

CATEGORY MANAGEMENT

Space Planning

Challenge: Overcoming industry obstacles for effective category management

Retailers and suppliers each strive to improve company profitability and enhance customer satisfaction. However, typical industry challenges many times hinder their efforts. Store fixtures are filled, but not necessarily with the right products. Without accurate shelving and fixture data, it is difficult to know exactly how much space is available to support consumer demand. As a result, products can sit gathering dust in the warehouse or stockroom instead of driving sales on the retail floor. Efficiently sharing insightful product assortment knowledge with trading partners presents another challenge. While suppliers know their products' every selling point, retailers need to better exploit their category expertise. Overcoming these challenges and achieving corporate goals requires optimizing space management initiatives.

Solution: Maximizing profits with advanced planogram technology

Set your sights on on JDA® Space Planning, the market's definitive planogram solution implemented by thousands of the world's leading manufacturers, wholesaler-distributors and retailers. Part of JDA's comprehensive Category Management solution, JDA Space Planning enables you to quickly and profitably construct, manage, analyze, optimize and distribute detailed in-store planograms. With JDA Space Planning's store-specific micro-merchandising capabilities, you'll efficiently execute category plans that optimize the position, performance and layout of product categories to precisely meet local consumer demand and drive sales.

Collaborative planning for first-rate product assortments

Because retailers and suppliers bring unique knowledge to assortment management, JDA Space Planning facilitates effective collaborative planning.

◆ Key Benefits:

- Drives customer satisfaction and sales by efficiently executing demand-driven category plans
- Increases agility and streamlines planning by concurrently managing multiple planograms and conducting cross-planogram analysis
- Increases sales, profits and inventory return on investment by optimizing merchandise space allocations
- Enhances communication with trading partners and within your organization by sharing knowledge and expertise
- Reduces and improves workflows by simplifying planogram management and analysis
- Facilitates smarter decisions and improved accuracy with three-dimensional store representations
- Enables a true enterprise-wide space and category management solution with seamless integration to comprehensive floor planning, assortment optimization and other critical process applications



Retailers have a pulse on consumer buying habits, prevailing sales trends and company targets and budgets. Suppliers have intimate product and competitive knowledge, and can assemble first-rate product assortments. JDA Space Planning enables suppliers to apply their knowledge and recommend the optimum visual presentation. Retailers can then more easily execute and maintain core assortments, while ensuring that each store's product assortments exactly align with consumer preferences.

JDA Space Planning also facilitates improved communication and efficiencies within your organization by enabling realistic planograms to be quickly viewed, printed and distributed over a company intranet or the Internet. You'll eliminate the need for frequent remerchandising and merchant store visits, as store employees can more easily manage store layouts and more accurately display product assortments.

Creating more effective visual store presentations

Both hardlines and softlines retailers benefit from JDA's innovative space management capabilities. Featuring a sophisticated architecture and an advanced graphics engine, JDA Space Planning delivers unsurpassed visual reality for three-dimensional merchandising displays and advanced fixturing. JDA Space Planning enables you to manage realistic planograms that include custom fixtures and curved shelves, as well as slat walls complete with signs and textures. Beyond merchandising aesthetics, the solution helps you match merchandise strategy with the way that consumers shop—by brand, flavor, product complement or any other key product attribute.

Boosting planogram productivity and accuracy

For increased agility and streamlined planning activities, JDA Space Planning enables you to manage multiple planograms simultaneously. You'll improve consistency and accuracy by quickly and easily adding or replacing products across your entire planogram set. The solution further enhances productivity by enabling you to move an entire planogram segment at the same time, rather than in pieces. This is particularly important as you merchandise door coolers and complex multi-part fixtures.

To simplify decision making, JDA Space Planning also features advanced functionality for cross-planogram analysis, custom formula development and comprehensive reporting.

Maximizing sales, space and inventory return on investment

JDA Space Planning enables you to quickly analyze each product on each planogram for profitability, sales, movement, attributes and many other related measures. You can easily determine the amount of product that can sell, how long it will take to sell, and how much must be kept in stock. Inventory modeling determines target inventories for each product, helping reduce inventory costs and drive sales by keeping the right amount of product on-hand.

Effective assortment management also demands a comprehensive profile of each store's selling environment—its selling and stocking space. JDA Space Planning enables you to maintain the exact dimensions and types of fixtures at each store. You'll know how much merchandise space is available and how much product will fit on each fixture. With these extensive analysis capabilities, you'll eliminate inaccurate assortments, optimize inventory levels and maximize selling-space effectiveness.

Reducing markdowns by better matching supply with demand

Stock-outs are detrimental to business, but markdowns are just as undesirable. Because JDA Space Planning aids in cluster and store-specific assortment management, you can fine-tune your planograms at corporate headquarters. You'll ensure the right quantities of the right products are assigned to the right store groups, requiring fewer markdowns and reducing merchandise transfer costs.

Real Results

Companies that rely on JDA Space Planning to deliver market-leading capabilities can realize significant results, including the following:

- Optimized space and category decisions
- Increased profitability and customer satisfaction
- Accurate assortments and optimized inventory levels resulting in fewer markdowns and reduced merchandise transfer costs
- Maximized selling-space effectiveness

Deploy JDA Space Planning Software via JDA Cloud Services

Protect your JDA software investment and increase business agility by having JDA experts manage, monitor and maintain your JDA solutions. JDA Cloud Services reduces your implementation time and risk while enabling you to quickly and easily deploy new functionality to keep pace with your changing business needs. With your software running in the JDA Cloud and upgrades included in your service, you will benefit from solutions that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.

About JDA Software Group, Inc.

At JDA, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

Using JDA, you can plan to deliver.

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