



# ATERIAN

Consumer Services  
FP&A Forecasting  
& Supply Planning



*Aterian (NASDAQ: ATER) is a technology-enabled consumer products platform that builds, acquires and partners with e-commerce brands. They operate in over 12 countries and support over 2,000 products with annual revenue over \$200MM.*

## Business Challenge

- **Lacking Scalability** - Current business process became unsustainable. Google Sheet workbooks caused a bottleneck in the financial planning process; too large to manage, too long to update and too prone to inherent errors
- **Product Granularity** - Business identified the need for the ability to analyze down to SKU level while maintaining holistic overview of inventory planning
- **On-Demand Cash Flow Management** - Exponential growth and the nature of business industry requires the ability to consistently and accurately track cash flow

## Solutions

- **Process Configuration** - New method developed for managing inventory flow; calculating re-orders of products based on SKUs, sales forecasts and vendor details
- **Business Vertical Standardization** - Finance and Operations business verticals are now able to ingest standardized Anaplan outputs
- **Weekly Reporting** - Created a report for calculating gross margin to make timely decisions for the intersection of strategic operations and finance

## Impact

- **Version Modeling** - Previous versioning process took upwards of one day at the beginning of each week, but is now automated utilizing Anaplan's functionality
- **One Source of Truth** - Merged data sources from different software into the Anaplan platform allows for significant improvements in data depth and breadth
- **Tracking Cash Flow** - Adaptive models allow end users to consistently view snapshots of cash flow and its trajectory