ALLOCATION

Right units to the right doors — per store, **not blanket**.

Store-level demand-aware allocation with lead-time awareness baked in. Store clusters are first-class — mall, flagship, outlet, boutique treated distinctly.

THE NUMBER

Per door

Allocation sized to how each store actually trades — not blanket splits.

WHAT'S INSIDE

01 Store-level demand forecast at SKU × size, updated as sell-through moves.

02 Lead-time-aware — replenishment cadence calibrated per store, not global.

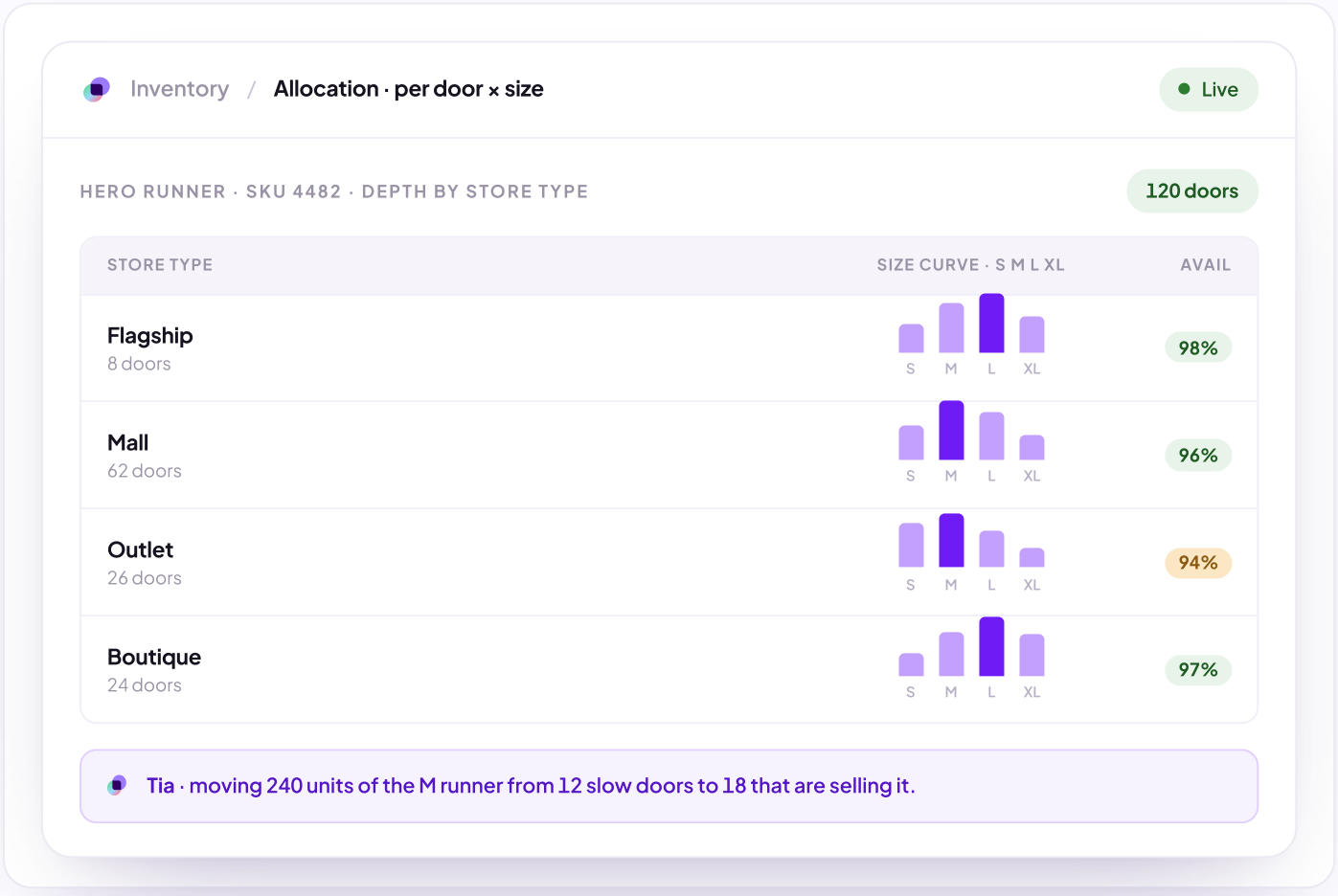
03 Store clustering — mall, flagship, outlet, boutique treated distinctly.

04 Automated adjustment when a hero SKU drifts — the model catches it before the buyer sees the graph.

THE APPROACH

Allocation that respects store archetype.

Most allocation still runs on blanket splits — take the buy, distribute it evenly, hand-tune the flagship. Every non-flagship door ends up long on the wrong sizes and short on hero SKUs. Tightly allocates against per-store demand, at SKU × size, with lead-time awareness baked in.



Live product surface — allocation sized to per-store demand at SKU × size, with the agent flagging the doors starved of the sizes that sell.

WORKED EXAMPLE

An omnichannel footwear retailer pushing a hero runner across 120 doors — a blanket size split hand-tuned for the flagship, mall stores starving of the sizes that sell.

BEFORE	
Split logic	Blanket
Store archetype	Ignored
Size availability	84%
Lead-time cadence	Global

WITH TIGHTLY	
Split logic	✓ Per-door demand
Store archetype	✓ First-class
Size availability	✓ 96%
Lead-time cadence	✓ Per-store

Every door gets depth sized to how it actually trades, at SKU × size, with each store's lead time built in. The mall doors stop running out of the mid sizes, the outlets stop drowning in the wrong ones, and door-level availability climbs to 96% without shipping a single extra unit.

WHAT IT DOES

- **Per-store demand**
  Real demand at SKU × size per door, updated as sell-through comes in.
- **Lead-time aware**
  Replenishment cadence calibrated per store, not global.
- **Store archetype clusters**
  Mall, flagship, outlet, boutique treated as distinct patterns.
- **Automated re-plot**
  The model catches drift before the buyer sees the graph.

WHAT OPERATORS SAY

"Allocation was a blanket split we hand-tuned for the flagship and hoped for the best everywhere else. Now every door gets depth sized to how it trades, and the mall stores stopped starving of the sizes that sell."

OF **Director of Merchandising**
Omnichannel footwear · 120 doors · US

WHERE IT FITS IN YOUR STACK

Allocation reads per-store demand and receipts from your ERP (NetSuite, SAP, Microsoft D365) and POS, and pushes the door-level split to your WMS and 3PL — Manhattan, SPS Commerce and your carriers (DHL, FedEx, UPS) — with lead time baked in per store. No store-by-store spreadsheet to maintain.

SECURITY & TRUST

Enterprise posture from day one.

Enterprise posture from day one — designed for retail and DTC data governance, not retrofitted on top of a startup stack.

SOC 2
Certified

GDPR + CCPA
Compliant

SSO / SAML
Okta · Azure AD · Google

Encryption
AES-256 at rest · TLS 1.2+ in transit

Uptime target
99.9%

API
REST · fully documented

TALK TO US

30 minutes on your worst-performing door and your best. We'll show what allocation would have changed.

Book a demo · tightly.io/demo

See product tour · tightly.io/platform