

# Category Knowledge Base



## Accelerate your profitability and customer satisfaction with category knowledge base

Blue Yonder's category knowledge base efficiently creates, stores, manages, analyzes and shares your space and category information, allowing you to achieve absolute data integrity, consistency and integration. As the central hub for Blue Yonder's market-leading, fully integrated category management solution, this powerful state-of-the-art relational data mart enables you to effortlessly manage planograms, fixtures, floorplans, store/cluster data, product attributes and performance information. With category knowledge base, you'll combine robust business intelligence with critical decision support to drive profitability and customer satisfaction.

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

Today's retailers and suppliers are inundated with an extraordinary amount of space and category management data, including UPC codes, SKU numbers, product and fixture attributes, sales results and store and department dimensions. Because this data is distributed throughout the organization, it can be hard to access, slow to deliver, and often, conflicting and inaccurate. It's challenging enough to control raw data, let alone use it to its full potential. To make timely, accurate decisions that drive profits, companies must effectively manage their space and category information as well as transform it into meaningful business intelligence.

## Real results

Increased efficiency up to

# 50%

Inventory optimization up to

# 60%

Reduce expenses up to

# 30%

Providing fast, wide-scale access to your company data within one system, category knowledge base simplifies the time-consuming task of database administration and maintenance so you can reallocate resources to more profitable activities.

### **Category management capabilities within easy reach**

Supporting SQL Server and Oracle environment, category knowledge base is easily installed and configured to deliver the broad data that addresses your space and category management needs. With a modern user interface and functionality that ensures a user-friendly, straightforward experience, you can effortlessly oversee your database using optimized user, security and activities supervision solutions. Maintaining Microsoft design standards, category knowledge base capitalizes on Windows-styled customizable toolbars, menus and shortcut bars so users can quickly get up to speed with minimal assistance and training.

Category knowledge base saves you hours of time by eliminating tedious, manual processes. You can instantly make changes across thousands of planograms and hundreds of floorplans. With a single mouse click, you can print planograms and floorplans for an entire store. To ensure timely delivery of critical data, the solution processes updates immediately or automatically on user defined dates and times for increased productivity without adding staff.

Category knowledge base also enables you to quickly ascertain the number of stores stocking each product, the products comprising a particular planogram and the planograms encompassing each floorplan. Further strengthen analysis by producing reports and charts tailored to your specific needs. Leveraging detailed analytic capabilities, you'll empower your organization to make results-oriented decisions.

At the heart of Blue Yonder's category management capabilities, space planning and floor planning, category knowledge base drives strategic decisions enterprise wide. You can simply create demand-based planograms by integrating assortment plans with space plans. Category knowledge base takes business intelligence even further by supporting Blue Yonder's powerful merchandising, planning, forecasting and replenishment solutions to deliver complete integration of all facets of your business. By synchronizing customer-based space and category needs with production and distribution plans, you'll boost consumer demand, satisfaction and sales.



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