



FLIEBER

Increase Profit Margins by Simplifying Operations When Selling on Amazon – From Forecasting to Inventory

Wednesday, June 17, 2020



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Flieber | CEO

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- On the left side of your screen there is a box labeled “Ask a Question” where you can enter your questions.
- Questions related to the webcast topic will be held and answered during the Q&A session at the end of the event.
- Questions related to technical issues can also be entered in this box, and will be answered immediately by our webcast producers.

FLIEBER

Supply-Chain. Simplified.

Online retail doesn't need to be complex. Flieber uses advanced technology and data analytics to improve the decision-making and reduce complexity in e-commerce operations. Our platform synchronizes sales velocity, supply-chain operations and inventory management to help online retailers make the best decisions, from forecasting to inventory.

Welcome to the Flieber way of doing things!



230,000+

products worldwide



15

countries served



10,000+

annual purchase orders

Profit starts at purchase



Right Product



Right Quantity



Right Quality



Right Place



Right Time



Right Cost

“You really have to make sure that the hidden cost of the cost of a product is something you know a lot about. I’m specifically talking about the supply-chain aspect of the business. Most retailers focus so much on the cost to make the product and the retail selling price, but they lose sight of the cost to getting it to market, and that’s the most important.”

Howard Schultz, former CEO of Starbucks

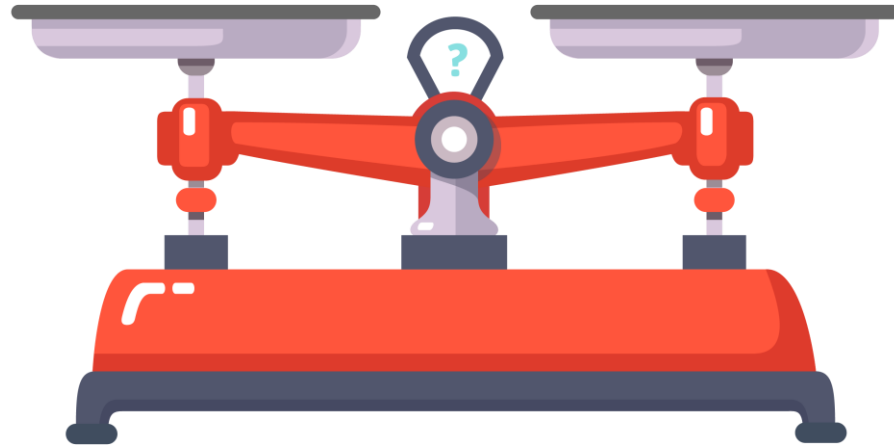
Achieving inventory balance

Stock out

Loss of sales
Loss of ranking
Punishment by algorithms

Inventory

Trapped capital
Cash-flow problems
Higher storage costs



The importance of data

Right data

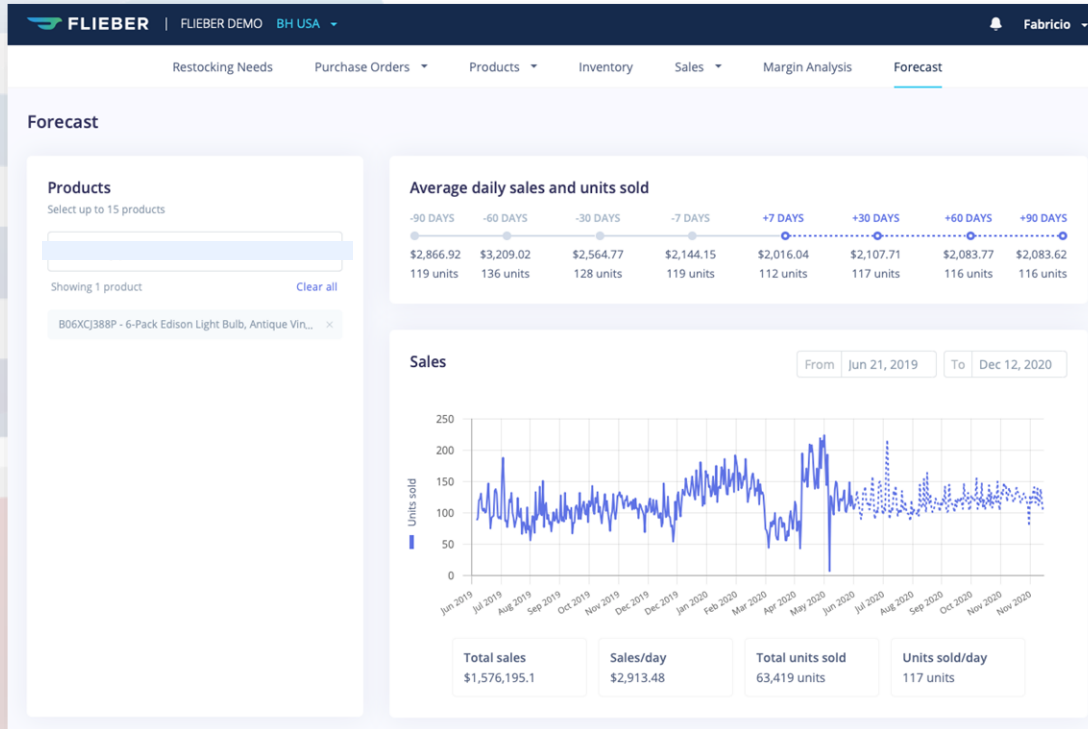
- Sales
- Inventory
- Purchase orders
- Financials



Right decisions

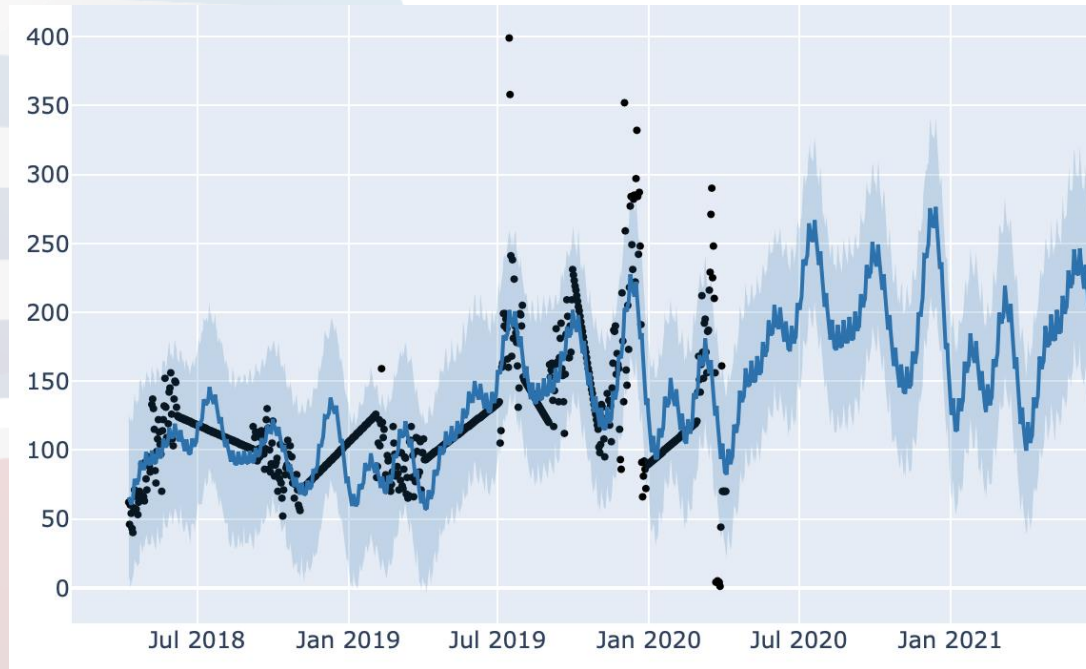
- Purchase planning
- Product prioritization
- PO adjustments
- Sales adjustments
- Trapped capital release

Sales forecasting basics



- Sales velocity
- False Zeroes
- Sales trend
- Seasonality

Introducing Machine Learning



- Complex data sets
- Longer time series
- Real seasonality
- Price/ad variation
- Product clusterization
- External variables

Calculating Restocking Needs

COVERED
14 items

You're safe! Just follow our recommendations.
[Filter results](#)

RISKY
9 items

Be careful! You're already using your buffer here.
[Filter results](#)

PROBLEM
8 items

Attention! High stock-out probability!
[Filter results](#)

Search **Filters** There are filters applied. [Clear All](#) [Create Purchase Order](#) [Export](#)

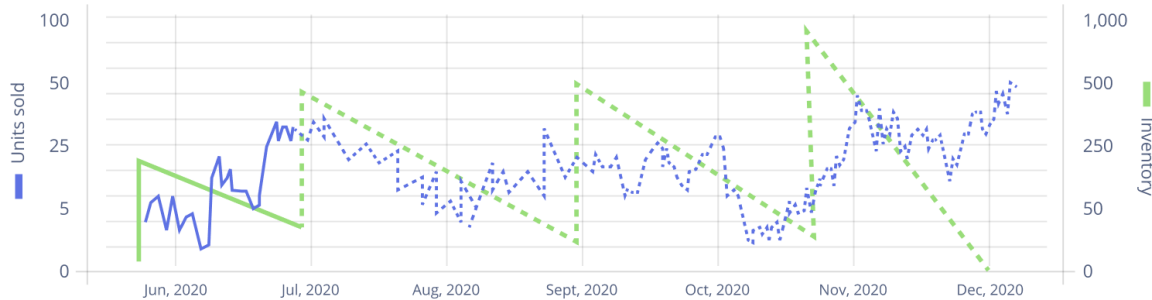
PRODUCT	LOCATION	UNITS NEEDED	ORDER BY	IDEAL DELIVERY	LEAD TIME	STOCK AT ARRIVAL	INVENTORY STATUS
[REDACTED]	AMUS	6198	Jun 09, 2020	Aug 14, 2020	1 66 days	24 days	Risky
R06XC13RRP e-rack Edison Light Bulb, Antique Vinta...	AMCA	770	Jun 03, 2020	Jul 28, 2020	1 25 days	0 days	Problem
B07BRMFZHX Bulb Antique Vintage Styl...	AMUS	570	Dec 04, 2020	Jan 28, 2021	1 55 days	25 days	Covered
B07YF1Q7QG Light Bulb Edison - ST21/ST64-E26 LED ...	AMCA	239	Jun 03, 2020	Jul 28, 2020	1 25 days	1 day	Risky

- Minimum days of stock
- Lead time
- Purchase periodicity
- Maximum days of stock

An example of Restocking Needs

Sales vs Inventory

From Jun 21, 2020 To Dec 21, 2020



Total sales
\$3,879

Sales/day
\$144

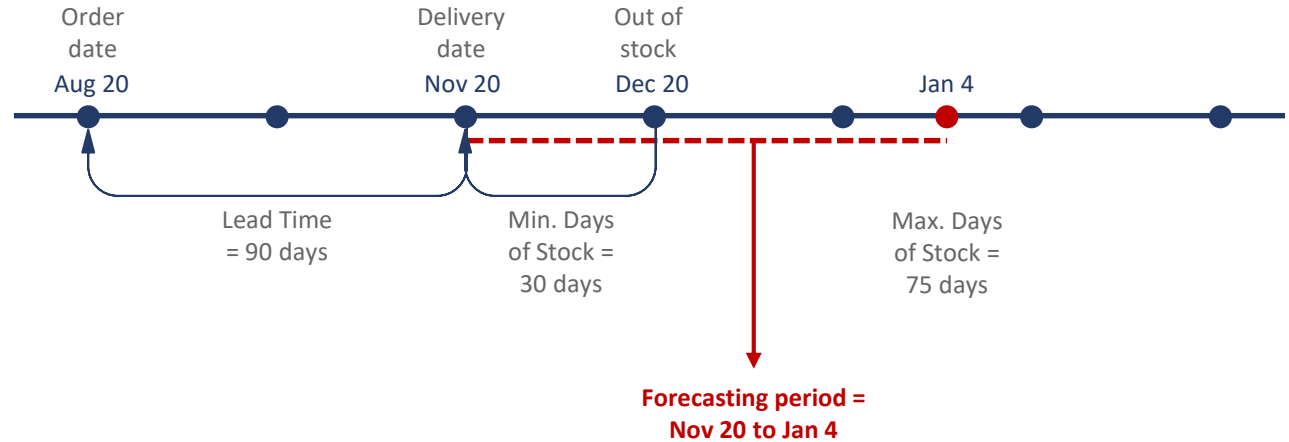
Total units sold
1,008 units

Units sold/day
29 units

Forecast:

Out of stock date on Dec 2020

An example of Restocking Needs



The importance of operations



RIGHT DATA

+



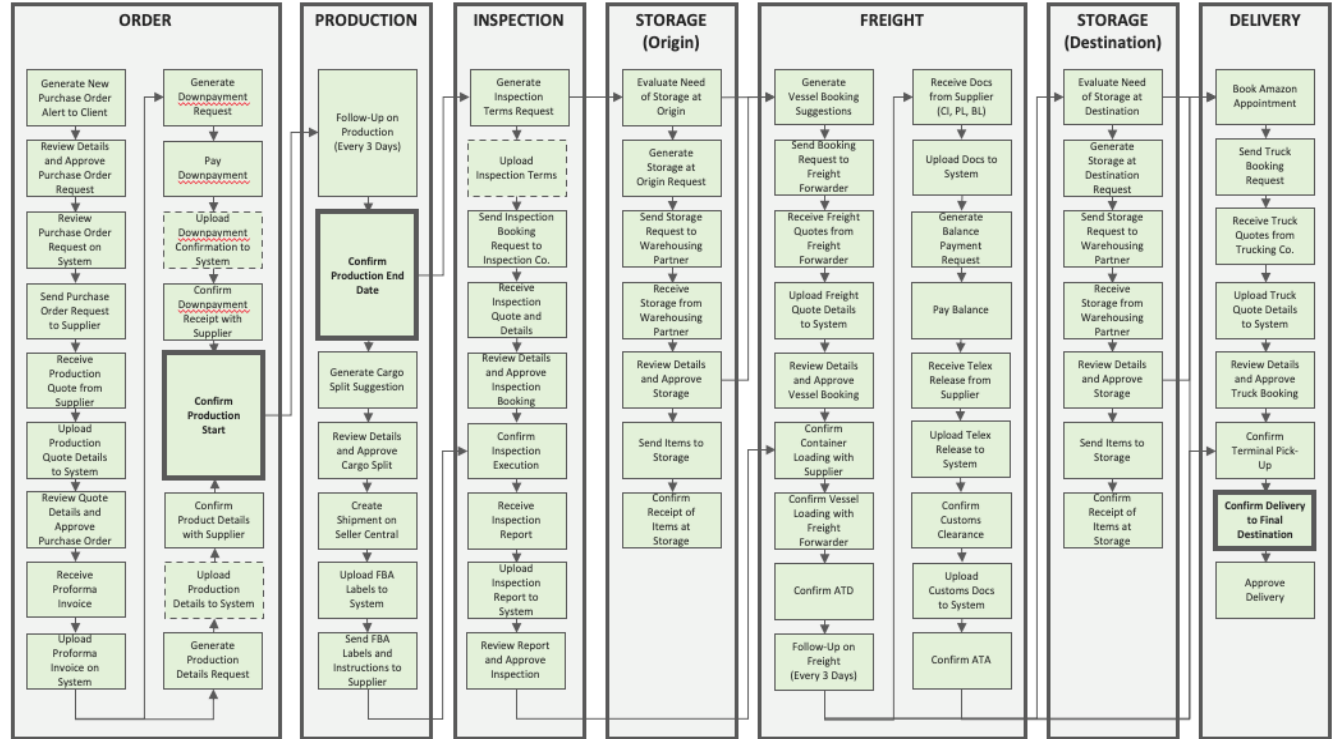
WRONG EXECUTION

=

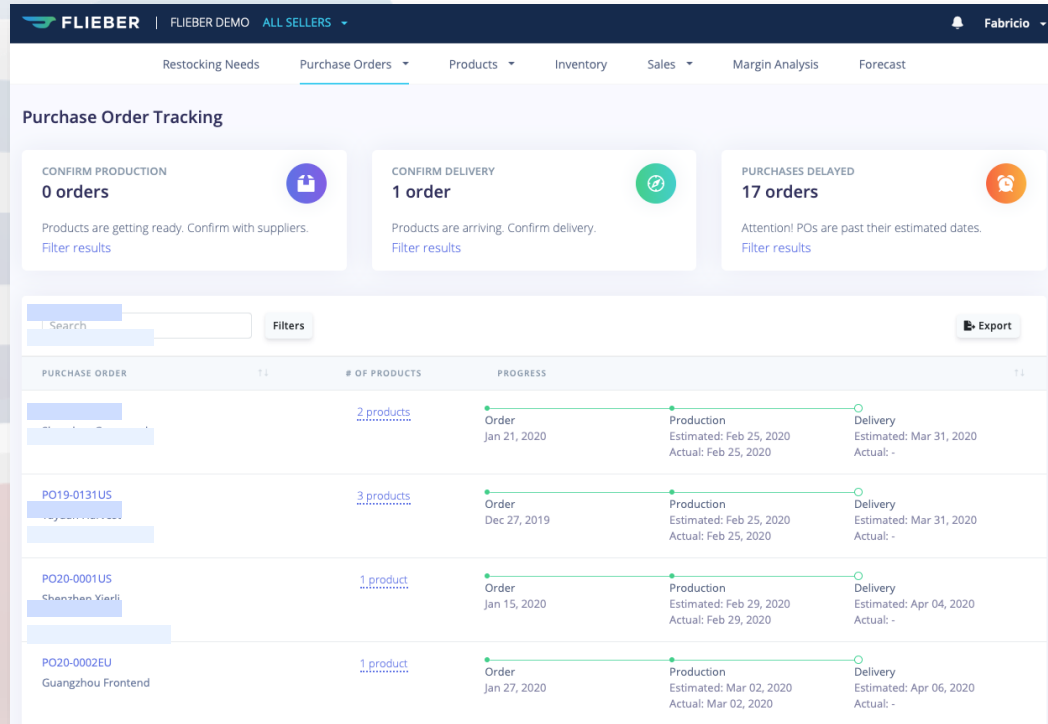


FAILURE

Purchase Orders are complex



Managing a Purchase Order



- Link between players
- Order placement
- Order follow-up
- Choosing best freight mode
- Freight follow-up
- Customs clearance
- Transportation
- Warehousing

Course correction





Wrapping up

- Implement a robust forecasting model
- Set the right parameters for your restocking
- Efficiently operate your supply-chain
- Keep analyzing the data
- Correct the course in case of changes to the plans



Q&A



THANK YOU!

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FLIEBER



PROSPER SHOW

Diversify Your Logistics Network to Keep Goods Moving through Amazon, No Matter What

June 17, 2020 at 2PM



DAVID GLICK

Amazon's former Vice
President of Fulfillment;
CTO, FLEXE



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Restocking Needs

COVERED
9 items

You're safe! Just follow our recommendations.
[Filter results](#)

Filters There are filters applied. [Clear All](#)

PRODUCT	LOCATION	UNITS NEEDED	ORDER BY
[Redacted]	AMCA	83	May 14, 2020
[Redacted]	AMCA	88	May 14, 2020
[Redacted]	AMEU		May 14, 2020
[Redacted]	AMCA	14	May 14, 2020

RISKY
5 items

Be careful! You're already using your buffer here.
[Filter results](#)

CONFIRM PRODUCTION
0 orders

Products are getting ready. Confirm with supplier.
[Filter results](#)

ORDER	PRODUCTION	DELIVERY
Order Jan 21, 2020	Production Estimated: Feb 25, 2020 Actual: Feb 25, 2020	Delivery Estimated: Mar 31, 2020 Actual: - 5

Promotion

MONTHLY SUBSCRIPTION

From

\$199

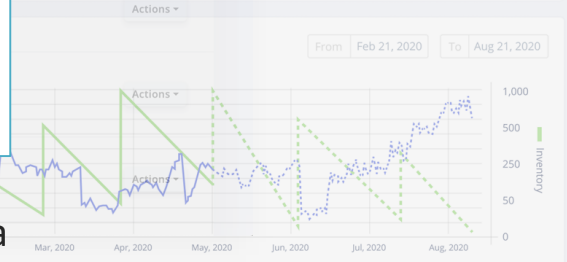
Monthly contract
with no strings attached

Participants in this webinar get a

20% discount for the first two months

and units sold

	-30 DAYS	-7 DAYS	+7 DAYS	+30 DAYS	+60 DAYS	+90 DAYS
\$	\$480	\$501	\$617	\$645	\$685	\$713
Units	13 units	16 units	23 units	26 units	31 units	34 units



Sales/day \$144	Total units sold 1,008 units	Units sold/day 29 units
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SOLUTION

Overview.

○ Sales forecast

Our algorithms consider sales and open purchase orders, and uses machine learning to adjust for seasonality, outlier variations, inventory restrictions and other variables.

○ Restocking needs

Our system shows you in real time the products you need to purchase, their quantities, locations and ideal delivery date.

○ Purchase order management

Optimize your purchase orders for MOQ and freight with our order request tool, and track their status at any given time.

○ Purchase order navigation™

Our advanced algorithms keep rebalancing your open purchase orders to detect what needs to be expedited or slowed down.

○ Sales adjustments™

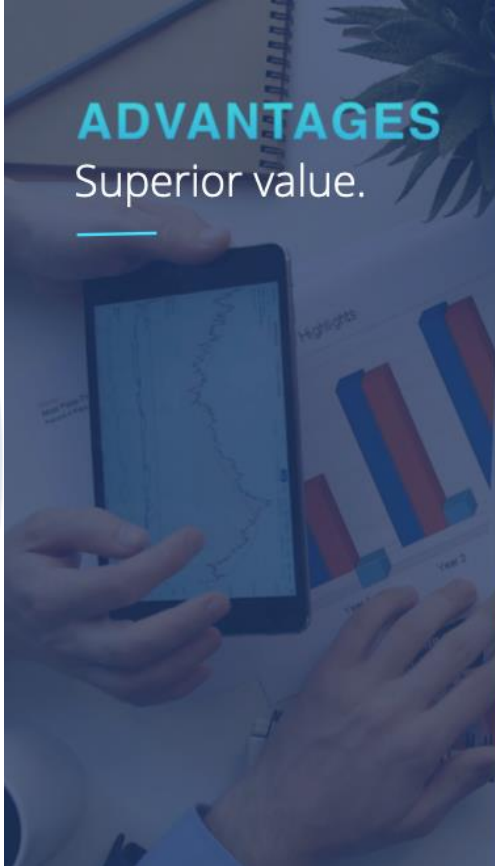
Some times, adjusting sales pace is the solution to avoid out of stocks and overstocks. Our system shows you all products that need to have the sales pace adjusted.

○ Managed services

We don't believe in standalone solutions for complex problems. With Flieber, you have a dedicated account manager and a global team to support you.

ADVANTAGES

Superior value.



Increase your sales

Just-right inventory management ensures your supply is always in line with your demand. No more stock-outs; no more sales interruptions.



Optimize your invested capital

Allocate capital efficiently by only carrying the inventory you need to meet your demand. The Flieber way leaves your overstock issues in the past.



Boost your margins

Optimize your purchase orders for MOQ and freight with our order request tool, and track their status at any given time.



Reduce your work

No more spreadsheets to calculate your sales forecast or control your purchase orders. Flieber has all automated.



FLIEBER

