



Luminate Commerce

Category Management

Improve your return on inventory and space with optimized assortment, space and floor planning

Business context

The heart of all retail processes involves category management, or in functional terms, assortment planning, planogram management, macro planning, and store clustering capabilities. These components become the cornerstone for retailers as the industry is facing the need for more SKU rationalization. It is more important than ever to get the right product, on the right shelf, at the right store to meet the changing needs of customers.

A connected category review process is critical to optimize what happens inside stores and translate strategic category intent to execution on the shelf. This process involves an insights team, category managers, range assortment analysts and space planners who work in alignment and with transparency for the best outcome for the retailer and the customer.

The Blue Yonder solution

Blue Yonder's industry leading customer-centric space and assortment management solutions are leveraged by the world's largest organizations. Our solutions combine decades of industry expertise and technical precision to support retailers and suppliers as they plan categories and customer-centric assortments that match buyer demand and preferences at a localized level. Automation and data science drive accuracy and improve efficiencies so organizations can respond to rapid changes in demand and industry changes.

Our solutions leverage granular shopper insights, data analytics and automation to optimize space and floor planning which manifests with the right inventory being on the right shelves at the right stores. Buying insights, store layouts, space and shelf availability are combined with category intelligence held by retailers, manufacturers, suppliers, and wholesalers to improve

Real results

Increase efficiency
up to

50%

Optimize inventory
up to

60%

Increase profits
up to

20%

Increase revenue
up to

2%

Key features

- Leverages shopper insights from loyalty card data
- Store clustering
- Customer-centric & space-aware assortment planning
- Automated planograms
- Macro space planning

shopper loyalty, increase satisfaction and grow basket size. Our integrated solutions enhance visibility and collaboration from planning to execution in the store and support compliance and monitoring needs.

Capability Details

Assortment planning

Space-aware assortment planning that incorporates sales performance, shopper data, available space and inventory rules to generate localized assortment recommendations based on strategic goals. The product mix is optimized based on consumer preferences and substitutability and allows for store level overrides to support local products. Optimal product mix for each cluster and store increases customer satisfaction, sales and profits while reducing waste and operating costs.

Store clustering

Intelligent groupings by category are displayed on visual maps outlining clusters and individual stores. Advanced data mining capabilities groups stores based on consumer demand and the solution recommends the optimal number of clusters. Groups are characterized by highlighting driving attributes of stores, demographics and items, providing insights into assortment planning and shopper behavior.

Planogram management

Intuitive and powerful space management that optimizes the shelf offer with automated planogram generation. Drag and drop fixture libraries and intuitive analytics optimize planning. Planogram management is seamlessly integrated to floor plans and assortment connecting strategic intent to the shelf. Inventory levels that match demand are fed to the supply chain reducing understocks and overstocks which ensure higher customer satisfaction.

Macro space planning

Graphical floor plan management that supports an analytical approach to right sizing the store category space. Detailed fixture and performance reporting include hot spot and space productivity by department and category. Accurate aisle and bay information supports in-store picking and navigation. Store layouts are easy to implement by sites and provide brand consistency across stores.

Key benefits

- Increase customer satisfaction with assortments & planograms that align to shopper preferences and prioritization of best sellers
- Optimized layouts across store increase space productivity
- Reduced out-of-stocks maximizes revenue of the category
- Uncovers hidden demand patterns to supporting placing the right products in the right stores
- 3D visualizations increase employee productivity and ease of duplication
- Integration with forecasting and replenishment systems enables a shelf connected supply chain

To learn more, visit blueyonder.com

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