



Colgate Palmolive France selects Aldata to optimize its Category Management Processes

Nov 16, 2011 - Trusted brand for dental care, personal care, home care and pet nutrition, adds [Aldata's Assortment Management & Optimization](#) to boost **category management** efficiency for its French operations.

About Colgate Palmolive France



Colgate Palmolive is a global leader in dental, personal and home care products as well as pet nutrition. Established in 1806, it sells to over 200 countries with some of the world's most recognizable household names such as Colgate, Palmolive, Ajax and Hill's. With over 500m Euros turnover per annum and more than 1,000 employees, Colgate France is group's No.1 subsidiary in Europe and No.5 in the world. www.colgate.fr

How has Aldata's Category Management & Optimization solutions helped Colgate Palmolive France?

- Colgate Palmolive France has used Aldata's Space Optimization solution since 1996 to illustrate its merchandising strategy and generate the planograms needed by its field sales teams when working with retail partners
- The company has now added Aldata's Assortment Optimization solution to be able to quickly drive insight from the market data it has access to and turn this into assortment recommendations that grow category sales for its partners
- Colgate Palmolive France will also use the assortment optimization solution to harmonize its internal processes around best practice and to automatically generate PowerPoint based reports
- By subscribing to the data management services offered by Aldata, Colgate Palmolive's Category Managers have been able to use time previously lost to data manipulation to focus more time on those areas that add value to its retail partners, such as category analysis, simulation and strategic assortment recommendations

About Aldata

Aldata is a global leader in retail and distribution optimization. Our software and service solutions help retailers, distributors and manufacturers dramatically improve their business performance.

We optimize categories, space, supply, logistics, and consumer engagement to increase our customers' revenue and margins, reduce time, cost and waste, and enhance on-shelf availability, service, and retention. <http://www.aldata.com/> or [Aldata's Apollo Space Optimisation](#)

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