

Case study

Space Planning, Floor Planning



Building Better Lives at Gedimat

30%

Productivity improvement

Building winning customer experiences

Gedimat is a member cooperative with approximately 500 independent dealers in France and Belgium, making it the second-largest home improvement player in the French market. In this marketplace, customers depend on their local store for trusted advice and information, making the in-store retail experience a key success factor. Speed of delivery is also vital, especially during busy seasons and when new products are coming to store shelves. Thanks to Blue Yonder's solutions for space planning and floor planning, Gedimat's local dealers can continue to provide the knowledge and winning retail experiences their shoppers are seeking, when they want it, making it easier for customers to build the lives they desire.

Challenges

- As a home improvement cooperative, Gedimat wanted to provide its dealers space planning and planograms to help them create winning customer experiences.
- Gedimat's old sales and merchandising solution lacked the analytical capabilities needed to support their large retail cooperative and build better relationships with suppliers and manufacturers.
- Gedimat wanted to automate time-consuming manual tasks to increase productivity and efficiency and better serve their dealers.





Improving relationships with analytics

As Gedimat's business and dealer network grew, they realized that their old sales and merchandising systems lacked the analytical capabilities they needed to better understand their business and to provide their dealers and suppliers the information they needed to improve their business operations. The analytical capabilities of Blue Yonder's solutions empower Gedimat to make faster, better-informed business decisions and to provide insights to their member stores. And since the Blue Yonder solutions can share almost every planogram format that has been created, Gedimat is able to collaborate on optimized strategies and build stronger relationships with its partner manufacturers and suppliers.

Greater productivity and efficiency

Blue Yonder's space planning and floor planning solutions helped Gedimat automate manual tasks to increase productivity and efficiency. The solutions' easy-to-use work environments and intuitive interfaces make it easier for Gedimat to create planograms and communicate with suppliers, as well as to build floor plans based on those planograms that member stores can put into action. The solutions also automate tasks such as PDF creation, performance loading and planogram control that would otherwise be needlessly time-consuming. And the solutions will continue to improve and evolve, with the capability to scale and adapt to Gedimat's future growth and business needs.

The results have been very beneficial for Gedimat and, in turn, for their suppliers and member stores.

Since implementing Blue Yonder's solutions, Gedimat has seen productivity increase by 30 percent as formerly routine tasks are now automated.

Solution benefits

- Improved planning staff productivity by 30%
- Increased efficiency in member stores through more effective planograms
- Improved relationships with suppliers and manufacturers through shared analytics and optimized strategies
- Enhanced analytics enabled faster, better-informed business decisions

Blue Yonder expertise

Without Blue Yonder's space planning and floor planning solutions, Gedimat member stores would not be able to deliver the winning retail experiences their customers desire.

“For a retailer like Gedimat, I think that Blue Yonder's solutions are the best tools on the market, not only because they integrate store planning and planogramming, but also thanks to the capacity to adapt and evolve the tools with our business.” – Planogram Manager, Gedimat

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