

# Retail Merchandising Center



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## EFFICIENT PLANOGRAM MAINTENANCE & IT-INTEGRATION

### PLANOGRAMMING CHALLENGES

If you're dealing with many planograms, you're facing a number of challenges:

- ✓ **Version control.** Which planograms are the active ones? What is the status of updates?
- ✓ **Data integrity.** Is the product data consistent & up-to-date in all planograms?
- ✓ **Efficiency.** How can I implement assortment changes quickly, without taking too much time?

These challenges become even bigger when you want to:

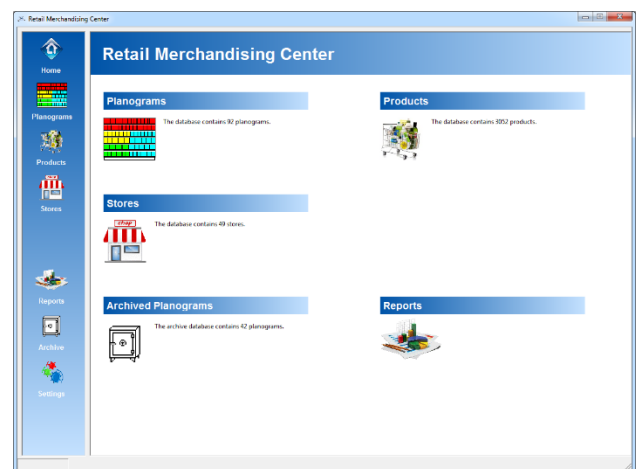
- ✓ Link planograms to stores and/or floorplans.
- ✓ Increase efficiencies in distribution of your planograms.
- ✓ Integrate closely with other IT-systems and processes to exchange data.

### RETAIL MERCHANDISING CENTER

Worry no longer! A powerful yet affordable solution exists: **Retail Merchandising Center**. Working in parallel with **Retail Shelf Planner** and optionally **Retail Floor Planner**, this solution provides the answers to all of the above-mentioned challenges!

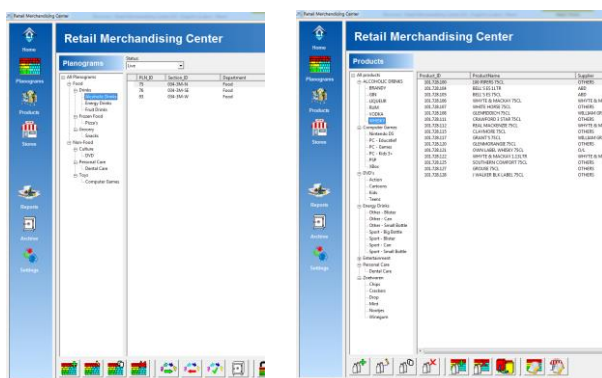
By allowing **Retail Shelf Planner** and **Retail Floor Planner** to store your planograms and floorplans in a central relational database repository, **Retail Merchandising Center** offers a powerful set of capabilities to manage and maintain these planograms and floorplans in a much more efficient way.

On top of that, with all that data being stored in a central, structured way, we're also opening up a wealth of information through reports and analyses.

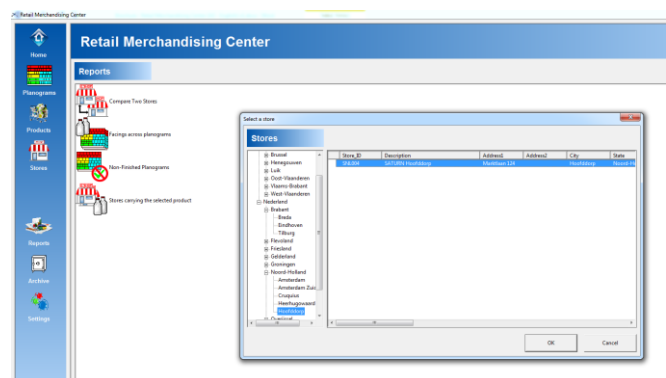


### TAILORED TO YOUR NEEDS

**Retail Merchandising Center** has been developed knowing that not every company and person is the same. It is therefore, for example, possible to switch between English, French, German, Italian and Dutch. In addition, the storage as well as the display of planograms, products, stores and floorplans are structured the way your business is organized:



Planogram & product hierarchies reflecting your business structure



Standard & custom reports/analyses with dynamic prompting

The software ships with a set of standard reporting and analysis templates, but these can easily be expanded with analyses that are specifically tailored to your business. The templates can include dynamic prompting to make the number of possibilities to get powerful business insights even larger.



### PLANOGRAM LIFE-CYCLE / WORKFLOW

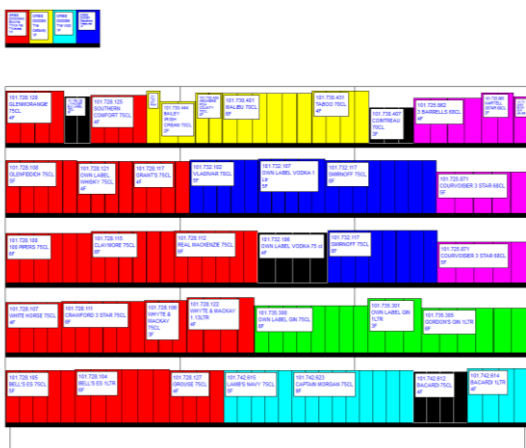
At the heart of the system, we've implemented the concept of a planogram life-cycle. This way you are sure that once a planogram has gone "live", i.e. it has been released for implementation into stores, it is impossible to make accidental changes to it.

When someone initiates a review, and starts adding or removing products from the assortment, the system automatically creates copies of the original planograms, securing the live/active ones. Only after consciously moving a new planogram proposal through various "sign-off" stages, can it become the new active plan, moving the previous one into the archive, offering a simple, yet clear workflow that protects the integrity of your planograms.

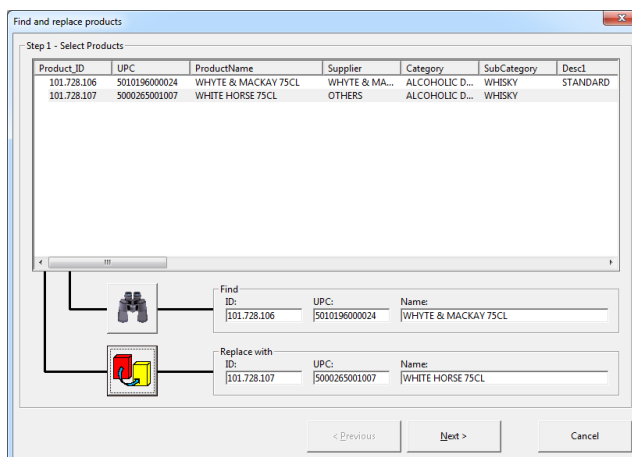
### EFFICIENT MAINTENANCE

**Retail Merchandising Center** offers various powerful capabilities to make the maintenance of planograms a much more efficient, and less time-consuming task:

- ✓ Change "generic" product data such as UPC, name, supplier, physical dimensions, ... only once, and all planograms in which the product is listed, are updated at once!
- ✓ List one or more (new) products in a series of planograms with just a few clicks. Optionally place them on a temporary shelf, so that you (or someone else) can easily drag and drop them into the correct location.
- ✓ Quickly delist products, or mark them for easy identification during planogram updates.
- ✓ Simply execute a "find & replace" when you have one of those "in and out" assortment updates.



New products on a temp shelf & to-be-delisted products marked



Find & Replace a product

### ASSIGN PLANOGRAMS TO STORES

Even if you don't create store-specific planograms, **Retail Merchandising Center** will allow you to link your generic/cluster-level planograms to individual stores. This way you can increase efficiencies in the planogram distribution process, as well as create new insights like distribution of a product, or share of shelf space by brand, supplier, ... across the total retail-banner

### LINK WITH OTHER SYSTEMS AND PROCESSES

Importing data from other IT-systems into the planogramming process, or exporting planogram data for use in e.g. ERP or logistical systems has never been easier as **Retail Merchandising Center** uses an industry strength relational database as the back-end repository. Depending on the requirements from your IT-department, this can be either Microsoft SQL Server, or Oracle MySQL.





# Retail Merchandising Center

EFFICIENT PLANOGRAM MAINTENANCE & IT-INTEGRATION

*Global Retail Business Solutions is a Belgium based company with 25 years of experience in data analysis, Category Management, assortment-, floor- and space-planning. Our software and services are delivered directly and through partners to clients around the globe.*

*In those 25 years we have worked with hundreds of local and international retailers and suppliers in Food and Non-Food, guiding them in the implementation and successful use of specific software applications supporting their sales, marketing, buying and merchandising departments.*

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