



Acosta Sales & Marketing Selects Aldata To Satisfy Its Space Planning Needs

Sales and Marketing Agency Provides Category and Space Management Guidance with Apollo Space Optimisation

April 14, 2010 -- Aldata Solution, a leading provider of software solutions for the retail industry, announced today that Acosta Sales & Marketing, a leading sales and marketing agency, is using its Apollo Space Optimization solution as an integral part of its merchandising and planning services. Acosta's team of retail space planning technologists relies on Apollo to create planograms and customized merchandising, helping increase sales and boost customer satisfaction.

Acosta Sales & Marketing provides outsourced headquarter sales, retail merchandising, marketing and customer support services to manufacturers in the consumer packaged goods industry. The agency works closely with retailers to plan, execute and sell with a team of category management and retail space planning technology professionals analyzing the best placement for clients' products. It currently represents more #1 and #2 brands than any other sales agency in the United States and Canada. Last year, the company created more than 90,000 planograms, enabling CPG manufacturers to optimize their retail presence.

"Acosta is dedicated to helping its clients move products on and off the shelf as quickly and profitably as possible, while creating a unique shopping experience for customers," said Jim Hanson, vice president, Space Technology Services, Acosta. "Aldata's Apollo solution is a flexible, easy-to-use offering that provides us the tools we need to help our clients succeed. Aldata enables us to work closely with retailers and manufacturers enhancing merchandising and category management at the store level, decreasing out-of-stocks and time-to-shelf and increasing sales and profitability."

"Acosta improves customer service by working closely with manufacturers and retailers to ensure optimal category and merchandising management. With Apollo, Acosta helps its clients gain a competitive advantage through strategic merchandising analytics," said Shaun Bossons, senior vice president at Aldata, Apollo Solutions Group. "Space management benefits both retailers and manufacturers— it helps increase sales, reduces costs and improves overall customer satisfaction in a demanding economic climate. Through the combination of expertise and technology, Acosta is providing an invaluable service to all of their customers."

Aldata's Apollo Space Optimization is a collection of powerful, market-proven software solutions that give customers the ability to automate planogram production while enabling consistent, accurate execution of category plans and new product launches at any required granular level.

About Acosta Sales & Marketing

Acosta Sales & Marketing is a leading full-service sales and marketing agency providing outsourced headquarter sales, retail merchandising, marketing, and customer support services to manufacturers in the consumer packaged goods industry. Headquartered in Jacksonville, Fla., Acosta has more than 15,000 associates and operates throughout the U.S. and Canada.

About Aldata

Aldata is a global leader in the supply of integrated business solutions to organizations that serve the retail consumer and wholesale distribution markets. Aldata has an unparalleled 20-year track record of delivering targeted software projects that substantially improve our customers' businesses, from supplier to shopper. Today, Aldata customers include 15 of the World's 30 largest retailers, thousands of retail brands, and hundreds of national and regional chains. More at: www.aldata-solution.com

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