



Assortment Planning: real,- selects Aldata for retail space optimisation

September 01, 2011 - Leading hypermarket chain real,- will use [Aldata's Space Optimisation suite](#) to automate planogram production and to optimise assortments at the store-level enabling the retailer to enhance performance and strengthen customer loyalty across its operations in Germany.

"After evaluating the available IT solutions, Aldata was the right choice for us," said Dr. Dirk Hornbostel, responsible for Procurement & Merchandising solutions at real,- Group. *"We are confident that with Aldata's expertise in retail we have found a good partner."*

"Using Aldata's Space Optimisation solutions we will be able to create store specific shelf and space plans," stated Antje Wuensche, responsible for goods analysis and shelf management at real,- Germany. *"This will enable us to guarantee even higher inventory availability than we already have today."*

About real,-

real,- SB-Warenhaus GmbH is a member of METRO GROUP. real,- stands for a wide range of branded products, high levels of competency in freshness and good value for money. Under the umbrella of real,- Group, the company manages about 320 hypermarkets in Germany as well as another 109 in Poland, Romania, Russia, the Ukraine and Turkey. In fiscal year 2010, with about 70,000 employees the company reached net sales of € 11.5 billion. www.real.de, www.real-hypermarket.com and www.metrogroup.de

What has real,- purchased and how will it help their business

- real,- will use Aldata's Space Optimisation suite to automate planogram production, enabling consistent and accurate execution of category plans and new product launches across all stores. This will help real,- to strengthen its customer orientation in Germany, "enabling every shopper to find exactly what they require and what meets their personal needs when they visit a real,- hypermarket."
- With Aldata, real,- is now able to optimise space and category planning across its stores that range from 4,000m² to 15,000m² as well as generate individual plans, at the shelf as well as product level, for every single store. Consequently, costs can be reduced and losses can be prevented. In addition, product availability for the customer will be improved because of store specific days of supply.

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