

re:innovation

Strategic Consulting & Implementation Partner for RELEX Supply Chain
and Retail Planning across CEE, the Nordics & the Baltics

We think digitally, deliver humanly.

WHO WE ARE

A Strategic Partner for Planning & Operational Transformation

re:innovation is a consulting and implementation company specialized in supply chain planning, retail operations and commercial optimization. We help organizations overcome complexity through intelligent planning, data-driven decision making and process transformation - from demand forecasting and inventory management to promotions, assortment planning and manufacturing planning.

Company Snapshot

FOUNDED:

2022

HQ:

Bucharest, Romania
Helsinki, Finland

CORE TECHNOLOGY PARTNER

RELEX Solutions
Enable

FOOTPRINT

Romania · Finland · Poland · Estonia ·
Baltics

+ 300%

Growth
since 2022

30

Consultants across
CEE & the Nordics

15

Countries with
active projects

+ 14

Clients

WHY NOW

Modern Businesses Face Unprecedented Challenges

- Volatile consumer demand
- Supply chain disruptions
- Rising costs & margin pressure
- Inventory imbalances
- Fragmented data & growing complexity

THE GAP WE CLOSE

Many organizations have the data needed to make better decisions, but struggle to turn it into action.

re:innovation bridges that gap - combining business expertise, best practices and technology.

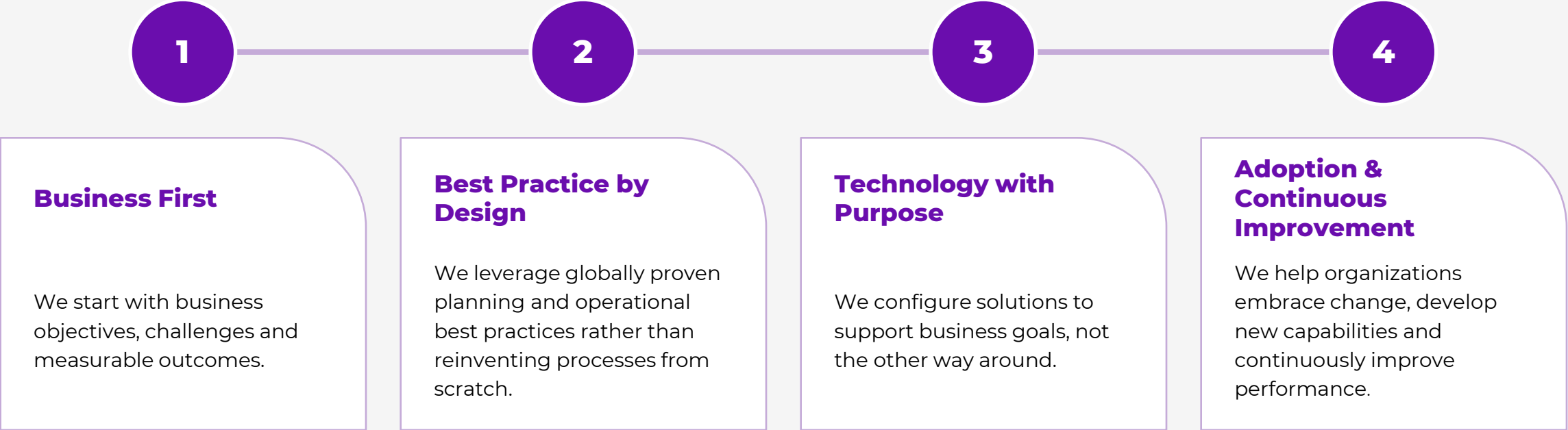
Our mission is simple.

**Plan smarter.
Work better.
Waste less.
Feel more.**

OUR APPROACH

End-to-End Transformation Journey

At re:innovation, successful transformation happens when business expertise, best-practice processes and technology work together.



Our delivery approach combines the proven capabilities of leading planning platforms - such as RELEX Solutions - with our industry expertise, change management experience and deep understanding of retail and supply chain operations.

OUR OBJECTIVE

Turning Our Mission Into Client Impact

Four principles guide every engagement - this is what we commit to deliver.

01

Optimize

We optimize your complex retail & FMCG operations to deliver real, rapid results tailored to your business.

02

Predict

We help you predict demand more accurately, maintain optimal inventory levels at the right time, and plan space and assortment more efficiently.

03

Simplify

We simplify the daily operations that require precious time and resources, so that your team can focus on strategic decisions and growth.

04

Innovate

We use globally-tested solutions and fully adapt them to your business style for real, rapid results.

OUR AREAS OF EXPERTISE

End-to-end Solutions for Planning, Automation and Intelligent Product & Process Management

01 Demand Planning

Boost forecast accuracy, automate manual processes and improve planning across merchandising, supply chain and operations.

02 Inventory & Replenishment

The right stock, in the right place, at the right time — powered by AI-driven inventory and replenishment.

03 Space & Assortment Planning

Unify assortment, planograms and floor planning to maximize space, choice and performance.

04 Pricing & Promotion Optimization

Smarter pricing, better promotions and maximized ROI — all in one AI-driven solution.

05 Manufacturing Planning

Smarter production, scheduling and distribution for manufacturers — AI-driven planning for efficient factories.

06 Retail Operations & Collaboration

Smarter store operations, stronger supplier collaboration and AI-driven retail execution.

07 Strategic Planning

Unify diagnostics, S&OP, IBP, financial planning and rebates to drive efficiency and profitability.

OUTCOME

What We Help Our Clients Achieve

Our clients don't invest in technology for the sake of innovation. They invest to create measurable business outcomes.

1

Better Forecasts

Improve demand visibility and forecast accuracy.

2

Better Availability

Ensure the right products are available at the right place and time.

3

Better Productivity

Automate manual processes and free teams to focus on high-value activities.

4

Better Profitability

Reduce waste, optimize inventory and improve commercial performance.

5

Better Decisions

Create a single source of truth and enable faster, more confident decision making.

Serving Every Link of the Value Chain

01

Retail

Retailers of every format and size — from local chains to international groups, in-store and online.

- Grocery
- Fresh
- Beauty
- Travel Retail
- Electronics
- Pharma
- DIY

02

Manufacturing

Producers of all kinds, planning demand, production, materials and distribution end-to-end.

- FMCG
- Food & Beverage
- Consumer Goods
- Industrial
- Pharma

03

Wholesale

Distributors and wholesalers linking producers to points of sale, balancing service and stock efficiency.

- Distribution
- Cash & Carry
- B2B Wholesale

OUR CLIENTS

Working with Industry Leaders

Retail, FMCG, pharma, distribution and manufacturing brands across the region trust re:innovation for their planning transformation.



THE VALUE WE CREATE

The Impact Extends Beyond Processes & Systems

Know

**Know what to buy,
produce, stock and sell.**

Act

**Act faster and make
better informed
decisions.**

Feel

**Create a more
empowered, productive
workplace — where
people focus on
strategic work, not
operational firefighting.**

It's not just about technology. It's about people

01

Deep Industry Expertise

Our team brings firsthand experience from the retail, FMCG and supply chain industries, allowing us to understand the realities, challenges and priorities of the businesses we serve.

02

Purple People Mindset

Our mindset combines business expertise with technical excellence, enabling us to bridge the gap between strategy, processes and technology.

03

Proven Methodology

We combine practical industry experience with globally proven implementation methodologies and best practices, helping clients accelerate adoption, reduce risk and achieve measurable business outcomes.

04

Long-Term Partnership

Our commitment doesn't end with implementation. We partner with clients throughout their continuous improvement journey, ensuring lasting adoption, optimization and business impact.

05

Innovation with Purpose

We embrace innovation where it creates real value, helping clients simplify complexity, improve performance and stay ahead in a rapidly changing market.

OUR PARTNERS

Working With The Best

RELEX Solutions

Core technology partner.
re:innovation delivers sales, presales,
implementation and support for the
RELEX unified supply chain & retail
planning platform.



Enable

Rebate management software
partner — helping manufacturers,
distributors and retailers turn rebate
programs into a growth engine.



Tailent

Complementary technology partner
extending re:innovation's solution
portfolio for retail & manufacturing
clients.



OUR CULTURE

Purple People

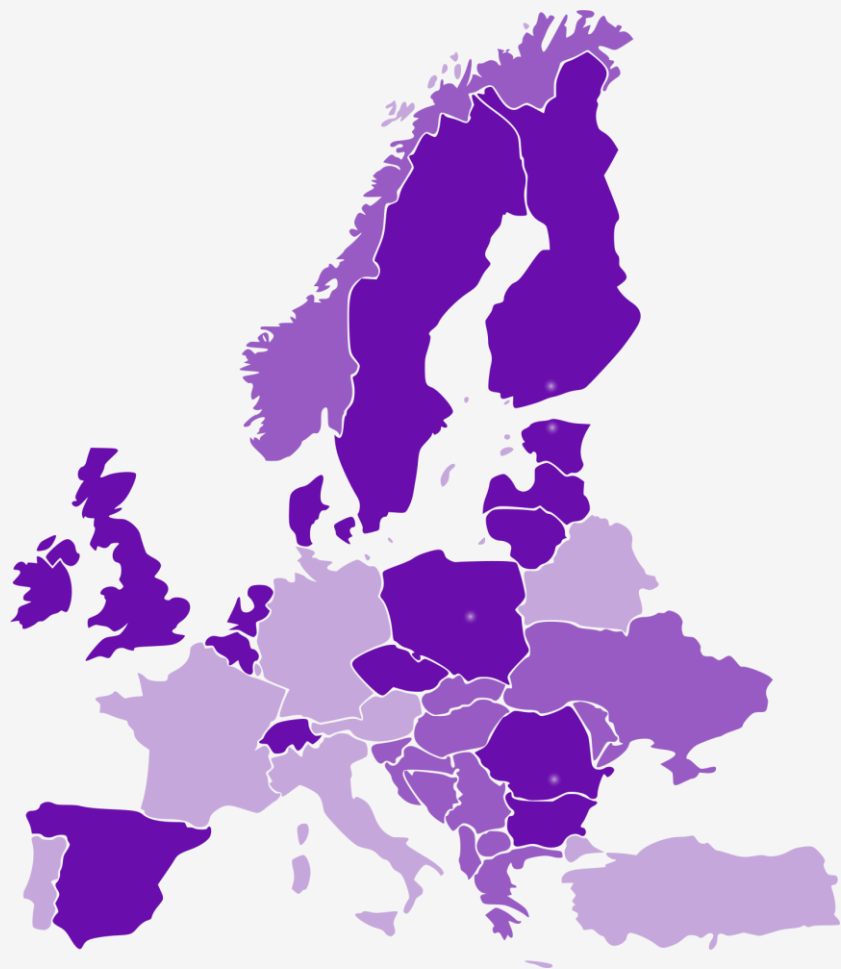
Technology enables transformation. People make it happen.

At re:innovation, we believe successful transformation goes beyond systems, processes and technology. It happens when passionate, curious and experienced people come together to solve complex challenges, challenge conventional thinking, and create meaningful change. We call them our Purple People.

- Individuals who possess a combination of both business and technical skills
- Put people before processes
- Stay curious and keep learning
- Take ownership
- Deliver real outcomes
- Build trust through expertise & collaboration

Growing Across CEE & the Nordics

With offices in Bucharest and Helsinki, and local teams in Poland and Estonia, re:innovation supports organizations across Central and Eastern Europe and beyond, helping them navigate increasingly complex retail, supply chain and manufacturing environments.



On the Ground

- Co-organizer of RELEX LIVE Bucharest — the region's dedicated retail & supply chain planning event, now in its 2nd edition.
- Active participant in the RELEX LIVE series across the Nordics & Baltics (Helsinki, Tallinn).
- Building an extensive local team in Finland to support long-term regional delivery.
- More than 15 countries with successful implementations delivered or on going.

Let's Transform What's Possible

The future belongs to organizations that can plan faster, adapt quicker and make better decisions. At re:innovation, we help businesses unlock that future through intelligent planning, operational excellence and meaningful innovation.

Plan smarter. Work better. Waste less. Feel more.

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