

CUSTOMER



Martinus is a major East European omni-channel e-commerce bookstore operating in two countries, managing multiple online web properties, operating 10 brick and mortar stores and employing staff of 100+ employees. Martinus is a recognized retail category leader and has received awards including Deloitte Fast 500 EMEA and MasterCard Retailer of The Year.

CHALLENGES

- Inventory replenishment process and purchase order system relying on empirical rules and subjective judgment resulting in sub-optimal inventory levels and stock-outs
- Large inventory spanning more than 200,000 products making it tedious and difficult to correctly estimate product demand on the SKU level
- Orders with fulfillment times ranging from days to weeks for many products

SOLUTION

- Automated machine learning based demand forecasts on the SKU level integrated in customer's order management process
- API fully integrated in matter of days, including historical and daily data synchronization and integrating demand predictions into customer's internal systems

RESULTS

- **Ratio of products expedited on the day of placed order** increased by **84%**
- Improved **average order fulfillment time** by **14%**
- Reducing sub-optimal replenishment choices due to subjective manual sale forecast computation
- Increased shopper satisfaction by guaranteeing shorter delivery times, thus improving brand perception and increasing customer loyalty

OBJECTIVE

Increasing same day order fulfillment rate with machine learning based demand forecasts

CUSTOMER QUOTES

On measurable benefits

"I've noticed a dramatic spike in our same-day order fulfillment ratio just few days after fully integrating the FutureMargin API predictions in our processes. This improvement was so prominent, that for a moment I thought we had wrong numbers in our analytics dashboard. After confirming with our sale director, the spike was indeed directly trackable to our recent FutureMargin integration."

On customer support

"The customer support service of the FutureMargin team is professional and timely. They've accommodated all of our requests and queries quickly and always provided detailed guidance and help. FutureMargin team goes beyond mere customer support; they proactively seek and recommend ways to improve our practice and results."

On internal adoption

"Integrating FutureMargin brings benefit both to our product specialists by saving their time, and to our sale managers by providing them a cutting-edge tool for improving the complete inventory management process."

CUSTOMER CONTACT: Michal Mesko, CEO

ABOUT FutureMargin

FutureMargin is a machine intelligence tool for successful e-commerce stores. Using historical store data, FutureMargin uses machine learning to provide daily automatic sale forecasts which can be used by retailers to improve inventory levels. Retailers use FutureMargin demand predictions to reduce stock-outs and improve sale fulfillment and order delivery times.