 OPEN-TO-BUY

# Spend control that **moves with sell-through.**

OTB reconciled live against the MFP and the bottom-up forecast — buyers approve moves, they don't rebuild the workbook.

## THE NUMBER

# Hours

In-season re-plan turnaround — not weeks. Buyer sees the shift, approves the moves, done.

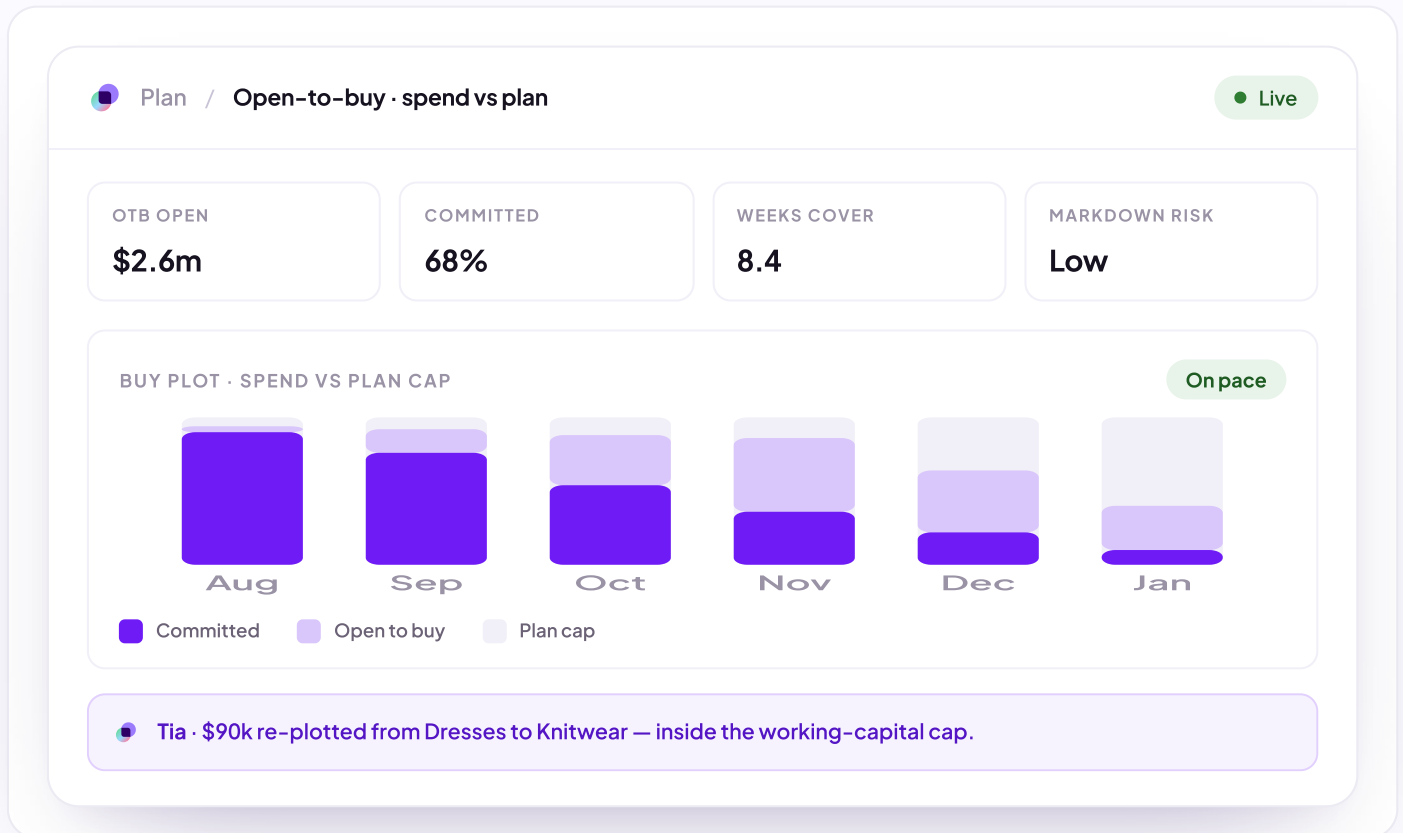
## WHAT'S INSIDE

- 01 Real-time OTB reconciliation at category x month x channel.
- 02 Automated buy-plot regeneration when a category drifts. Buyer approves.
- 03 Guardrails for markdown headroom, working capital and lead-time floor.
- 04 Full audit trail — every OTB adjustment is a snapshot with the reasoning attached.

THE APPROACH

# OTB as a control, not a spreadsheet.

In most brands OTB is a spreadsheet argued about once a quarter, disconnected from what's actually selling. The buy locks in against a static number, sell-through moves, and the gap becomes markdown. Tightly runs OTB live against the reconciled MFP — when sell-through moves in-season, OTB re-plots the buy against the new demand curve.



Live product surface — open-to-buy reconciled against the MFP and the bottom-up forecast, with the agent staging the buy moves for approval.

WORKED EXAMPLE

A DTC apparel brand six weeks into SS26 — outerwear tracking twelve points ahead of plan, dresses eight behind, the buy locked against a static number.

BEFORE		
OTB reconciliation	Quarterly	
Buy adjustment	Manual rebuild	
Turnaround	1 week	
Markdown exposure	Rising	

→

WITH TIGHTLY		
OTB reconciliation	Live	✓
Buy adjustment	Auto-staged	✓
Turnaround	Hours	✓
Markdown exposure	Contained	✓

Sell-through moves and OTB re-plots the buy against the new demand curve, inside the working-capital and lead-time guardrails. \$90k shifts out of dresses and into the outerwear that's pulling, the buyer approves in one click, and the season's markdown exposure never builds.

WHAT IT DOES

- ✓ **Live reconciliation**  
 OTB reads from the demand forecast and MFP on the same model.
- ✓ **Automated re-plot**  
 The agent stages the moves; the buyer approves, doesn't rebuild.
- ✓ **Guardrails baked in**  
 Working capital, markdown headroom, lead-time floor — all enforced.
- ✓ **Full audit trail**  
 Every OTB adjustment is a snapshot with the reasoning attached.

WHAT OPERATORS SAY

“Open-to-buy used to be a quarterly spreadsheet we all argued about and then ignored by week three. Now it moves with sell-through, so the buy we approve on Monday still makes sense on Friday.”

**DA** Head of Planning  
 DTC apparel · 8-figure GMV · UK

## WHERE IT FITS IN YOUR STACK



OTB sits between the MFP and the buy. It reads actuals from your ERP (NetSuite, SAP, Microsoft D365) and POS/e-commerce (Shopify, BigCommerce, Square), publishes purchase orders back to the ERP, and pulls receipts the same day. No BI layer to buy — standard connectors ship live in weeks.

## SECURITY &amp; 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 OTB. We walk through where the current spreadsheet is losing you money and what changes on Tightly.

[Book a demo · tightly.io/demo](https://tightly.io/demo)

[See product tour · tightly.io/platform](https://tightly.io/platform)