

Apollo Professional & Professional Plus

Sets the worldwide standard for sophisticated Shelf Space Management

“used in over 40 countries, Apollo Professional is the essential tool for retailers, manufacturers & suppliers”



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



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MENSUS

MICRO SPACE PLANNING

Apollo Professional is an easy-to-use but powerful space management system for creating effective section planograms, analysing space performance, and making merchandising and allocation decisions that optimise sales, movement, profit and return on inventory investment (ROI). Space Management specialists and category managers use Apollo Professional to create store and cluster-level planograms and analyse performance. Its robust planogramming, presentation, and analysis capabilities make Apollo Professional the centrepiece of shelf merchandising programs for hundreds of manufacturers and retailers around the world.

EASILY CREATE EFFECTIVE PLANOGRAMS

Apollo Professional makes planogramming easy and accurate. Simply choose items from Apollo's database of products. Assign them space in a standard or custom section selected from the library of fixtures (including peg-boards, freezers and dairy cases.) Then activate Apollo Professional's automatic allocation routines to optimise inventory use, improve service levels, and maximise profit. Apollo Professional includes the most comprehensive set of desktop tools available for creating planograms that more productively utilise in-store stocking space. Apollo Professional allows you to record important merchandising details like multiple orientations, layovers, tray packs, and hand stack. You can also enhance your planograms with custom product descriptions and high-quality colour images.

ANALYSE PERFORMANCE FROM THE SHELF

Category success depends upon the productive use of shelf space. With Apollo Professional, you can optimise section layout by linking product and space performance information and generating the facts to

support your merchandising and allocation decisions. With more than 200 predefined data fields and additional custom fields, Apollo Professional can serve as a standalone analysis tool or be integrated into a larger suite of category management technologies. Apollo Professional's analytical features help you increase shelf merchandising effectiveness:-

- View consumer segmentation with Apollo's push-button highlighting capability
- Identify over and under-performers within the planogram
- Analyse market share and category growth, along with other significant measures like turns, days of supply and ROI
- Fuel account-level category analyses with planogram-ready movement data
- Identify distribution opportunities and monitor category process with advanced charting and reporting capabilities
- Analyse fixture, section and aisle performance for managing entire merchandising departments

MAKE YOUR WORK MORE EFFICIENT

Apollo Professional's automation saves time and increases your productivity. With the productivity tools, you can perform a series of steps – from opening a section to analysing specific characteristics and printing, for one or more planograms – without user intervention.

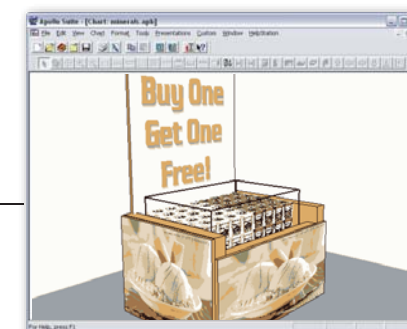
You can increase your productivity by tailoring Apollo Professional to your unique business processes. Automation allows you to call other applications, so instant access is just a mouse-click away.



Advanced merchandising



Enhanced 3D capabilities



Realistic Decorations

Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



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