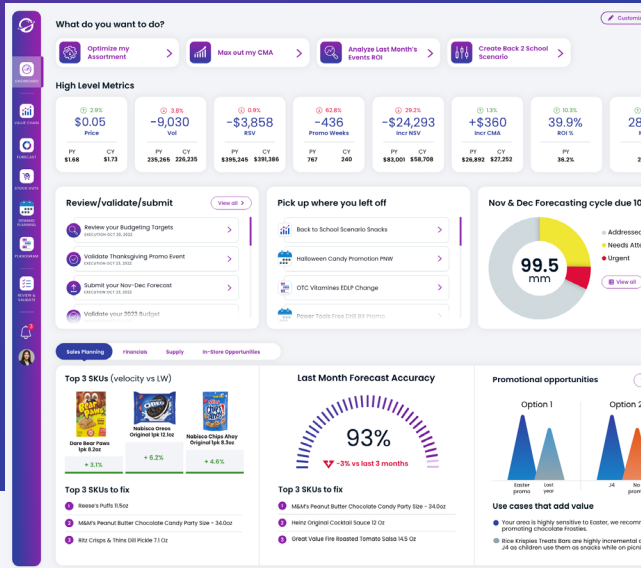# orbit
by centific

✕ centific

Your Cognitive Command Center

76%
of US consumers are consistently seeking out new brands

Supply chain disruptions account for up to
$4 trillion in lost revenue

Economic recession, supply chain disruptions, customer expectations, and more create challenges for companies looking to optimize cost, speed, and service.

Orbit from Centific is the all-in-one, end-to-end value chain platform that gives users total visibility across their organization, allowing them to take action while delivering financial value for stakeholders. By leveraging our state-of-the-art AI engine, Orbit solves problems, including replenishment, logistics, P&L optimization, and more to boost organizational resiliency against unforeseeable disruptions.

Key Features and Benefits

End-to-End Visibility
to break artificial silos between functions

AI-Driven Forecasting
for continuously improved accuracy

Network Collaboration
so partners can join planning

One-Click Root Cause Analysis
to prioritize top issues

Actionable Dashboard
for contextual, customizable insights

Cloud Native
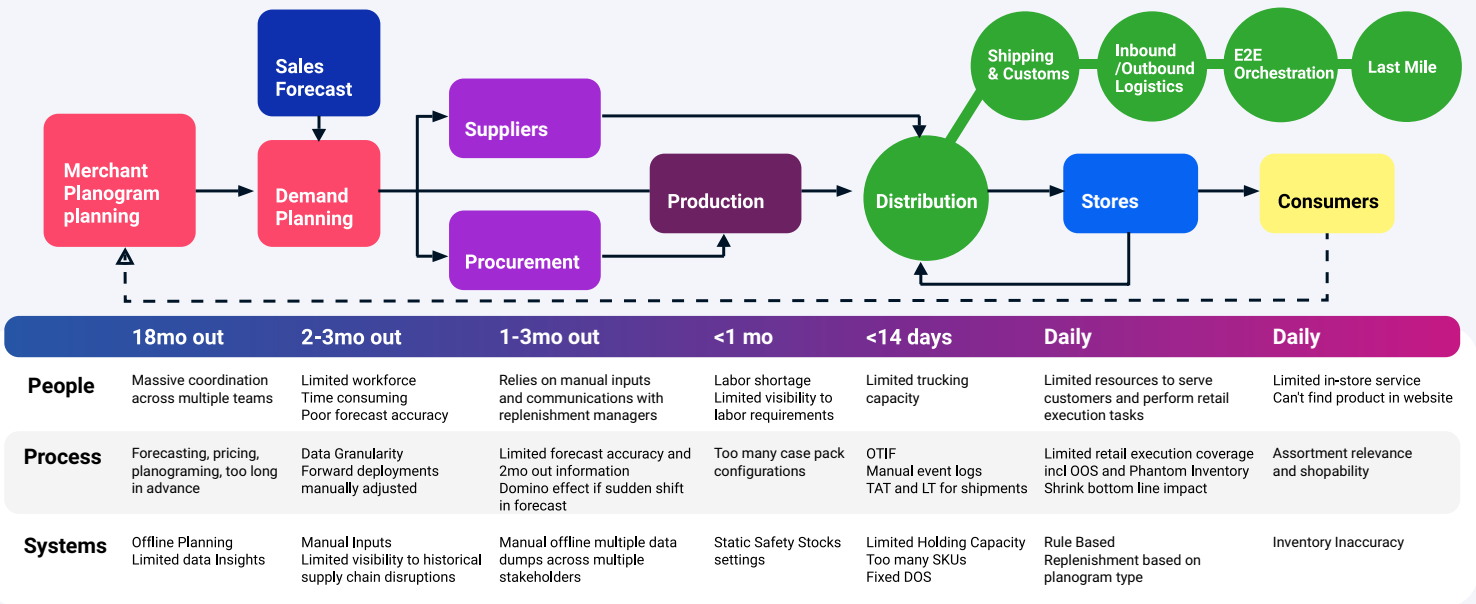with pre-trained models and XOps

60%
Less engineering

3x
Supply chain reliability

85%
Reduction in stockout rates

Accelerating Insights

See what's working and what needs attention so you can make improvements faster.

	18mo out	2-3mo out	1-3mo out	<1 mo	<14 days	Daily	Daily
People	Massive coordination across multiple teams	Limited workforce Time consuming Poor forecast accuracy	Relies on manual inputs and communications with replenishment managers	Labor shortage Limited visibility to labor requirements	Limited trucking capacity	Limited resources to serve customers and perform retail execution tasks	Limited in-store service Can't find product in website
Process	Forecasting, pricing, planograming, too long in advance	Data Granularity Forward deployments manually adjusted	Limited forecast accuracy and 2mo out information Domino effect if sudden shift in forecast	Too many case pack configurations	OTIF Manual event logs TAT and LT for shipments	Limited retail execution coverage incl OOS and Phantom Inventory Shrink bottom line impact	Assortment relevance and shopability
Systems	Offline Planning Limited data Insights	Manual Inputs Limited visibility to historical supply chain disruptions	Manual offline multiple data dumps across multiple stakeholders	Static Safety Stocks settings	Limited Holding Capacity Too many SKUs Fixed DOS	Rule Based Replenishment based on planogram type	Inventory Inaccuracy

Enabling Opportunities

Orbit leverages state-of-the-art Meta Data connectors and AI to solve replenishment, logistics orchestration, and even P&L challenges, answering questions like:

- How do we automate data aggregation?
- How can we improve forecast accuracy?
- How can we cope with rapid market shifts?
- How do we plan full order cycle logistics?

- How do we track quality, stock levels, & more?
- How can we ensure compliance & availability?
- How can we optimize associate productivity?
- How do we ensure compliance & on-shelf availability?

Why Centific

Centific helps global companies solve their toughest customer experience challenges with data-driven, people-centric solutions.

Reach

With teams in the **Americas, Europe, APAC, and around the world**, Centific has the **global support** and resources to help your brand succeed in any market.

Scale

Our **OneForma platform** gives you access to **1M+ users across 230 countries and territories**, giving you more insight into your customers around the world.

Technology

We leverage the latest in **AI, ML, and cloud technologies** to help you deliver best-in-class customer experiences powered by people.

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Want to learn more? Drop us a line at **solutions@centific.com**