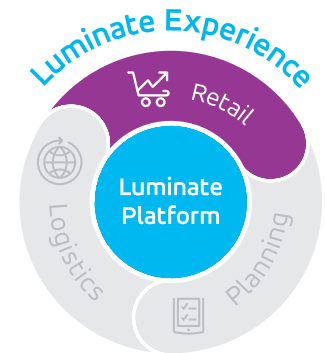


Planogram Automation



Accelerate your productivity and performance with planogram automation

When it comes to generating planograms, suppliers and retailers often struggle with quantity versus quality. Generic planograms can be produced quickly, but they fall short of catering to local consumer needs. Localized planograms improve customer-centricity but increase the volume of planograms that need to be produced. The resources assigned to create localized planograms can easily become overwhelmed, leading to strategic failure, dissatisfied consumers and missed opportunities. With Blue Yonder, you can automate your planogram generation to meet consumer demand fast and improve your product and performance.

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

Planogram automation considers user-defined merchandising instructions, fixtures, assortments and performance data when automating high-volume production of optimized, store-specific planograms. Companies experience increases in performance and productivity while achieving planogram quantity and quality. With planogram automation, retailers and suppliers gain efficiency and competitiveness, improve market responsiveness, reduce missed sales and inventory levels, simplify application of merchandising rules, and improve return-on-space.

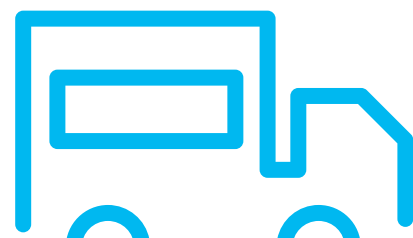
Real results

Increase in accuracy up to

70%

Increase in efficiency up to

50%



Planogram automation capabilities within easy reach

By automatically generating planograms based on user-defined information, planogram automation enables you to focus less on time-consuming planogram production and focus more on category analysis and market trends. Since the planograms generated already abide by merchant-driven, store-specific information, you can minimize the amount of manual planogram handling. With the increased speed and volume of planograms generated, you can more efficiently tailor local assortments for more satisfied customers and maximized sales.

With planogram automation, suppliers can differentiate themselves from other vendors that lack the tools necessary to meet their retail customers' growing demands for high-volume, store-specific planograms. In addition to delivering a superior level of service, you can reallocate existing resources to more effectively manage categories and increase profitability.

Users appreciate the solution's easy to-use graphical user interface. The solution also tracks and documents each stage of a planogram's development, enabling you to more efficiently focus on areas that may require adjustments. Producing large volumes of optimized, store-specific planograms with planogram generator is most efficient when using a three-step process.

The first phase is designed to streamline the overall planogram production process. During this phase, users determine the full scope of their projects, identify their key plans and build their planogram "to-do" list. During the second phase, planogram generator takes the lead, producing a vast number of store-specific planograms in a flash. In the final phase, users can approve or reject the developed planograms in the category knowledge base. Approved planograms are moved through life cycle management to "live" and forwarded for store implementation. Any exceptions are adjusted and resubmitted to planogram generator for completion.



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