



Swiss Retail Consultancy adroplan selects Aldata as its Software Partner for Space Optimization

November 9, 2011 - "Experience shows that a customer-centric approach to merchandizing has a direct and positive effect on sales. With Aldata's Space Optimization solutions that is now possible, as we are able to deliver inventory and demand optimized planograms to our customers." Christophe Rölli, Head of Category Management, adroplan.

About adroplan

adroplan is an independent consultancy that advises its retail partners (pharmacies and chemists) and CPG clients in the healthcare sector on how to optimize instore merchandizing and space to maximize sales. The consultancy makes their recommendations based on business, product range and local demand preferences to develop unique store concepts for each of its customers. www.adroplan.ch

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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