



Maximize Sales, Minimize Losses

About Us

Pull Logic is a B2B SaaS company founded in 2021 in Atlanta, GA. We leverage AI and machine learning to transform inventory management for lighting manufacturers, based on the pioneering research of Professor Benoit Montreuil from Georgia Tech.

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Revolutionizing **Inventory Management** for the Lighting Industry

The Challenge

Inventory issues in the lighting industry result in significant lost sales

Stockouts

Large product catalogs combined with highly fluctuating demand create frequent out of stock situations and long lead times customers can't accept. This volatility is particularly pronounced due to the project-based nature of many lighting orders, where large, unpredictable purchases can quickly deplete inventory.



Obsolete Inventory

Rapid changes in lighting standards and technology often result in unsold stock becoming outdated.



Inaccurate Demand Forecast

The lighting industry faces unique forecasting challenges due to multiple revenue streams, including:

- Stock and flow customers with regular, yet variable, order patterns.
- An unpredictable project based pipeline with long lead times with and uncertain close rates due to lack of visibility to representatives quote activity and projects in development.
- Seasonal fluctuations and evolving market trends.
- Converting this complex mix of data into accurate demand forecasts is exceptionally difficult, often leading to overproduction or stockouts.

Our Solutions

Proactive Inventory Management



AI-Driven Demand Forecasting

Analyze trends and real-time data for precise predictions. Our system excels in both stock and flow demand forecasting as well as probability-driven, project-based demand forecasting, addressing the complex challenges unique to the lighting industry.



Obsolete Inventory Reduction

Proactively adjust production schedules to minimize obsolete inventory.



Stock Level Optimization

Maintain optimal inventory levels across all SKUs.



AI Replenishment Recommendation

Our system intelligently recommends replenishment strategies, ensuring inventory levels are consistently aligned with projected demand, reducing the risk of both stockouts and overstock.

Reactive AI-Based Substitutes



Instant Substitution for Products

Provide alternatives for competitor products from your catalog, keeping sales within your brand.



Out-of-Stock Substitution:

Suggest in-stock alternatives to retain sales when an item is unavailable.



Advanced Fitness Scores

Our personalized fitness scores analyze multiple product features, comparing similarities and differences to ensure substitutions are not only functionally equivalent but also align with individual user preferences, leading to more informed and satisfactory decisions.

Proven Results

↑ 30%

Increase in Revenues

↓ 40%

Reduction in inventory costs

↑ 20%

Improvement in gross margins

Why Pull Logic

- Focused on reducing lost sales
- Cutting-edge AI and machine learning technology
- Tailored solutions for the lighting industry
- Don't let inventory issues limit your sales potential. Contact Pull Logic today to transform your inventory management.

