



Category Management Specialists, Plan + Impuls, select Aldata as software partner

October 8, 2010 – **Plan +Impuls**, an independent Category Management specialist, based in Germany have purchased **Aldata Apollo** for manual space planning. Plan + Impuls purchased the solution to support their clients in creating sales & promotional merchandising concepts either through the implementation of category management processes and software, or acting as an outsourced category management department.

With Aldata Apollo, Plan +Impuls now act as a vital link between manufacturers and their retailer accounts.

[Plan + Impuls](#) are an independent Category Management specialist, based in Germany, that supports their clients in creating sales & promotional merchandising concepts either through the implementation of category management processes and software, or acting as an outsourced category management department. Customer include Osram, Red Bull and Vileda.

“After a three month competitive evaluation period, we chose [Aldata Apollo](#) to support the unique category management and merchandising services we offer our customers. And, as we are measured by customers on the basis of our service, our responsiveness speeds and also flexibility, we set these same expectations during our solution review. Aldata impressed us with its solution as well as its people.” said Plan +Impuls

About Aldata

Aldata is a global leader in the supply of integrated business solutions to organisations that provide the best retail, wholesale, logistics, and marketing services to billions of consumers around the world.

100% of our business, technology, and people, plus over 20 years of accumulated best practice experience, is dedicated to improving the cost, time, and value delivered by our customers.

Today those customers include 15 of the world’s 30 largest retailers, global distribution organisations, hundreds of national, regional and specialist businesses, and thousands of consumer brands.

100% Merchandising

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