

Apollo BriefCase and BriefCase Plus

A mid-range space management software tool

“create, modify, analyse and remerchandise planograms in a user-friendly environment”

MICRO SPACE PLANNING

Apollo BriefCase, a streamlined version of the industry-leading Apollo Professional space management system, is the ideal shelf merchandising tool for account managers, sales forces and retail category managers. With Apollo BriefCase, users can capture product data, create and modify planograms, and report on section performance while in the store or at the buyer's office. Apollo BriefCase is delivered with robust planogramming, data importing, reporting, and analysis capabilities previously available only in Apollo Professional. In addition, users can specify Apollo BriefCase Plus, which includes extra features.

INCREASE CATEGORY SALES

With hundreds of categories in today's retail outlets, retailers are relying increasingly on their shelf partners to participate in the development and execution of planograms. Apollo BriefCase helps suppliers and retailers work together to create and fine-tune accurate planograms, analyse section performance, and develop fact-based plans. Merchandisers can easily explore "what-if" space management scenarios by modifying planograms and viewing results before implementing plans on the shelf.

ANALYSE AND REPORT

Apollo BriefCase's analysis, reporting and graphing capabilities help trading partners track monthly sales performance, validate remerchandising strategies and more. Apollo BriefCase comes with a full set of report templates, each with full aggregation capability for generating sums, counts, percentages, and weighted averages. Full-colour charts add weight and impact to your reports, so Apollo BriefCase offers you a library of chart templates, including an array of bubble, bar,

and pie charts. For more powerful analysis, Apollo BriefCase's enhanced File Import capability makes it easy for you to bring in information like shipment, market share, and consumer preference data. Apollo BriefCase's highlighting allows you to colour-code planogram items according to analysis results. With just the click of a mouse, you can determine how items perform in terms of critical measures like turns, days of supply, and return on inventory investment. Apollo BriefCase shows the results right on the planogram.

SUPPORT NEW ITEM INTRODUCTIONS

Apollo BriefCase accelerates the new-item sell-in process by allowing account executives and category managers to work together to accommodate new product placement.

BRIEFCASE PLUS

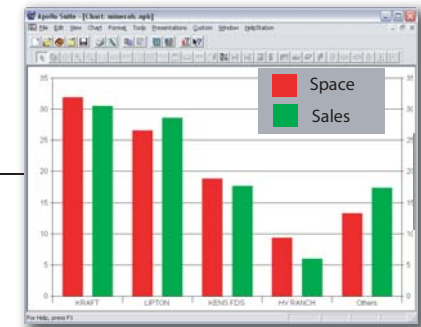
Additional features included in BriefCase Plus comprise OLE (for executing Apollo functions from other applications), and a number of other features that fortify your planogramming, merchandising, and analysis capability.

SHARE INFORMATION WITH OTHERS

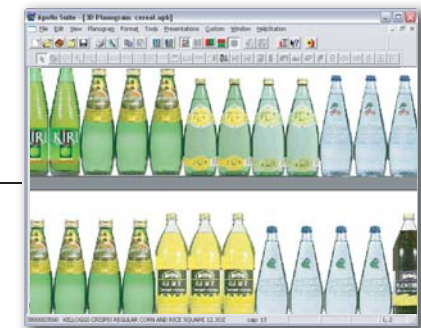
Apollo BriefCase makes it easy for users to collaborate with colleagues, regardless of the Apollo Suite product they use. Users can exchange Apollo BriefCase information among other Apollo Suite applications.

CREATE WINNING PRESENTATIONS IN A SNAP

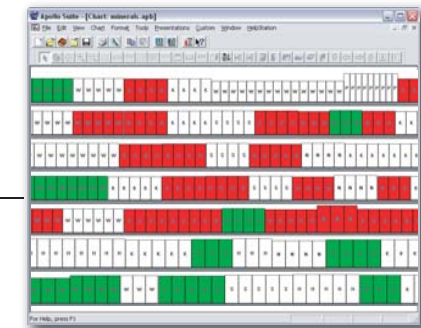
Apollo BriefCase's self-contained presentation tool makes it easy for you to build and playback presentations from any Apollo BriefCase screens including reports and charts.



Space versus Sales Chart



Digital Imaging



Powerful Highlight tool
(e.g. top sellers in green and poor sellers in red)



RECOMMENDED SPECIFICATIONS

- IBM compatible PC with a Pentium 2.4GHz processor or equivalent
- Microsoft Windows 2000 (SP4) or XP Professional
- 1GB free disk space
- 512Mb RAM
- CD-ROM drive

Note: a 3.5" floppy disk drive may be required on some versions



Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



www.metirimensus.com



info@metirimensus.com

Australia: Metiri Mensus Pty Limited : Level 1, Suite 107, 30 Cowper St : Parramatta NSW 2150 : Australia 1300 0 SHELFL (1300 074 353)

New Zealand: Metiri Mensus Limited : Unit P, 383 Khyber Pass Rd : Newmarket, Auckland 1023 : New Zealand +64 9 522 7447

Aldata