Floor Planning

Luminate Experience

Retail

Luminate Platform

Logistics

Planning

Accelerate your ROI with floor planning

To increase margins, companies are constantly aiming to get the right product to the right store, on the right shelf, at the right time and price. However, there is another key consideration: realizing the full profit potential of every unit of retail space within each store.

Space on the store floor is a highly valuable, yet limited asset. Effectively managing store floorplans has proven to drive the highest sales gains per selling area, thus improving inventory turn and return on investment. Truly maximizing store floor profitability requires the right strategic and analytical tools and processes.

Why go it alone? Rely on Blue Yonder, the industry leader

Look to Blue Yonder's floor planning capabilities to help you easily and efficiently create and maintain precise store-specific floorplans. With Blue yonder, the world's leading suppliers and retailers can optimize the position, performance and layout of merchandise categories. Whether administering top-down or bottom-up plans, our tool merges store design with category management initiatives to drive selling-floor effectiveness, achieve corporate goals and gain a competitive edge.

Our leading-edge floor planning capabilities were designed with the end-user and big picture in mind. With lifelike, three-dimensional walkthroughs of new, redesigned and reset stores, you can ensure that category adjacency rules support corporate initiatives. For optimal space effectiveness, you can quickly review a store's floorplan spanning multiple fixtures for productivity and payback. Before initial store layout or subsequent store resets, you can resolve such issues as

Real results

Companies that rely on Blue Yonder's floor planning capabilities to deliver market-leading insights can realize significant results, including the following:

Increase efficiency by

50%

Available profit of

20%

Optimize inventory by

60%

exceedingly narrow aisles, poorly allocated space, mismatched assortments and inefficient traffic patterns. With advanced architecture and visualization functionality like this, you'll save significant resources.

Manufacturers also benefit by designing destination categories and departments using three-dimensional models. Far less expensive than prototypes, these models are more dramatic and realistic than artists' renderings.

Best-in-class floor planning capabilities within easy reach

Compatible with computer-aided design (CAD) models created with Autodesk Revit® or AutoCAD® software, our system enables your staff to quickly produce and manipulate store layouts. To ensure accuracy, store personnel can easily incorporate such details as the position of obstructions and electrical outlets, along with the size, shape and placement of merchandise departments, fixtures and displays. Multiple iterations of store plan revisions can be quickly processed with little to no rework.

This easy-to-use solution also streamlines floorplan management processes by simplifying planning activities. Using a flexible, intuitive interface, Blue Yonder's floor planning enables you to manage multiple floorplans concurrently. For improved efficiency, consistency and accuracy, you can easily add or replace fixtures and planograms across all store or cluster-level floorplan sets.

Seal customer loyalty with store-specific floorplans. To encourage repeat business, stores must meet local consumer demands, and floor planning solutions tailors each store's footprints and planograms to address unique customer demographics.

Using advanced reporting and analysis capabilities, our solution tracks store space and layout relative to merchandise performance. Featuring powerful hot-spot analysis tools, the solution systematically examines data at all organization levels, including store, department, fixture and planogram, to provide statistical information needed to optimize floor space. Conducting cross-category and multi-floorplan analyses, you can instantly compare your best and

worst performing stores and adjust plans to improve selling-space effectiveness. Allocating store space based on customer requirements will boost customer satisfaction and retention, plus improve inventory turn and sales.

Blue Yonder's floor planning delivers innovative macro-space planning capabilities as well. The solution automatically assigns planograms and optimizes space allocation based on performance measures and store-specific fixture space. Respecting planogram sizing and splitting constraints, this solution applies recommended planogram sizes to the defined fixture path for top-down planning or bottom-up validation.

For a more hands-on approach, the solution also enables you to balance categories based on historic performance and forecast data, plus adjacent category comparisons. This powerful insight will maximize category space allocation and sales opportunities.

As a well-rounded solution, floor planning even makes resetting an entire category or laying out a new store practically effortless. Ultimately, floorplans remain current, accurate and aligned with corporate objectives while store employees improve productivity and focus more on servicing customers.

Additionally, these floor planning capabilities seamlessly integrate with Blue Yonder's space planning capabilities to link store floors and fixture placement with product planograms for easy-to-create, customized store assortments that match consumer needs. The combined solution enables you to navigate through a "virtual store" with realistic planograms and product images so you can verify category adjacencies, validate product placement and arrange fixtures to optimize selling space. The solution set even helps you manage complete bill-of-material reports.

With an industry-standard solution this robust and versatile, your enterprise will find it simple to streamline the design and implementation of each store's plan, plus gain enhanced views of the disposition of stores, fixtures and assortments, leading to refined processes, clearer insights and increased margins.

Luminate Retail

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