

Innovative technological solutions that cut down stocks and boost sales

Analyticalways, the Spanish start-up for retailers that revolutionizes stock management

- **Present in over 10 countries across Europe and America.**
- **PANDORA España, Sephora México, Oro Vivo, Shoulder and Centauro are some of the chains that have already placed their trust in Analyticalways.**
- **Amancio Junior –its founder- has over 12 years’ experience in the industry**

Madrid, 21st September 2016.- Analyticalways is a Spanish start-up. In only two years since its foundation, it has become the leading technological business for retail solutions. Specializing in retailers with points of sale open to the public, the company has managed to boost its customers’ sales by up to 15% and cut down their stocks by up to 40% through its innovative technological solutions and a highly qualified consultancy team.

Well-known chains, including PANDORA España, Sephora México, Oro Vivo and the Brazilian companies Shoulder, Aramis and Centauro, have already placed their trust in Analyticalways to manage their stocks. One of the advantages of its user-friendly tools is that these can be deployed and ready to go in only 15 days at an extremely competitive cost.

Besides preventing out of stocks, managing the collection mix, transferring products between shops and analysing the introduction of new products, the tool’s predictive analysis enables to effectively forecast customer demand in all business areas. The purpose of Analyticalways is to ensure that customers keep a step ahead of market demand making the best decisions and producing the greatest return, through the management of stock, sales agents, sales force, CRM or visual merchandising among other things.

Dramatic sales boost despite a deep recession

Amancio Junior first came into contact with the product lifecycle in the textile industry when he began to work before going to the FAAP University in Brazil. During this first work experience, he learnt about the entire production process, from the delivery of cotton, to the manufacturing of garments.

Then, he furthered his career in a Business Intelligence consultancy firm where he led over 40 projects for different retailers. There he was invited to move to Europe to lead a stock management project in a well-known international jewellery and watch distributor. In the midst of the Spanish crisis, this project boosted the company’s sales dramatically whilst cutting down their stock. This is when the idea of Analyticalways germinated.

During its first two years, the start-up has experienced remarkable growth, expanding its activity across three continents. “Our challenge is to turn the most complex daily

tasks into fast and efficient ones. Our customers gain a return on their two-year investment in only two months as they improve the management of their stock, sales agents and understand their customer preferences better,” says Amancio Junior.

Analyticalways renews its corporate image

With a view to expanding to new industries and becoming the leading company in technological solutions for retailers, Analyticalways has embarked on an ambitious image makeover. According to Amancio Junior, “The new image shows our focus on the commitment, freshness and love of a service that is provided methodically to ensure the sound success of our customers’ results. This is why our slogan is “ROIzing your business”.

The new imagetype reveals, shows and conveys the company’s values. The star of this brand new image is a graph in the shape of a three-coloured “a” that stands for Analyticalways and indicates the exactness and technology in the graphic representation of its solutions, and the “ways” Analyticalways goes in the Retail world. Also, the imagetype is formed by the “Analyticalways” text in the logo with its new typography.

“Our identity must show our interest in providing customers with an added value through our solutions, and it will help us consolidate our brand and turn Analyticalways into the first-choice solution in the Retail industry,” said Amancio.

For more info:

Ana Cruz-Salazar
+34 91 737 31 95
ana.cruz@analyticalways.com

Analyticalways
Avenida de la Industria, 4. E1. Bajo B.
28108 Alcobendas, Madrid
www.analyticalways.com