales strategy from a logistic perspective

Our Offering

Facing volatile demand, our dynamic network tool enables you to allocate your products to the right geographical stock-points and ensure 100% fulfillment at controlled logistic costs. Our model covers demand forecasting, inventory control and transportation costs.



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Demand forecasting

Creating demand in the omni-channel environment is a huge challenge; forecasting demand is even more challenging, but social media & demographic data sources provide possibilities to create new insights. Our predictive analytics make forecasting stronger.

Inventory control

By analyzing your network and the lead-times to customers, our dynamic network tool selects the right stock-points and the right stock-levels. This visibility helps you to determine where to apply push and/or pull strategies.

Execution plan to ensure 100% fulfillment

By determining the replenishments to all stock-points, including shops, the deducted transportation costs and fulfillment needs are known. These will be shared with the relevant execution-partners to ensure 100% fulfillment against controlled costs .