

THE CHALLENGE

Merchandising accuracy drives sales, so you want each one of your stores to be merchandised perfectly. But each store has a different layout and floorplan, and a different optimal assortment plan. In this environment, delivering consistent merchandising execution and a consistent retail experience across all your stores can be a huge challenge.

INTRODUCING Merchandising Cloud

Merchandising Cloud is the only application that combines product and promotional merchandising with detailed information about every store, and provides each store with a unique, unified, and interactive merchandising plan.

Merchandising Cloud allows retailers to capture all store information relevant to merchandising, and maintain it in a single place. This includes store details, marketing segments, clustering information, floorplans, fixture inventory and locations, store contact information, and any other relevant attributes.

For visual merchandisers, Merchandising Cloud enables the rapid placement of products and visual merchandise / POP and the creation of store and fixture specific planograms. Content can be easily localized based on marketing and merchandising needs. In addition to planograms, any relevant merchandising information such as training links, notes, comments, can be associated to the merchandising plan, localized, and shared. Merchandisers can also use the application to provide supply chain teams with exact visual merchandising and SKU placement counts to eliminate waste.

For stores, Merchandising Cloud provides all the information required to execute merchandising plans in a single, mobile-optimized, app. Store teams only see exactly the information relevant to their store, removing any ambiguity. Additionally, store teams can order directly from the app, log issues, submit questionnaire responses, and provide headquarters with real-time feedback on merchandising activity.

Merchandising Cloud tracks merchandising execution and compliance. Teams can log activity, submit photos, and enable the entire organization to track progress, and make continuous improvement to merchandising execution.

Since it runs in the cloud, Merchandising Cloud can be launched rapidly, and with minimal integration requirements to existing systems.

FEATURES

- A centralized, extensible model of store attributes, floorplans, fixtures and resources
- Campaign planning for promotional items and products in a single application
- Localized in-store messaging and product assortments
- Accurate POP production and distribution requirements by location
- Integration to third parties for ordering, print, production and supply chain
- Fixture-level planograms
- Store ordering, tracking and proof of delivery
- Store execution guidance
- Real-time reporting of campaign completion and compliance

BENEFITS

- **Increased Customer Satisfaction:** Better assortments, allocations, and execution in stores leads to an enhanced customer experience.
- **Reduced Campaign Launch Costs:** Calculate accurate production quantities for fewer unused promotional materials.
- **Address Local Market Needs:** Categorize stores based on local demographic data and deliver relevant store-specific promotional and marketing information.
- **Localized Assortments:** Use localized data to create product assortments that match unique store attributes.
- **Clearer & More Consistent Communication:** Ensure store managers and retailers are on the same page throughout entire campaign process.
- **Higher Level of In-Store Compliance:** Our compliance reporting tool establishes accountability among stores; photo compliance makes the task even simpler.
- **Reduced Printing and Shipping Costs:** Paperless system allows for fewer costs related to shipping and printing.