



Moët Hennessy Germany selects Aldata

Premium drinks manufacturer selects Aldata's Assortment Management & Optimization solution to help retail clients identify opportunities to grow category sales.

November 14, 2011 - "We were looking for a partner who could support us with an easy-to-use software solution that would help us to identify opportunities to grow category sales and increase efficiency. Aldata's Assortment Optimization bridges this important gap in category management. We are now able to easily gain insight from market data and use this to make recommendations that help achieve long-term profitable growth for our retail clients and our own organization."

About Moët Hennessy

Moët Hennessy is the German division of premium lifestyle and luxury brands manufacturer LVMH. <http://www.lvmh.com/>

How will Aldata's Assortment Management solution help Moët Hennessy?

- With Aldata's Assortment Management & Optimization solution, Moët Hennessy is able to maximize category insight and deliver specific and tailored offers to its retail partners
- They are now able to efficiently identify under and over-performance at the category, brand or any level of product segmentation and easily identify opportunities for improvement
- Moët Hennessy will save time by automating routine everyday tasks to support their category management processes, and reallocate resources to focus on strategy, analysis and execution
- They will also be able to effectively generate balanced ranges and provide compelling arguments for distribution changes that drive mutually beneficial value propositions with their retail accounts

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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