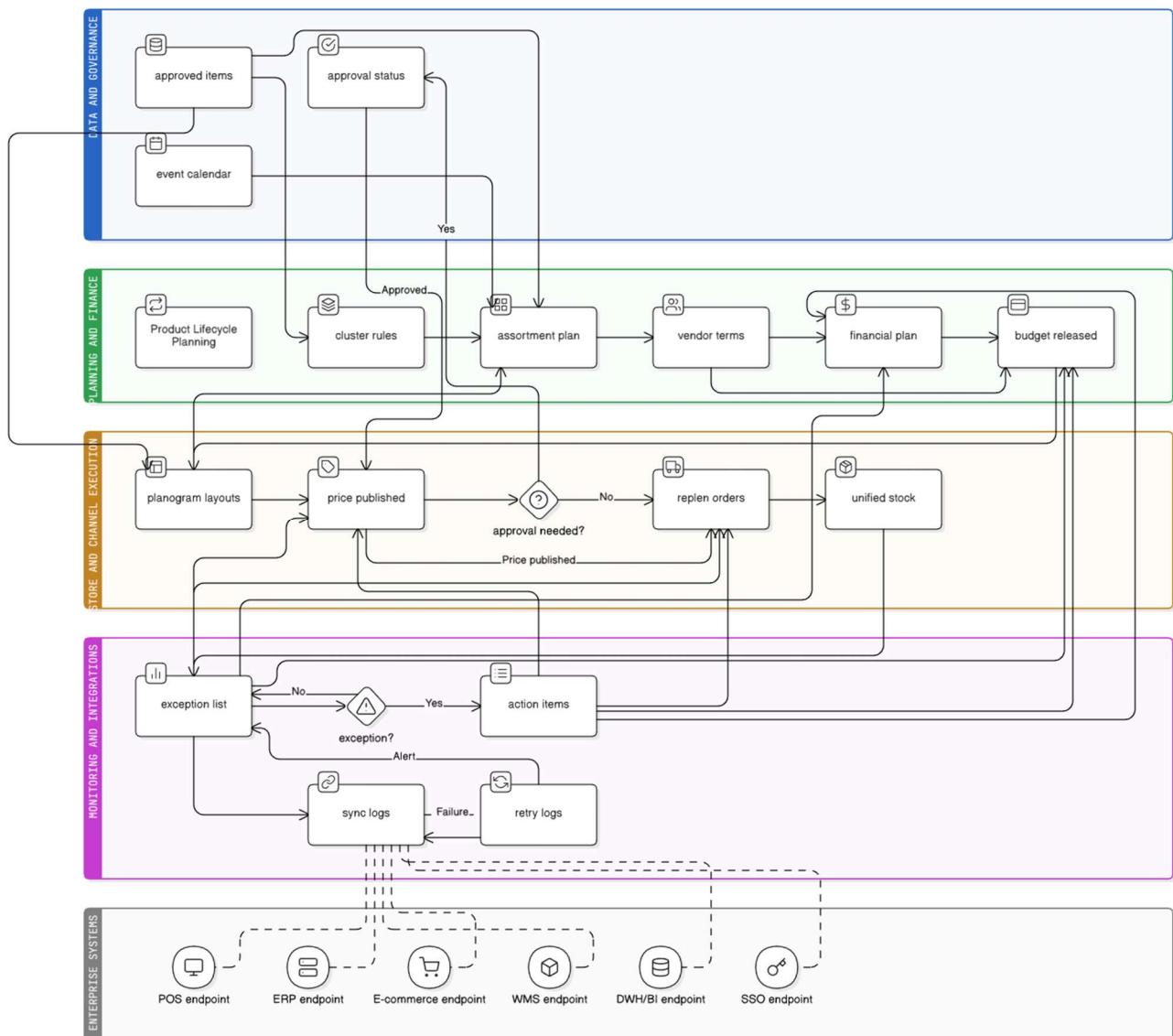


Rayterton Retail Merchandising System

A unified merchandising platform for item governance, assortment planning, MFP and OTB, pricing and promotions, space and planograms, allocation and replenishment, and omni-channel inventory. The system includes approvals, audit trails, and integrations so teams can run one operating loop from planning to store execution.

End-to-end operating story



Operating loop

Plans define rules and thresholds. The system generates recommended actions within those rules. Execution updates sales and inventory telemetry. The control tower prioritizes exceptions and routes actions to owners for approval and follow-up.

What retailers gain

- Improve sell-through and inventory turns by reducing aged inventory pockets.
- Protect margin with pricing rules, promotion guardrails, and a markdown calendar.
- Reduce stockouts and overstock using exception-based replenishment, transfers, and store rebalancing.
- Maintain one operational dataset across DC, stores, and e-commerce with audit trails and evidence packs.
- Run daily execution using prioritized action queues, not static reports.

System coverage

- One workflow from planning to store execution with approvals and audit trails.
- Exception-based control tower that converts signals into action queues.
- Supports multi-channel, multi-store, multi-season, and multi-category structures.
- Includes MFP, OTB, and markdown planning as standard operating modules.
- Integrates with POS, ERP, WMS, e-commerce, BI, and SSO with governed connectivity.

Merchandise Foundation and Item Governance

Maintain clean item and merchandising master data at scale for large SKU counts, multiple brands, multiple channels, and seasonal catalogs. The system validates item readiness using completeness checks, approval queues, and publish controls so downstream planning and execution use consistent data.

What you govern

- What qualifies as an approved item, when it can be published, and which channels can receive it.
- The official merchandise hierarchy used for planning, reporting, and accountability.
- Barcode, pack, and vendor setup that affects POS scanning and WMS receiving accuracy.

Core capabilities

- Merchandise hierarchy, item master, attributes, images, barcode rules, and pack rules.
- Store and channel master, retail calendar, and seasons for synchronized execution.
- Quality gates with completeness scoring, approval queues, and publish controls.

The dashboard displays the following key metrics:

- OVERALL QUALITY SCORE: 87.3% (vs last week: +2.4%)
- ITEMS BLOCKED: 47 (from 59)
- PENDING APPROVAL: 124 (new requests: +18)
- Critical Missing Attr: 238 (High Priority)
- SLA AGING: 3.2d (Within SLA target: 5d)

Quality Score Trend (12 Weeks) chart shows an upward trend from approximately 78% in W1 to 85% in W12.

Completeness by Category (Top 8) chart shows completion rates for categories like Women's Tops, Women's Bottoms, Women's Dresses, Accessories, Women's Activewear, Women's Outerwear, Men's Fashion, and Kids & Baby.

MAKER-CHECKER STATUS table:

MAKER-CHECKER STATUS	RISK LEVEL	ACTION
Maker Submitted	LOW	Approve
Checker Review	MEDIUM	Review
Checker Approved	LOW	View
Maker Submitted	HIGH	Approve
Checker Review	MEDIUM	Review
Maker Submitted	HIGH	Approve
Checker Approved	LOW	View
Checker Review	MEDIUM	Review
Maker Submitted	LOW	Approve
Checker Review	HIGH	Review

Barcode & Pack Configuration (8 Items) table:

SKU	Item Description	Case Pack	MOQ	Inner Pack	Status
SKU-2026-0001	Classic Cotton Polo - Navy	12	24	6	READY
SKU-2026-0003	Floral Wrap Dress - Pink	8	16	4	PENDING
SKU-2026-0005	Yoga Leggings Set - Grey	24	48	12	READY

Audit Trail Explorer table:

User	Action	Timestamp
J. Doe	Critical: Updated cost for SKU-2026-0002	2 min ago
S. Miller	Approved: Updated barcode for SKU-2026-0005	15 min ago
M. Kim	Warning: Modified case pack for SKU-2026-0007	32 min ago
J. Doe	Created: Created new item SKU-2026-0010	1 hour ago

Assortment Intelligence and Range Planning

Align assortments to local demand, store profile, and size behavior. The system converts sales signals into cluster-based range plans and applies line review governance so buying decisions follow a consistent workflow.

What you govern:

- Store clusters, similarity rules, and how clusters impact assortment and size curves.
- Category strategy and assortment rules for width, depth, carryover, and exits.
- Line review approvals so decisions are documented and auditable.

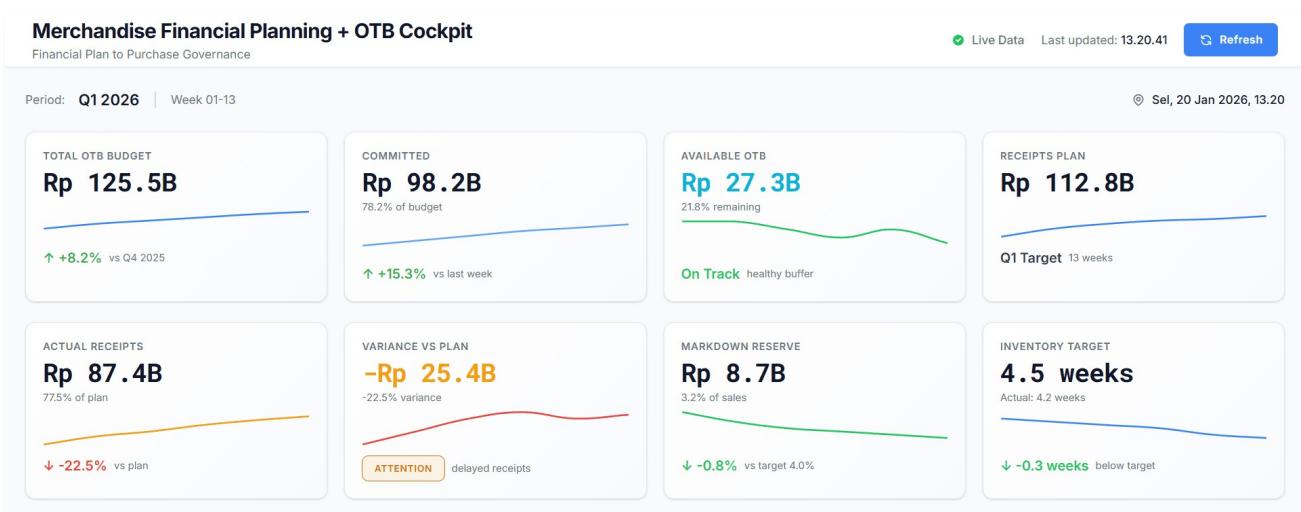
Core capabilities:

- Store clustering and performance analytics by region and store profile.
- Size curve builder by category, region, and cluster to reduce wrong-size buys.
- Assortment planning for range width and depth, distribution by cluster, curated packs, and committee approvals.

The screenshot displays the Assortment Planning Workspace, a comprehensive platform for retail merchandising. It includes the following components:

- Recommended Assortment:** A grid of product cards for various items like Polo Shirts, Chinos, and Blazers, each with status (Approved, In Review, Proposed), item ID, category, colorways, depth, price band, and margin.
- Assortment Planning Workspace:** A central dashboard with filters for Season, Department, Category, Cluster, Store Format, and Channel. It features five key performance indicators (KPIs) with trends and targets:
 - STYLES COUNT:** 1,247 (up +8.2% vs last season)
 - SKUS COUNT:** 8,432 (up +12.5% vs last season)
 - NEW VS CARRY-OVER:** 62% / 38% (Optimal Mix target: 60/40)
 - TARGET SELL-THROUGH:** 85% (up +5% vs last season)
 - TARGET GMROI:** 3.2x (up +0.4% vs last season)
- Approval Workflow:** A circular process showing the flow from Submit to Final Pending, with specific users (John Doe, Sarah Miller, Mike Kim) and their comments.
- Comments & Notes:** A section for tracking comments and updates from team members.
- Cluster Matrix:** A heatmap showing the percentage of items in different fit categories (High Fit, Medium Fit, Low Fit, No Fit) across various clusters like Urban Metro, Suburban Family, etc.
- Size Curve Distribution:** A bar chart showing the percentage of items in different size categories (XS, S, M, L, XL, XXL, 3XL) for the Urban Metro cluster.

Merchandise Financial Planning and OTB Control



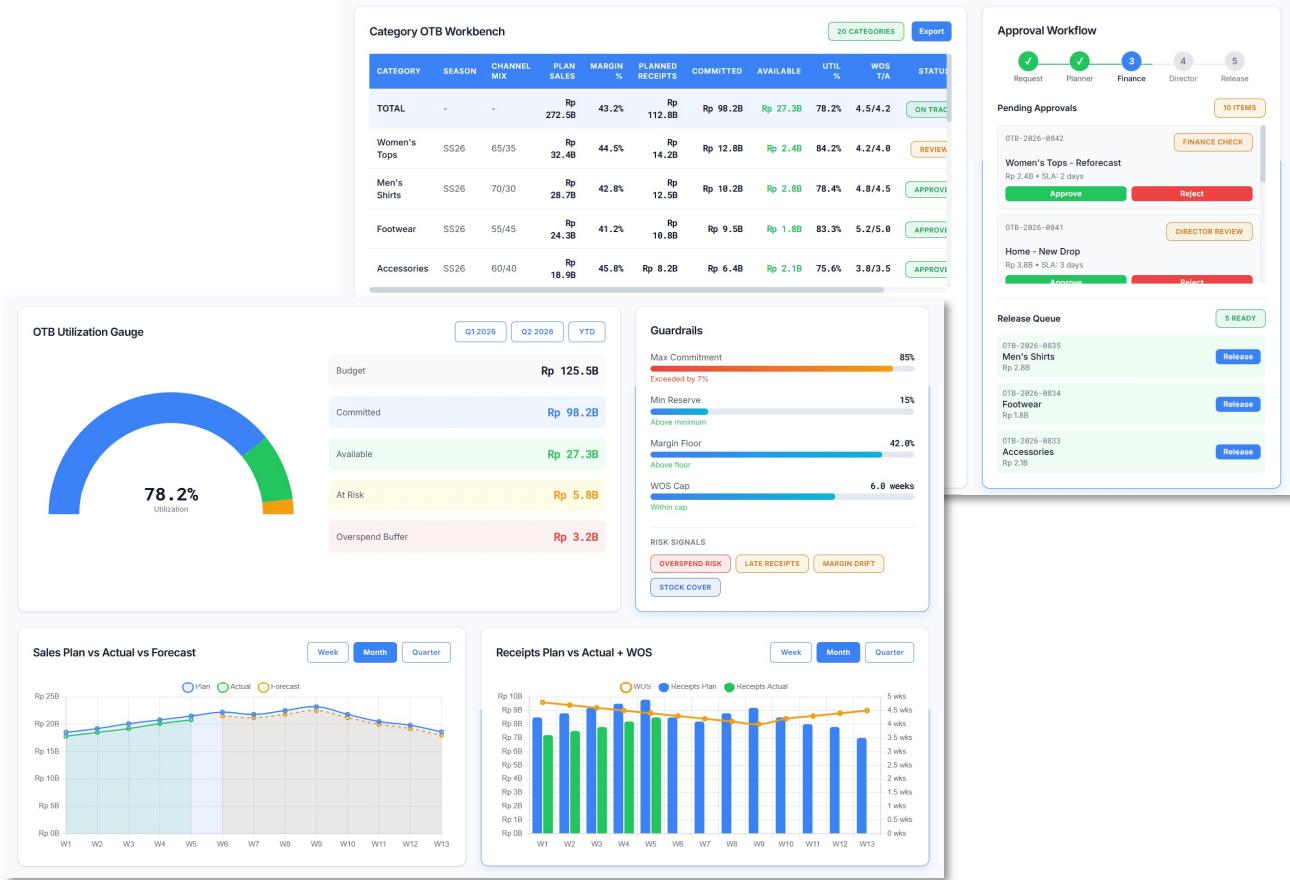
Convert strategic targets into purchasing authority with scenario planning and budget controls that protect cash and margin. The system supports a standard planning cycle with variance monitoring, reforecasting, and controlled budget release.

What you govern

- Sales, margin, inventory, and receipts targets, including the reforecast cadence.
- OTB structure, time buckets, allocations, commitments, and budget release approvals.
- Commitments versus receipts monitoring to detect risk before inventory ages.

Core capabilities

- MFP targets, scenarios, and variance tracking.
- OTB budgeting by time bucket with allocation logic and approval workflow.
- Commitment tracking linked to receipts and inventory exposure.



Pricing, Promotions, and Markdown Optimization

Manage pricing, promotions, and markdowns with rules, calendars, approvals, and performance tracking. The system replaces spreadsheet-based processes with a calendar-driven workflow and an auditable decision trail.

What you govern

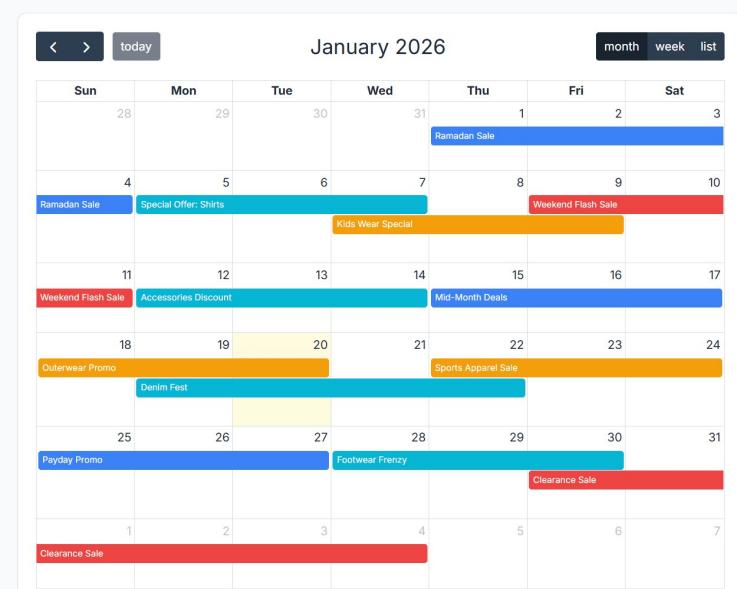
- Price zones, base price rules, event calendars, and approval thresholds.
- Markdown cadence, phase gates, and brand guardrails to control margin impact.
- Full audit trail for pricing decisions, including approver and reason.

Core capabilities

- Pricing and promotion calendar with approvals and performance snapshots.
- Markdown recommendations using sell-through curves, aging buckets, and margin impact.
- Price decisions connected to vendor cost and terms for clear profitability analysis.

Pricing and Promotion Calendar

Zones, Events, Governance



Price Zone Rules

Zone A: Jakarta Metro

IDX: 115

Discount: 0-15%
Approval: Auto

Margin Floor: 38%

Zone B: Java Tier 1

IDX: 105

Discount: 0-25%
Approval: Manager

Margin Floor: 35%

Zone C: Ex-Java Tier 1

IDX: 100

Discount: 0-30%
Approval: Manager

Margin Floor: 32%

Zone D: Special Economic

IDX: 98

Discount: 0-40%
Approval: Director

Margin Floor: 28%

Promo Performance Snapshot

Sales Uplift %

+28.4%

Margin Impact %

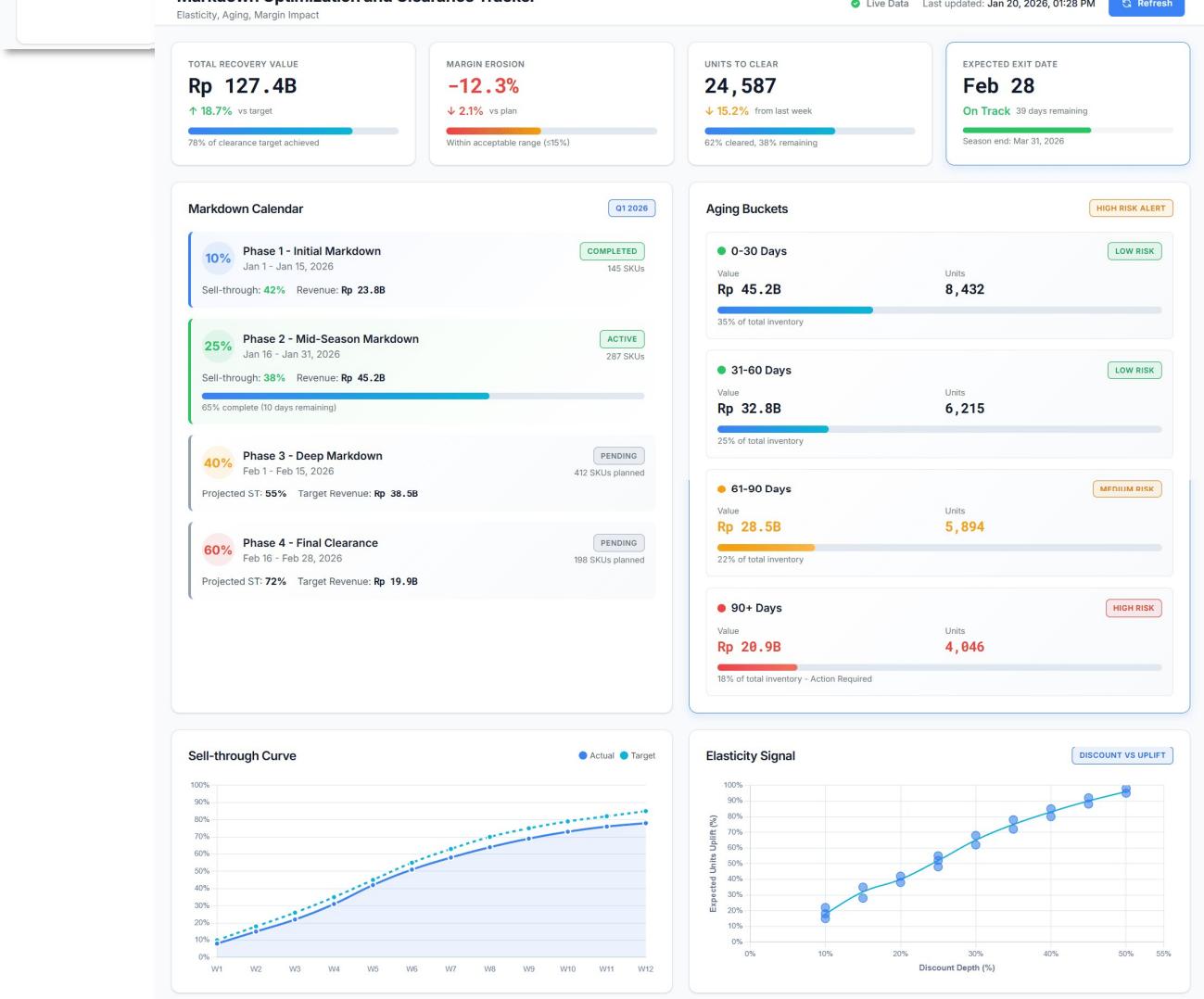
-4.1%

Units Sold

1.2M

Markdown Optimization and Clearance Tracker

Elasticity, Aging, Margin Impact



Space, Allocation, and Replenishment Execution

Connect space planning, assortment, allocation, and replenishment into one execution workflow with measurable compliance. Planograms reflect cluster needs, allocation respects size curves and space limits, and replenishment runs on prioritized exceptions.

What you govern

- Store layout, fixture capacity, planogram versions, and compliance rules.
- Allocation logic and replenishment parameters such as min-max, target stock, transfers, and rebalancing.
- Exception queues with owners, SLAs, and approval steps.

Core capabilities

- Planogram designer by cluster and store type with adjacency rules and space analytics.
- Compliance tracking and store communication packs for rollout.
- Allocation and replenishment exception workbench with recommended actions and approvals.

Allocation and Replenishment Exception Workbench

Approve Actions, Not Spreadsheets

Live Data Last updated: Jan 20, 2026 11:23 AM Refresh

STOCKOUT SKUS
42
↑ 12 today

OVERSTOCK VALUE
Rp 23.4B
↓ 15% vs last month

TRANSFERS PENDING
86
23 high priority

ORDERS WAITING APPROVAL
23
Total: Rp 8.7B

AVG PROCESSING TIME
2.3 hrs
↓ from 2 days

Stockout Risk Trend (14 Days)

Demand vs Replenishment Coverage

Recommended Actions - Today's Priority

10 actions requiring attention

<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P1 WF-TOP-0012</p> <p>Transfer 50 units</p> <p>From: DC Jakarta To: ST-001 Jakarta Central</p> <p>Impact: Rp 12.5M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P1 WF-BTM-0045</p> <p>Emergency PO 100</p> <p>To: ST-023 Surabaya Mall Vendor: Vendor A</p> <p>Impact: Rp 28.7M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P1 WF-DRE-0089</p> <p>Transfer 40 units</p> <p>From: DC Bandung To: ST-045 Bandung Outlet</p> <p>Impact: Rp 9.8M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P2 WF-TOP-0156</p> <p>Replenish 30 units</p> <p>To: ST-012 Semarang Central Vendor: Vendor B</p> <p>Impact: Rp 7.2M</p> <p>Approve Reject Edit</p> </div>
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P1 WF-OUT-0098</p> <p>Transfer 35 units</p> <p>From: DC Medan To: ST-056 Medan Grand</p> <p>Impact: Rp 8.9M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P3 WF-TOP-0278</p> <p>Reduce 50 units</p> <p>Location: ST-078 Palembang Square</p> <p>Impact: -Rp 15.2M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P2 WF-DRE-0145</p> <p>Replenish 45 units</p> <p>To: ST-089 Makassar Center Vendor: Vendor C</p> <p>Impact: Rp 11.3M</p> <p>Approve Reject Edit</p> </div>	<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P3 WF-BTM-0321</p> <p>Reduce 30 units</p> <p>Location: ST-012 Jakarta Selatan</p> <p>Impact: -Rp 9.4M</p> <p>Approve Reject Edit</p> </div>
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <p>P1 WF-TOP-0345</p> <p>Emergency PO 120</p> <p>To: ST-023 Denpasar Beach Vendor: Vendor D</p> <p>Impact: Rp 34.5M</p> <p>Approve Reject Edit</p> </div>			

Space and Planogram Studio

Design to Store Execution, Compliance Control

All Clusters All Categories Export Planogram Create New

Avg Compliance

87.3%

↑ 3.2% vs last week



Non-Compliant Stores

23

↓ 5 stores improved

Sales per SQM vs Target

Rp 4.2M

↑ 12% above target



Top Fixture Performance

Bay 3

94% sell-through



Planogram Viewer

Men's Apparel - Urban Metro Cluster

Zoom In Zoom Out Edit Mode

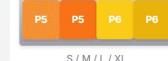
BAY 1 - Casual



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL

BAY 2 - Formal



S / M / L / XL



S / M / L / XL



S / M / L / XL

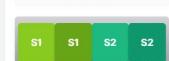


S / M / L / XL



S / M / L / XL

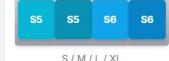
BAY 3 - Sport



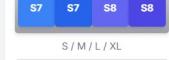
S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL

BAY 4 - Premium



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL



S / M / L / XL

Adjacency Rules

+ Add Rule

Brand A adjacent to Brand B

Correct placement in Bay 1, Shelves 1-3

PASS

Premium brands in Bay 4

All premium items correctly positioned

PASS

Size curve continuity

Bay 2 Shelf 4 missing XL size

WARNING

Color blocking consistency

Color gradient maintained across bays

PASS

Category separation

Sport items mixed with Casual in Bay 3

FAIL

Brand adjacency distance

Competing brands separated by 2+ bays

PASS

Shelf capacity utilization

Bay 1 Shelf 5 at 95% capacity

WARNING

Rules Summary

7 Pass 2 Warning 1 Fail

Planogram vs Actual Summary

Last 7 Days View Details

MISPLACEMENT

156

Items in wrong bay or shelf
↑ 12% vs last week

MISSING FACING

89

Products not displayed
↓ 5% vs last week

WRONG PRICE LABEL

34

Incorrect pricing displayed
↓ 18% vs last week

OUT OF STOCK IN SHELF

67

Empty shelf spots
↑ 8% vs last week

INCORRECT SIZE MIX

45

Size curve deviation
↓ 3% vs last week

BRAND ADJACENCY VIOLATION

28

Competing brands too close
↓ 22% vs last week

MISSING SHELF TAG

52

No product identifier
↓ 10% vs last week

FIXTURE DAMAGE

19

Damaged shelving units
↑ 2 vs last week

Compliance Trend (12 Weeks)

All Stores

Avg Compliance % Target %

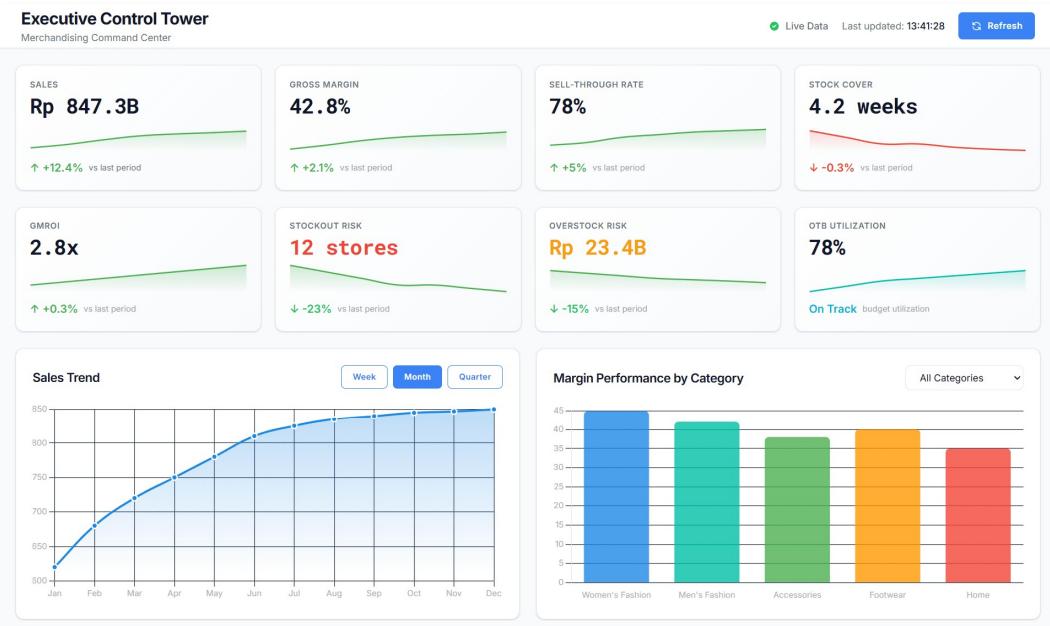


Sales Uplift vs Compliance Score

Last Quarter



Omni Inventory and Real-Time Control Tower



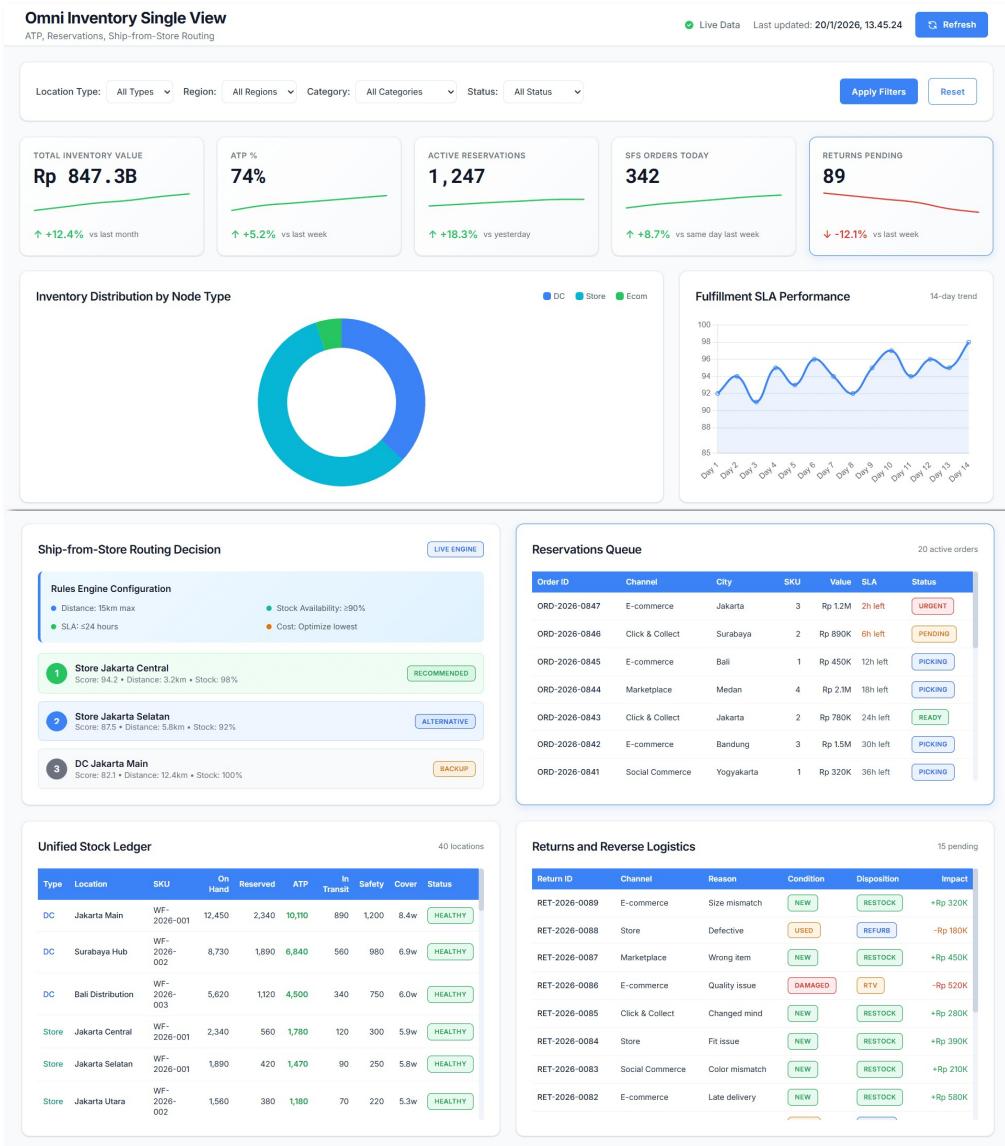
Maintain one inventory view across DC, stores, and e-commerce, then drive daily actions using real-time telemetry and prioritized exceptions. The system covers ATP policy, reservations, ship-from-store routing, returns, and alerts in one operational workflow.

What you govern

- Unified inventory ledger, ATP policy, reservation behavior, routing rules, and reverse logistics.
- KPI health and exception prioritization based on business impact such as margin risk, stockout risk, and aging risk.
- Integrations and access governance with role-based controls and audit trails.

Core capabilities

- Unified stock ledger with ATP and reservations across channels.
- Ship-from-store routing, returns workflow, inventory accuracy, and cycle count discipline.
- Executive control tower with real-time KPIs and exception-led action queues.



Built to integrate

- POS:** sales, returns, price publishing.
- ERP:** cost, purchase orders, invoices, GL posting.
- WMS:** receiving, picking, transfers.
- E-commerce and marketplaces:** catalog, images, pricing, reservations, orders.
- DWH and BI feeds:** analytics and forecasting datasets.
- API and webhooks, audit logs, SSO and RBAC:** connectivity and security governance.

Designed for the merchandising organization

Merchandising Director, Category Manager, Merchandise Planner, Allocator, Pricing Manager, Space Planner, Omni Operations, Inventory Control, and Supply Chain teams.

Integration and Audit Monitor
POS, ERP, WMS, Ecom, Webhooks, Logs

Real-time Monitoring Last updated: 13:50:49 Refresh

Integration Health

POS System Sales & Transactions	ERP System Finance & GL	WMS Warehouse & Inventory	E-commerce Online Store
Last Sync: 2 min ago	Last Sync: 5 min ago	Last Sync: 12 min ago	Last Sync: 1 min ago
Success Rate: 99.8%	Success Rate: 99.5%	Success Rate: 97.2%	Success Rate: 99.9%
Errors (24h): 3	Errors (24h): 7	Errors (24h): 42	Errors (24h): 1
Throughput: 1,245/min	Throughput: 892/min	Throughput: 456/min	Throughput: 2,108/min

MKT Marketplace Tokopedia, Shopee	DWH / BI Data Warehouse	SSO / IAM Identity Provider	PRC Pricing Publish Price Engine
Last Sync: 3 min ago	Last Sync: 8 min ago	Last Sync: Real-time	Last Sync: 45 min ago
Success Rate: 98.7%	Success Rate: 99.6%	Success Rate: 100%	Success Rate: 89.3%
Errors (24h): 18	Errors (24h): 5	Errors (24h): 0	Errors (24h): 156
Throughput: 1,567/min	Throughput: 3,421/min	Throughput: 234/min	Throughput: 78/min

Success Rate Trend (14 Days)

Latency Percentile by Connector

Data Sync Pipeline Status

Pipeline	Status	Records In	Records Out	Lag	Last Checkpoint	Throughput
POS Sales → DWH	ACTIVE	1,245,678	1,245,672	2s	2026-01-20 11:48:32	1,245/min
ERP GL → BI	ACTIVE	892,345	892,341	5s	2026-01-20 11:45:18	892/min
WMS Inventory → POS	DEGRADED	456,789	456,712	45s	2026-01-20 11:36:45	456/min
Ecom Orders → ERP	ACTIVE	2,188,234	2,188,233	1s	2026-01-20 11:49:05	2,188/min
Marketplace → WMS	ACTIVE	1,567,890	1,567,872	3s	2026-01-20 11:47:22	1,567/min
DWH → Analytics	ACTIVE	3,421,567	3,421,562	8s	2026-01-20 11:41:10	3,421/min
Pricing Engine → All Channels	FAILED	78,234	69,891	2,700s	2026-01-20 11:04:15	78/min
SSO User Sync → ERP	ACTIVE	234,567	234,567	0s	2026-01-20 11:49:58	234/min
Returns → Inventory	ACTIVE	567,898	567,888	4s	2026-01-20 11:46:33	567/min
Promotions → POS	DEGRADED	345,678	345,623	28s	2026-01-20 11:38:55	345/min

Webhook / API Logs

Timestamp	Source	Endpoint/Event	Payload	Latency	Status	Correlation ID	Retry	Action
11:49:58	POS	/api/v1/sales	2.3KB	45ms	200	req_abc123	0	Replay
11:49:55	Ecom	/webhook/order.created	5.1KB	78ms	200	req_def456	0	Replay
11:49:52	ERP	/api/v1/inventory-sync	12.4KB	245ms	200	req_ghi789	0	Replay
11:49:48	WMS	/webhook/stockupdated	3.8KB	5,230ms	504	req_jkl123	3	Replay
11:49:45	Marketplace	/api/v1/shoppe/orders	4.2KB	112ms	200	req_mno345	0	Replay
11:49:42	POS	/api/v1/returns	2.9KB	56ms	200	req_pqr678	0	Replay
11:49:38	Pricing	/api/v1/price/publish	0.7KB	TIMEOUT	504	req_stu981	5	Replay
11:49:35	Ecom	/webhook/payment.success	3.1KB	89ms	200	req_vwx234	0	Replay

Recent Incidents

Severity	Incident Description	ETA
Critical	Pricing Publish Service Down	45 min ago
Warning	WMS Sync Degraded	12 min ago
Warning	Pricing Publish Service Down	ETA: 15 min
Warning	WMS Sync Degraded	ETA: 30m
Warning	Pricing Publish Service Down	28 min ago

Retry Queue

Request ID	Message	Retries
req_stu981	Pricing publish timeout - connection refused	5 RETRIES
req_uvw345	Promo apply service unavailable	6 RETRIES
req_stu789	Discount calc timeout - high load	6 RETRIES

Pilot setup in 2 to 4 weeks

Share your store network scale, SKU hierarchy, merchandising calendar, and current planning and replenishment rules. Rayterton configures a working environment that connects assortment, MFP and OTB, pricing and promotions, and store execution into governed action queues. The pilot includes role-based approvals, exception management, and an integration plan for POS, ERP, WMS, and e-commerce.

Contact Us :**+62 812 9615 0369****marketing@rayterton.com****About Rayterton**

Established in 2003, Rayterton delivers comprehensive Best Fit Software Solutions, server and hardware products, and technology services to a wide range of industries and organizations. Our core expertise lies in Business Process Improvement (BPI), IT Infrastructure, and IT Management.

At Rayterton, we are committed to empowering our clients by enhancing their business operations through tailored IT and management solutions. We combine innovation, experience, and client collaboration to ensure long-term success and digital transformation.

Our Competitive Strengths**100% Risk Free****Best fit to
client
requirements****Easy to
customize****Software
ownership****No Change
Request (CR)
fees during
maintenance****For more information, visit rayterton.com**