

# Apollo Lite and Lite Plus

A low cost, easy-to-use, action ready space management tool

“ ideal for organisations that are just beginning to explore the benefits of space management ”



## 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



## MICRO SPACE PLANNING

**APOLLO LITE IS THE LOW-COST, ACTION-READY SPACE MANAGEMENT TOOL FOR SALES FORCES, RETAIL CATEGORY MANAGERS, AND IN-STORE PERSONNEL.** With Apollo Lite, users capture product data and create, modify, and execute planograms right in the store or at the buyer's desk. Now, users can specify Lite Plus too, with additional features.

### EXPLORE THE ADVANTAGES

Apollo Lite is ideal for organisations that are just beginning to explore computerised space management. For in store personnel, category managers and companies new to space management, Apollo Lite provides a simple introduction to the benefits of more efficient space management techniques.

### ENSURE PLANOGRAM COMPLIANCE

Category planners devote hours to developing profit-building planograms; these efforts are often defeated in the store, where planograms are executed ineffectively and compliance at the shelf is lax. Sales forces equipped with Apollo Lite are empowered to create store-specific planograms that offer flexibility for local conditions while preserving the integrity of the master planogram.

### EVERYONE BENEFITS WITH APOLLO LITE

Apollo Lite lets organisations realise the benefits of distributed space management. Current users of the Apollo Suite of products can maximise their effectiveness by supplementing their existing Apollo toolset with this portable and easy-to-use product. Store-level staff armed with Apollo Lite improve their ability to plan and execute successful space management programs at a very manageable cost. With the addition of analytical features, Apollo Lite lets retail category managers view their category the way consumers see it.

### COLLECT DATA - FAST

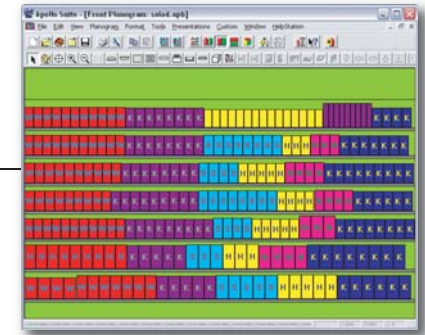
With Apollo Lite, users can quickly and effortlessly collect accurate shelf set data. Simply attach a bar-code reader to a notebook computer and scan-in product information right from the shelf. You can then integrate this data with selections from Apollo Lite's library of fixtures to create accurate planograms in little time.

### APOLLO LITE PLUS

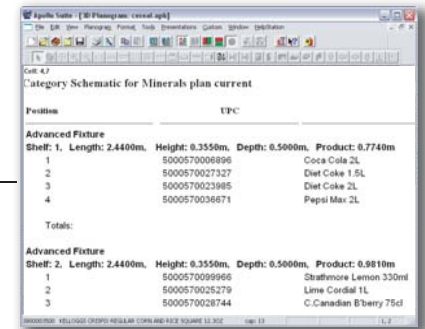
Apollo Lite Plus contains some valuable extra features. Multi Level Undo, File Import and Pmaster Refresh are features previously found only in Apollo Professional or BriefCase.

### SHARE INFORMATION WITH OTHER USERS

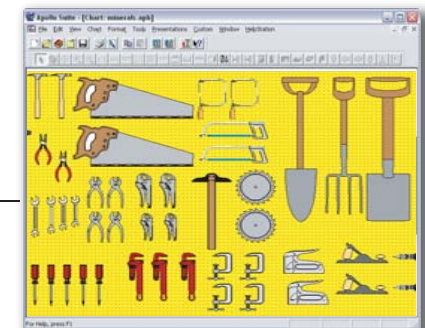
Because Apollo Lite users can freely exchange detail and section files with Apollo Professional and Apollo BriefCase, it's easy for users to collaborate with colleagues in their division or at headquarters. For example, sales reps can load planogram files from headquarters before heading on the road, or receive them through e-mail at remote locations.



Effective Planogramming



Sprint Reports



Symbol Mode

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 SHELF (1300 074 353)

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

Aldata