

Nextail and Columbus Consulting International partner up to accelerate agile inventory management adoption

MADRID, April 25th, 2022 –[Nextail](#), a leading AI inventory management platform for brands and collection-based retailers, has just announced a strategic partnership with [Columbus Consulting International](#), an expert consulting firm specializing in delivering practical solutions that optimize sales, margin and inventory across all channels of operation.

The partnership brings together the Nextail platform of E2E inventory management solutions and Columbus Consulting's strategic expertise in retail business processes, operations, and technical solutions. This alliance will enable more retailers to increase the efficiency of their inventory management through hyper-demand forecasting and agile process automation..

Virginia Fernández, Head of Partnerships at Nextail, said, "We're very excited to partner with Columbus, especially at this point in time. More than ever, retailers need solutions that enable them to be flexible when it comes to their inventory management, especially during times of uncertainty due to the lingering pandemic, supply chain disruptions, geopolitical unrest, and a generally accelerating pace of demand change. Thanks to Columbus's expertise in implementing inventory management solutions, more retailers around the globe will be able to tap into Nextail solutions for the necessary merchandising agility."

"Columbus Consulting is looking forward to leveraging Nextail's solutions to help solve our clients' inventory management challenges," says **CEO Jon Beck**. "Today's global market has created new complexities for retailers and working with AI solutions that enable our partners to make faster, smarter and more accurate decisions will yield profitable results that benefit the brand and, ultimately, the end consumer."

About Nextail

Nextail is an inventory management platform that empowers retailers to sell more with less stock through hyper-local demand forecasting and agile automation. By increasing stock efficiencies across channels, retailers can automate the science of retail and dedicate more time to creative and strategic work.

Customers typically see sales increases up to 10%, 30% lower coverage levels, and 60% fewer stockouts in addition to being able to increase the sustainability of their operations by reducing leftovers and overproduction. Nextail works with more than

The logo for Nextail, featuring the word "nextail" in a lowercase, rounded, red sans-serif font.

60 global brands, including River Island, Versace, and Pepe Jeans. For more, visit nextail.co

About Columbus Consulting

Columbus Consulting delivers solutions that drive true value and have been transforming the retail and CPG industries for over two decades. We are a boutique consulting company of industry experts. Our approach is simple, if you do it, we do it. We are more than consultants, we are experienced practitioners who actually sat in our clients' seats. We understand the challenges, know what questions to ask and deliver the right solutions. Columbus offers a unique, consumer-centric approach with an end-to-end perspective that bridges functional & organization silos from strategy to execution. Our specialties include: unified commerce, planning & merchandising, sourcing & supply chain, inventory management, finance & operations, data & analytics, information technology and people & organization. Let us know how we can help you. To learn more, visit ColumbusConsulting.com.

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