

ASSORTMENT PLANNING

Range Manager

Increase Category Sales by 5% to 25% and significantly increase efficiency



Aldata
Cosmic
Assortment Optimization

- * Increase category sales by 5% to 25%
- * Shorten time to complete category reviews by up to 80%
- * Quickly identify easy-win sales opportunities
- * Mitigate the importance of price in negotiations
- * Increase productivity by automating data manipulation and report creation

Quickly Identify Easy-Win Sales Opportunities

For consumer goods manufacturers, the key to building stronger, more profitable retail customer relationships is taking advantage of opportunities to transition from a supplier to a highly valued business partner. One such opportunity lies with helping retail customers increase both sales and profit margins through more effective everyday category management.

In an industry where turn rates and volumes are extremely high, optimising assortments and identifying sales gaps can be a complex undertaking. From dramatically increased efficiency to measurable increases in sales, Optimisation delivers real return on investment for manufacturers and their retail customers alike.

Aldata Cosmic Assortment Optimisation for Everyday Category Management

Aldata Cosmic Assortment Optimisation allows manufacturers to fully automate and dramatically improve the category management process. By analysing market and customer data and then assessing retailer performance at an aggregate or detailed level, Aldata Cosmic Assortment Optimization helps to identify under and over-performance at the category, brand or any level of product. Opportunities for improvement are then identified, and recommendations are made for optimising assortments and correctly balancing distribution, with the impact on sales being calculated for every proposed change. Put simply, this easy-to-implement, user-friendly solution delivers all the information necessary to make bottom-line sales improvements.

The results are dramatic. Manufacturers using Aldata Cosmic Assortment Optimisation increase productivity and sales. They save time on manual processes such as data manipulation and report creation, and use this time to increase analytical review and strategy planning. This increase in efficiency means reviews can be undertaken daily if desired, allowing for quick and easy identification of incremental sales opportunities on a continual or everyday basis. As a result, the time taken to complete category management reviews is reduced by as much as 80% and category sales are improved by 5% to 25%.

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METIRI
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ASSORTMENT PLANNING

Aldata Cosmic Assortment Optimisation delivers a rapid return on investment because implementation takes days or weeks – not months or years.

The solution enables you to:

Increase category sales by 5% to 25% through Everyday Category Management

With Aldata Cosmic Assortment Optimisation you conduct more frequent category reviews because the system is efficient and easy to use. By optimising assortments and distribution on a continual or everyday basis it provides all the information you require to identify quick wins, and deliver measurable value to your retail customers.

Reduce the time and the upfront resource required for category reviews by up to 80%

With a fully automated category review process you shorten the time to perform full category reviews from weeks or months to a single day, and for higher level reviews from days to hours. Aldata can also optimize data management processes ensuring that category reviews require minimal upfront resource - a single click is all that's required.

Optimise product assortment and distribution

You can compare customer and market data with retailer performance to identify opportunity gaps at the category, brand or any level of product. You can also pinpoint the areas to improve and automatically produce recommendations by adjusting assortments and re-balancing distribution.

Achieve true customer-centric results by integrating assortment and space

With the seamless link between Aldata's leading Space and Assortment Optimisation solutions, your category managers can collaborate more effectively with a retailer's trading teams to deliver automated store-specific planograms that combine assortment decisions with a store's unique space constraints and local customer demographics.

Step up from supplier status to true business partnership

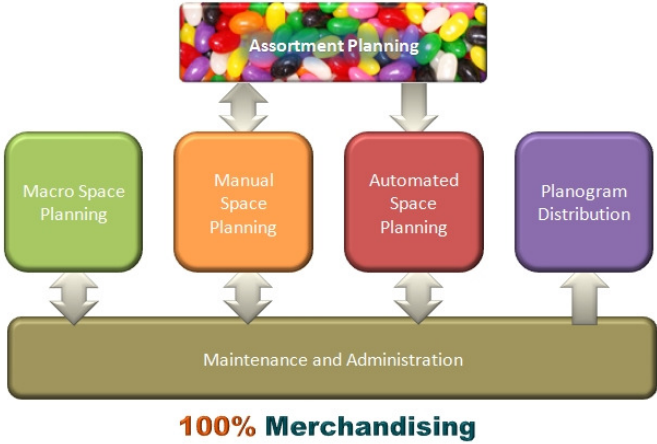
The solution helps you identify incremental sales opportunities that contribute directly to the bottom line. By delivering value to retail customers on a continual basis you transition from supplier to business partner helping to mitigate the importance of price and promotions in negotiations.

Achieve retailer buy-in for merchandising plans

Incorporate category management best practices to automatically generate credible supporting materials and the analyses required to reach agreement with the retailer on critical merchandising decisions.

Automatically calculate the impact of category management decisions

Optimisation gives you the unique ability to run "what if" scenarios which automatically calculate the impact of product assortment and distribution changes. In short, you can base your actions on reliable sales projections.



About Aldata:

Aldata is a global leader in the supply of integrated business solutions to organisations 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



About Metiri Mensus :

Metiri Mensus' business is **100% Merchandising**. We are a team of industry experts offering a wide range of Retail Merchandising Solutions that provide the tools for companies to merchandise effectively

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