

# Apollo Total Store

Plan and analyse store layouts at the macro level

“improve your retail space planning process and generate immediate business benefits.”



## MINIMUM REQUIRED SPECIFICATIONS

- IBM compatible PC - Pentium 2.4 GHz
- Microsoft Windows 2000, or XP Pro
- 1 GB free disk space
- 1 GB RAM
- CD-ROM drive
- Floppy disk drive
- 3 button mouse
- 17" monitor with 1024 x 768 resolution
- Microsoft Office 2000 (or above): Excel, PowerPoint and Access



## MACRO SPACE PLANNING

Understanding category placement and adjacencies as well as aisle and department layouts is crucial to designing high performance retail stores. As a retailer, you are challenged with collecting and maintaining accurate information about the floor space across your stores. Until now, the tools necessary have been largely unavailable. To empower better decision making on each store's overall space allocation, retailers need to understand which formats are performing and delivering the best ROI.

Similarly, as a manufacturer, you need to understand the role your brands play in the overall retail schemes; by category, aisle, department and store. By understanding the environment around your shelf, you can identify opportunities to improve your instore presentation. Retailers and manufacturers, of course, have something in common: you both need the ability to reduce operational costs and increase sales throughout the store.

Today, space is planned and maintained for individual sections in planograms, but not necessarily for the entire store. The lack of an efficient total store process lengthens store design cycles and reduces the quality of section placement decisions.

An accurate store plan is essential to first understand and then optimise the space dedicated to each category, the impulse sales available through category adjacencies and the shopping experience through logical traffic flows.

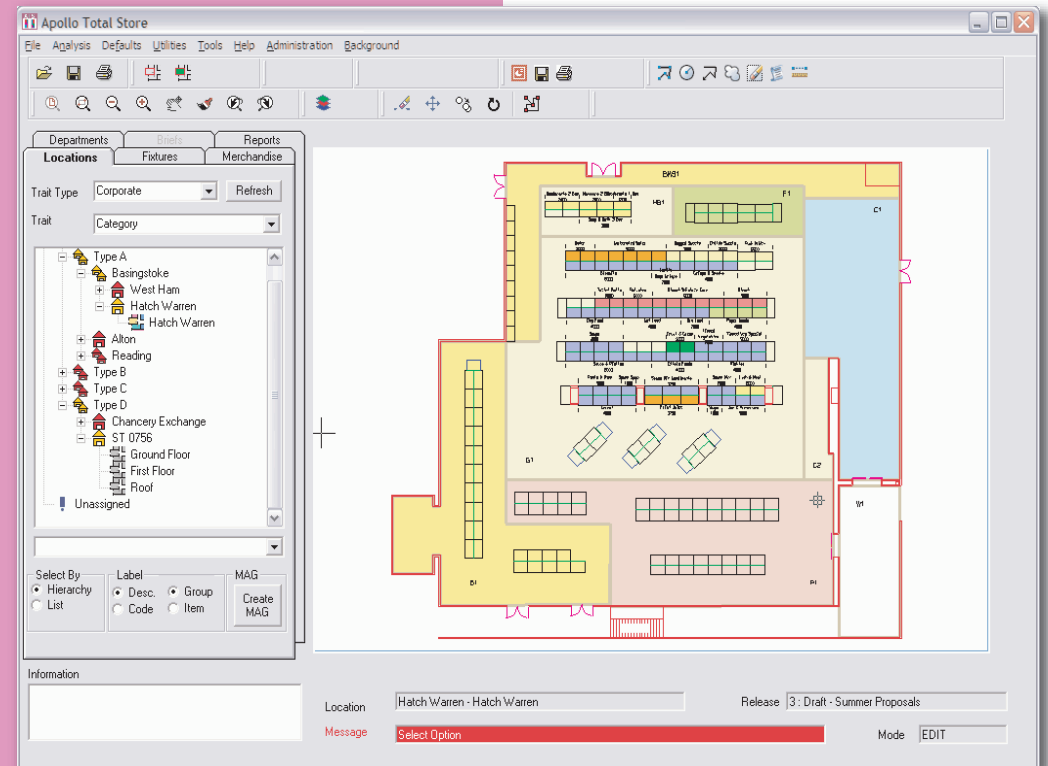
Retailers gain the most accurate understanding of each store's space utilisation if performance metrics can be mapped to the store's architectural drawings.

For many manufacturers, a general layout of the department in which they sell is enough detail to evaluate category contributions per linear metre. Both retailers and manufacturers need a tool that empowers seamless communication and ongoing collaboration in a manner similar to the sharing of planograms.

With Apollo Total Store, you can better understand the product and category performance within the aisles and departments of specific stores. It also allows you to analyse how specific sections are merchandised down to the shelf level.

The result is a better picture of what is happening in each store.

Apollo Total Store dramatically improves the retail space planning process and generates rapid business benefit.



Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



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## WHAT IS TOTAL STORE?

Apollo TotalStore is a database-driven desktop software product that allows you to analyse store layouts and plan the use of space in the store at the macro level. Data can be analysed from a variety of perspectives and presented in ways that business process managers can understand and relate to their specific measurement criteria. Information is presented to best fit your needs: sales per section colour-mapped over your floor plan or traditional reports comparing the contribution of each planogram. You also have the ability to perform additional store and product analysis on the fly.

## INCREASE MERCHANDISING EFFICIENCY

Apollo Total Store allows you to develop store plans more quickly. You start by loading a floor plan either from your existing architectural drawings or by working with one of the samples provided. Next, place the base fixtures from the default fixture library and add planograms from your Apollo database. To rearrange your store, just drag and drop fixtures and planograms until you are satisfied. The resulting floor plan provides a view of your store that accurately represents both its physical and performance characteristics.

## BEST IN CLASS FUNCTIONALITY

Fully integrated with the IRI Apollo Suite, Apollo Total Store allows retailers and manufacturers to clearly see where consumers are buying. It allows you to evaluate alternative store layouts by simplifying "what if" analyses and reduces the time needed to complete your store planning process.

With Apollo Total Store, you can:-

- Compare the space devoted to each department, aisle, category, and shelf
- Highlight hot and cold areas of the store to understand how sections perform in relation to one another
- Readily identify over and under-performing areas and departments
- Make planogram length adjustments for the most efficient use of existing space
- Use virtual planograms where an actual one does not exist to get a comprehensive view of all sales
- Rapidly perform multiple "what if" store scenarios to make informed trade-offs between location, size, and adjacency and reduce the time to design stores
- Include performance of nonplanogrammed categories in your store analysis
- Lower the total cost of merchandising fittings during store builds by ordering earlier and more accurately
- Share floor plans between partners to improve communication internally and externally
- Easily export analyses and reports to Microsoft Excel and PowerPoint presentations

### SEE WHAT YOU'RE MISSING:

How to use all the space in your stores to put the right high revenue, high profit planograms in the right places.

### ACT FASTER AND WITH GREATER CONFIDENCE:

Wisely plan your space by mapping data onto crisp, accurate and actionable floor plans.

### WIN AT THE SHELF:

Maximise product exposure within logical traffic patterns by getting the right planograms in the right aisle with the right amount of space.

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