

AI inside a brand is an operating decision, not a software decision.

Most brands have bought a tool, tried a chatbot, and kept working the way they did. The gains arrive when the work changes: the trade meeting runs on the company's own data, the retailer reports write themselves, the merchandiser spends the hour on the decision, not the spreadsheet. That takes an operator who knows which tasks go to AI, which get built once and which stay with people, and a team set up and trained to run it. 0600 does it with the team.

2 weeks

from the first working session to a view the team uses in its own meeting, built on the exports it already has.

The usual failure is not the model. It is data in six places, a pilot nobody owns, and a team told to use AI with no task, no set-up and no training.

WHERE THE HOURS GO IN A WEEK, AND WHERE THEY CAN GO

	Gather	Reconcile	Decide	Act
TRADE MEETING	Pull Shopify, wholesale, 3PL	One view, refreshed	The call	
BUY AND ALLOCATION	Selling reports, size runs	Demand and depth by door	The buy	
RETAILER REPORTING	Portals, spreadsheets, email	Written by the system	Review	
ORDERS AND CUSTOMER	Inbox, order status, returns	Drafted, routed, flagged	The exceptions	

Dark: the gathering, where the hours go today and where AI takes them first. Tan: built once on the brand's data, run by the team. Green: the decision, which stays with people and gets better information.

WHAT THE DECISION TOUCHES · WHERE THE HOURS GO

Planning	The weekly view of sell-through, inventory and open orders across channels, built from exports the brand already has, refreshed without anyone rebuilding it.
Merchandising	Demand by size, colour and door; the next buy sized against what moved; aged stock graded and priced. The merchandiser decides; the model does the arithmetic.
Reporting	Retailer selling reports, the Monday pack, the board slide: written by the system from one set of numbers, reviewed by a person.
Sales and customer	Line sheets, order confirmations, the customer inbox: drafted, routed and flagged so people handle the exceptions, not the volume.
Operations	Which tasks go to AI today, which get built, which stay human; the rules for what data goes where. Nothing replaced that works.
The team	Set up, trained on their own work, running it a month later without the consultant in the room. The capability stays.

THE BUILDING BLOCKS

READ
TWO WEEKS

Where the hours and the data sit

Working sessions with the people who do the work; the exports reconciled into one view; each recurring task sorted: to AI now, build once, keep human. The gains sized in hours and decisions made sooner. Ends in a decision: do it, part of it, or not yet.

BUILD
AS THE READ
CALLS FOR

The pieces the read says are worth building

The data in one place. The workflows that run on it: the trade view, the buy model, the report that writes itself, the inbox that routes. An engineering partner when a real build is needed. Each a block on its own.

RUN
THE FIRST
MONTH

The first month, run with the team

Set-up on their accounts, training on their own tasks, the first cycle done together, the hours measured against the read. Handover with a playbook and the rules the team keeps.

Read first

TWO WEEKS, FIXED FEE

Priced per block

STOP AT ANY GATE

Run with the team

TRAINED, NOT TOLD

THE READINESS READ · SIX THINGS, GRADED BEFORE A TOOL IS BOUGHT

C PARTIAL	D GAP	B IN PLACE	F NOT STARTED	D GAP	C PARTIAL
Data Six exports, no single view, nobody owns the numbers	Workflows How the work gets done lives in people's heads	Tools Licences bought; used for email and little else	Skills No training, no shared prompts, no examples	Rules What data goes where, who reviews what	Measurement Hours and decisions, before and after

Scored against what it takes for AI to change how the work gets done rather than sit beside it. Illustrative, and typical of a brand that has bought the tools: the licences exist, the operating model does not yet. The Read produces yours, with the order and cost of closing each gap.

Erik Ulin · 0600

OPERATOR · TECHNOLOGY · FINANCE

Two decades running apparel businesses: brand P&Ls as president, planning, merchandising and the retailer relationship. Then the technology behind them, at the platform wholesale buyers order on, and an AI decision-support platform built and run by 0600 on brands' own data. The work is done the way this page describes: with AI inside it, every day.

EXPERIENCE

President · J.Lindeberg USA
President, Men's Fashion · UBM
Restructuring · FTI Consulting
VP Marketplaces · NuORDER
SVP Revenue & Ops · Ghost
MBA · Columbia Business School

HOW IT STARTS

- 1 A 30-minute call on where the hours go and what the team already uses.
- 2 The readiness read across the six things, within two weeks.
- 3 The Read, then decide which blocks, if any, come next.