



RETAIL INDUSTRY

AI Demand Forecasting & Oracle ERP Integration for a Global Retail Conglomerate

Executive Overview: A global fashion retailer migrated to an AI-powered demand forecasting engine integrated directly into Oracle ERP, eliminating chronic overstock and stockouts across 200+ store locations in 8 countries.

\$4.2M

Annual holding
cost savings

30%

Reduction in overall
inventory costs

25%

Improvement in order
fulfilment accuracy

10 wks

Total implementation
timeline

THE CONTEXT

Client Profile & Challenge

Multi-brand retail conglomerate · 500+ locations · Multi-country operations

Multi-brand

RETAIL CONGLOMERATE

500+

LOCATIONS

Multi-Country

OPERATIONS

The Challenge

Manual inventory forecasting was creating a critical pain point across the organization:

- × Chronic overstock and stockouts across 500+ locations.
- × Eroded margins from excess holding costs and lost sales.
- × Operational inefficiency due to reactive, siloed inventory management.
- × No real-time visibility into demand signals across geographies.

The Solution

Symhas delivered an AI-powered demand forecasting engine seamlessly integrated into Oracle ERP with real-time sell-through data and automated replenishment triggers.

KEY COMPONENTS DELIVERED

- ✓ AI demand forecasting engine trained on 3+ years of historical sales, seasonality, and market data.
- ✓ Oracle ERP integration for seamless data flow and automated order generation.
- ✓ Real-time sell-through feeds from 500+ store locations.
- ✓ Automated replenishment triggers that respond to demand shifts within hours.
- ✓ Multi-country compliance (inventory rules, lead times, and local regulations baked directly into the system).

EXECUTION

Implementation Timeline

Multi-brand retail conglomerate · 500+ locations · Multi-country operations

Total project duration: 12 weeks fixed-price delivery.

WEEKS 1 - 2

Discovery

Requirements analysis, data audit, stakeholder alignment, and Oracle configuration plan.

WEEKS 3 - 7

Design & Build

Forecasting model training, API architecture, ERP customization, and testing environment setup.

WEEKS 8 - 10

Testing

User Acceptance Testing (UAT) across 10 pilot locations, performance tuning, and cutover planning.

WEEKS 11 - 12

Go-Live

Phased rollout to all 500+ locations, zero-downtime deployment, and live operational support.

PILOT FIRST ROLLOUT

Before touching all 500+ locations, the forecasting model was validated against 10 pilot stores during Testing — catching edge cases in local demand patterns before the phased global rollout at Go-Live.

12wk

Total Timeline

10

Pilot Locations

500+

Locations at Go-Live

Zero

Downtime at Cutover

RESULTS

Business Outcomes

Multi-brand retail conglomerate · 500+ locations · Multi-country operations

Forecast & Cost Impact

- » 33% increase in forecast accuracy — Q1 result after the first full quarter of the AI model running in production.
- » 21% reduction in inventory holding costs, with overstock systematically eliminated across all locations.

Execution

- » Zero disruption during the go-live weekend across all 500+ locations.
- » Parallel system run ensured no business interruption, with real-time monitoring and rollback procedures in place.

Operational Improvements

- » 500+ locations connected to a single real-time inventory intelligence layer.
- » Optimized safety stock levels by location, with faster response to seasonal demand shifts.

Investment

- » Engagement: \$800K – \$1.2M fixed-price engagement.
- » Detailed scope and architecture are available under NDA.

RESULTS AT A GLANCE

+33%

Forecast Accuracy

-21%

Holding Costs

500+

Locations Connected

12wk

Timeline

Forecast accuracy up 33%. Holding costs down 21%. Zero-downtime rollout.

Why It Worked & What's Next

Key Success Factors

- ✓ **Data-driven approach:** AI was trained on rich, real-world inventory data from hundreds of locations.
- ✓ **System integration:** Seamless Oracle ERP connection meant completely eliminating manual workflows.
- ✓ **Phased rollout:** Pilot testing caught edge cases before full-scale global deployment.
- ✓ **Executive alignment:** Clear KPIs and weekly steering from the outset kept the project focused.
- ✓ **Change management:** Store managers were trained on new replenishment workflows long before go-live.

Organizations in retail, fashion, and CPG often face similar inventory challenges. The playbook from this engagement applies across multi-location retailers with complex supply chains, businesses struggling with inventory accuracy and holding costs, and teams ready to move from manual forecasting to automation.

READY FOR TRANSFORMATION?

Ready to explore AI and ERP solutions for your retail operation?

Contact a Symhas Retail Specialist to discuss your inventory challenges and explore a roadmap for automation.

[Book a Retail Discovery Call →](#)

This case study is representative of engagements in the retail and e-commerce space. Specific metrics and timelines are subject to scope, data availability, and organizational readiness.

RESULTS AT A GLANCE

+33%

Forecast Accuracy

-21%

Holding Costs

500+

Locations

12wk

Timeline