Ascend

PIGMENT

Retail Planning, Reimagined

Retail Finance Expertise, Empowered by AI-First Planning

Retail finance plans against seasonal demand, constant promotions, multi-banner operations and a store network that never stands still. Fragmented, spreadsheet-driven planning can't keep pace with that complexity. As the Diamond Standard in EPM Advisory and Delivery, Ascend Partners replaces it with one model that links store performance to financial results.

The Experience: Ascend in Retail

Our consultants pair hands-on FP&A experience with a working knowledge of retail finance, from 52/53-week calendars and margin segmentation to promotions, markdowns and shrink. We connect POS, ERP and eCommerce data, with validations built in, so planning starts from numbers finance already trusts.



What We Deliver for Retail FP&A

- **Store-level planning:** We plan sales and margin by store, region and banner, driven by traffic, conversion, average ticket and basket size.
- **Seasonal and calendar planning:** We configure 13-period and 52/53-week calendars so holiday forecasts and year-over-year comparisons stay clean.
- **Promotions, markdowns and shrink:** We build variance bridges that isolate price, mix, markdown and shrink effects, so finance can plan future promotions for better margin return.
- **Store lifecycle planning:** We model openings, closures and remodels with ramp curves and before-and-after assumptions.

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The Capability: Pigment

Pigment is an AI-first planning platform built for change. Adding a store, banner, channel or region is a configuration change, not a re-implementation, and leadership can view performance by store, banner, region or channel on one shared data model.

Pigment in Action:

A global consumer packaged goods company replaced scattered spreadsheets and disconnected systems with Pigment. Finance, marketing and supply chain now plan together, from brand to category to region, and leadership models shifts in cost, cash and margin as conditions change.



Ascend & Pigment: The Challenges We Solve Together

Pigment's AI-first platform adapts as fast as consumer demand does. Ascend shapes it around how your stores and banners run. Together, we tackle the problems that hold retail finance back:

- **POS, ERP and eCommerce data in separate systems:** Pigment brings store, channel and financial data into one model. We build the data pipelines and design the model so you can add a store, banner or channel without a redesign.
- **Banner and store views built by hand:** We build the hierarchy logic so leadership can switch between banner, region and store-age views without reconciling spreadsheets first.
- **In-season forecasts that can't keep up:** When a promotion underperforms or demand shifts mid-season, rebuilding the forecast can take weeks. We wire sales, margin, markdown and labor drivers into the financial statements, and Pigment compares scenarios in minutes. A question like "What if we deepen markdowns?" gets answered the same day.

Plan for Every Season. Plan With Ascend & Pigment.

Move from reactive budgeting to proactive strategy. Ascend and Pigment give retail finance teams forecasts that keep pace with every season and plans leadership can act on.

LEARN MORE

Ascend Partners is the Diamond Standard in EPM Advisory and Delivery and proudly serves clients globally from our headquarters in New York, NY. We specialize in delivering sophisticated solutions that streamline financial workflows, transform data, and enhance operational efficiency for organizations worldwide. With deep industry expertise and a commitment to innovation, Ascend empowers businesses to maximize performance, improve decision-making, and drive sustainable growth.

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