

# The Apollo Suite

An easy-to-use and powerful merchandising system

“the shelf is where the retailer, the manufacturer and the consumer meet”



## 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



METIRI  
MENSUS

## MICRO SPACE PLANNING

Apollo is a software application developed in association with merchandising professionals throughout the world. An easy-to-use but powerful merchandising system, Apollo creates effective planograms, analyses space performance and supports merchandising and allocation decisions that optimise sales, movement, profit, and return on inventory investment. It offers manufacturers and retailers a fully integrated tool for use at head office, in sales offices, and in stores. Apollo allows a wide range of merchandising tasks, from creating sections to re-merchandising; analysing space performance; highlighting potential issues; selling-in new products, and generating fact-filled reports and charts.

The six versions of Apollo are:

- **Apollo Professional Plus**
- **Apollo Professional**
- **Apollo BriefCase Plus**
- **Apollo BriefCase**
- **Apollo Lite Plus**
- **Apollo Lite**

## SUMMARY OF BENEFITS

The fixture is the only place where the needs of the manufacturer, the retailer and the consumer converge. It's where supply meets demand: if the products are merchandised effectively, consumer demand will be satisfied and profitability increased. This makes the planogram the most critical element of the whole supply chain. Apollo enables the optimum space to be allocated to each SKU and minimises supply chain costs through the use of powerful analytical tools. Add to that the ability to customise the application with

your own functionality, build several "what if" simulations (using an unlimited number of user defined fields and custom formulae) and the ability to load other planogram file formats, and you have an incredibly powerful and versatile merchandising tool.

## FEATURES

Managing space effectively is only half the battle. The fixture must look good as well. Balancing the aesthetics with optimal space allocation is difficult, but Apollo has a number of tools to help.

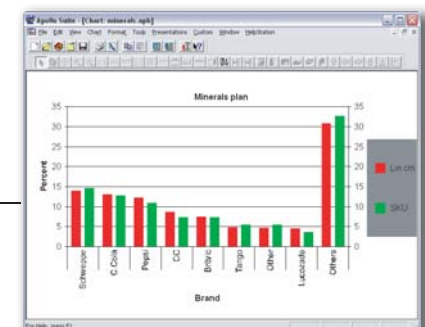
- Planograms can be viewed in 3D and as digital images of the products. This brings the planogram to life, showing exactly how it will look on the fixture.
- Data is dynamically linked from one window to another, so changes made in one view will automatically be updated in another. For example, an increase in the facings in the image view would be reflected in the over/under stocked view.
- The results can be viewed graphically using reports and charts. In addition, there is a sophisticated highlighting function that identifies issues graphically on the planogram
- With flexible data storage options, Apollo allows users across an organisation to access valuable space performance information.
- Data can be stored in the relational database shipped with Apollo or stored in a compatible database using the ODBC link
- Merchandising data and planograms can be exchanged among all applications in Apollo Suite. For the most accurate planograms and analyses, account, cluster or scan data can also be imported.



Impressive 3D capabilities



Advanced merchandising



Powerful analysis tools

Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



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