

# Category Management



## Creating profitable growth with localized assortments

Today's consumers are the most informed, most savvy shoppers in the history of retail. These empowered shoppers expect instant gratification and product availability when, where and how they want it. Retailers address these rising expectations by localizing their assortments, which sometimes means catering to individual stores. While the promise of better product availability and higher shelf productivity is high, localizing assortments is not a straightforward process. This requires high-volume data management, advanced business analytics, increased precision and increased talents that are always "on" to develop, review and adjust the assortments.

Faced with this increased complexity and fast-changing business environments, retailers must strive to optimize performance. In turn, suppliers have the opportunity to provide a value-add, proactive advisory role to help their retail partners grow the business. However, there are some obstacles that first need to be addressed:

- Manual data management and analysis drain category managers' productivity
- Disconnected tools and analytics create inaccuracies and latency
- Inconsistent and unreliable performance monitoring compromise quality

Companies must evaluate their own internal capabilities in order to provide proactive and actionable insights that will drive business growth and profitability.

## Blue Yonder's category management capabilities

Excellence in category management can drive growth and profitability, separating winners from losers in the emerging environment. Blue Yonder delivers the transformational technology, best practices and expertise that companies need to excel in today's consumer-centric world. Blue Yonder's category management capabilities empower professionals to move from manually intensive tasks to offering proactive, analytics-driven insights that collaboratively grow category sales and margins for both suppliers and retailers.

## Benefits of Blue Yonder's category management

- End-to-end, integrated category management capabilities enabling enhanced value delivery
- Automated assortment and planogram generation, delivering more profitable localized assortments and space plans
- True space-aware assortment optimization for better execution of retailer and manufacturer strategies



- Cloud collaboration capabilities and space-based insights to monitor execution results, leading to deeper analytics and driving proactive recommendations

Blue Yonder's category management capabilities enable you to:

- **Achieve** and exceed sales plans at the store level
- **Satisfy** customer shopping experiences with targeted assortments
- **Maximize** scale and planner productivity through automation
- **Support** execution and compliance with mobility

The industry's most widely used space planning and category management solutions deliver end-to-end capabilities and the tools needed to connect the entire category management process, supporting all stages, including:

- Capturing and managing high volumes of shopper data from various sources
- Analyzing data and generating insights about shopper behaviors at macro and local markets
- Developing localized, actionable assortment plans based on the insights
- Leveraging mobility to enable:
  - Collaboration on assortments and planograms for store-level execution
  - Performance monitoring and feedback

## Drive category growth through collaboration

Empowered with consumer insights and advanced automation, suppliers and retailers can effectively collaborate to produce local assortment and space plans and monitor plans at the shelf. Retailers will be better able to orchestrate plans, and suppliers will be enabled to better demonstrate category management partnership value. Move from planogram development, fixed resets, gut-feel decisions and contributor status to proactive insights, dynamic adjustments, analytics-driven decisions and collaborator/trusted advisor with Blue Yonder category management:

- Leverage consumer demand preference and space-aware assortment optimization to realize tailored, automated localized assortments and space plans that meet shoppers' needs
- Benefit from easy-to-use tools that are scalable, integrated and web/mobile-enabled to realize greater collaboration and efficiency so resources can focus on value-add activities
- Leverage image recognition technology, deeper reporting and analytics for proactive real-time insights to uncover at-the-shelf opportunities leading to performance gains
- Harness true optimization capabilities including space elasticity across the solution to achieve recommendations for assortment and space allocation based on defined goals and objectives

## Localize with insightful assortments

Today's retail marketplace demands localized assortment strategies in order to drive enhanced customer satisfaction, incremental sales, profits and return on space/inventory. Minimal store footprint growth results in additional pressure to maximize same-store performance. The inability to efficiently analyze extensive data to create meaningful insights and the time-consuming exercise of working through thousands of planograms to create store-specific planograms that will capture more sales hinders productivity and precision while keeping category managers entrenched in a tactical mindset and struggling to meet immediate deadlines.

Blue Yonder's category management helps you become more strategic and proactive, replacing unsustainable manual processes and delivering the ability to extract value from critical retail consumer and performance data, reducing the resources and time needed to support localized assortments and the planogramming process.

The result? Thousands of planograms generated in minutes instead of weeks, and assortments that are fitted to local store fixture and sales goals, increased shelf productivity through automation, better compliance to plan, and more satisfied shoppers leading to higher sales growth and turns.

Offers align with local shopper preferences for minimized inventory waste and improved sales per square foot, and you benefit from precise space allocation, leading to higher sell-through and winning customer experiences.

## Leverage mobility to streamline planogram execution and task management

Floor sets, promotional sets and category plans are often determined in silos, and typically, once floor plans are approved, communication with the field executing the resulting planograms is unreliable and inefficient. Limited visibility leads to an acute inability to measure compliance, and poor compliance can quickly lead to space that is not optimized, missed revenue opportunities and disappointed customers.

Blue Yonder's category management solution integrates premier planogram tools with Blue Yonder's industry-leading task engine to provide mobile tablet access to visual planograms in the field and complete visibility into execution and compliance. Approved tasks are immediately communicated to the field for execution. Comprehensive task tracking provides a clear understanding of assignments, status and compliance rates to help make the most of every opportunity.

## Greater than the sum of the parts

Blue Yonder has been providing companies with its proven space planning and category management capabilities for more than 20 years. Implemented at more than 300,000 locations, these solutions deliver results for more than 1,300 manufacturers and more than 400 retailers around the world. You can now leverage the entire set of capabilities to achieve even greater benefits with end-to-end, cloud-based category management that enables suppliers and retailers to collaboratively grow sales and meet consumer expectations in an omni-channel world. All components work together and provide critical inputs to streamline workflow and enable optimum performance unlike any other available solution.

Further, Blue Yonder's unrivaled professional service and consulting expertise can guide you through your business transformation. Blue Yonder can help define where the greatest benefits can be achieved, create a realistic roadmap based on industry best practices and your unique company constraints, and help you develop a fact-based list of benefits and potential ROI.

Only Blue Yonder can provide this unparalleled combination of business process breadth, functional richness, robust technology and industry expertise.

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