

Smarter Inventory Decisions. Zero Disruptions.

Dropit provides decision intelligence for modern retail – connecting your systems, unifying your data, and optimizing decisions across planning, allocation, and logistics.

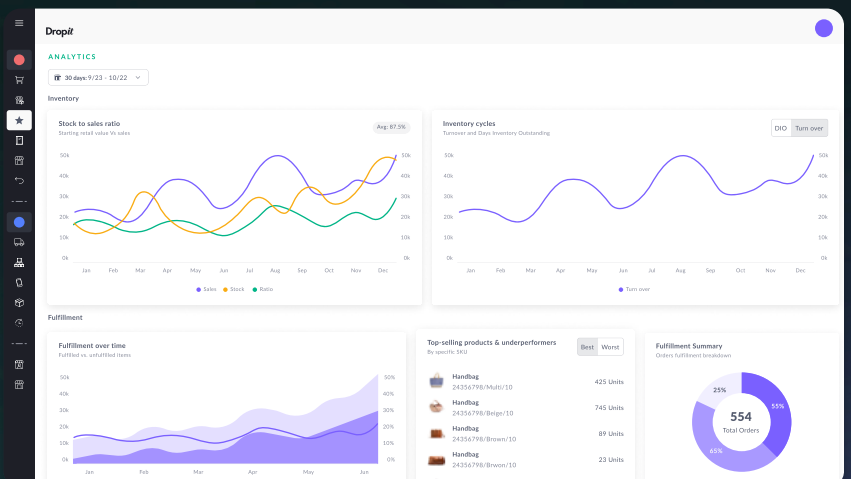
Modern Retail Challenges

Lost sales due to stockouts, split shipments, product depreciation, markdowns, and margin erosion—these challenges are becoming harder to address as omnichannel retail complexity grows.

While retailers have robust systems in place (ERP, OMS, POS, CRM, etc.), valuable data often lives in silos, formatted differently and updated at different cadences. Without insight across all systems, retailers are forced to default to static rules and accept a degree of inventory waste as unavoidable, especially when demand shifts, margins are tight, or customer behavior changes.

How Dropit Helps

Dropit is a decision intelligence platform that uses AI to optimize retailer brands' inventory, planning, allocation, and logistics strategies. Our advanced machine learning models generate inventory decisions that drive better margins, lower costs, and faster execution.



Unified Inventory View

Dropit starts by unifying and synchronizing data across all channels to create a single source of truth.

Continuous Micro-Decisions

Machine learning provides continuous insight and decisions that balance cost, speed, and future margin potential.

"What-If" Simulations

Powerful simulations & impact analysis show how decision improvements impact KPIs before going live.

Maximizing Revenue with Every Decision


Leveraging Live and Historical Data Across All Channels


With the foundation of unified inventory visibility, live and historical data is processed through Dropit's advanced machine learning models to provide continuous, micro-decisions for optimized inventory planning, allocation, order management, fulfillment, and logistics, including reverse logistics.


These optimizations lead to:




And because Dropit is system-agnostic and doesn't require retailers to "rip and replace," deployment is fast, with no disruption. Retailers keep the systems their teams already use, while Dropit makes them work smarter.


 Forecast demand by SKU, store and channel.


 Turn every store into a top performer.


 Refine size curves by product and store tier.

 Keep best-sellers stocked without overstocking.

 Reduce split shipments and logistics costs.

 Trigger restocks based on sell-through velocity.

 Avoid end-of-season markdowns.

 Route returns for maximum resale potential.

Modeled Impact with Real Retail Data

Dropit has modeled the following outcomes using anonymized, aggregated data sets and historical performance benchmarks:

25⁺%

Decrease in Out-of-Stocks

5⁺%

Reduction in Markdowns

10⁺%

Boost to Sell Through Rates

15⁺%

Boost in Inventory Turnover

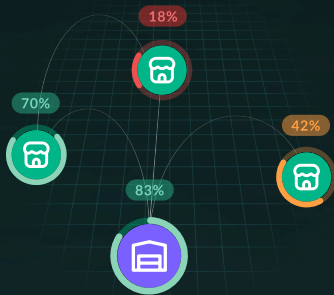
10⁺%

Overall Cost Reductions

These simulations are run in read-only mode—giving retailers visibility into performance improvements, with hard dollar savings. Before any deployment decisions are made.

Smarter End-to-End Decisions

Dropit optimizes retail operations on three fronts:



Planning

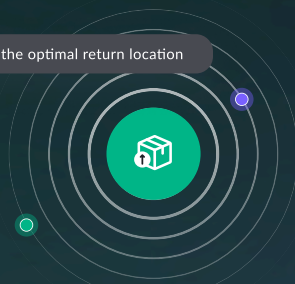
Optimize seasonal buying decisions by store grouping and product, managing size curves, packs, and planning versions for smart purchasing.



Allocation

Allocate inventory and orders to maximize revenue, keeping inventory restocked and balanced according to actual demand.

Searching for the optimal return location



Logistics

Minimize waste from every shipment and route returns to the most valuable node to maximize resale potential.

Fast and Simple to Integrate

No changes are needed to the existing technology stack. Dropit is system-agnostic and uses pre-built connections, making it immediately operational for IT, planning, operations, and finance teams.



Full Development by Dropit

Handles all development work, requiring only granted access to systems via API, database connections, or integrated file exports.



Fully Isolated Data Lake

Accepts any file format or API connection and creates a fully isolated data lake. Data is used exclusively for the organization's analytics and decision-making, with no external utilization.



Versatile Integration

SaaS Applications: OMS, eCommerce, TMS, IMS, POS, WMS, CRM; Databases: Custom Data Sources; ETL: Corrective Actions, Data Lake, Decision Optimization; Dynamic Monitoring & Manual Control



High Security Standards

Adheres to ISO 27001/SOC 2, ensuring the highest level of data security and integrity.

**It's Time To Make
Every Decision Count.**

[Start Your Simulation Today](#)