

Apollo Web Publishing

Keep your planogram distribution costs under control

“save planograms, reports and charts directly onto a website”



MINIMUM REQUIRED SPECIFICATIONS

- IBM compatible PC, Pentium 2.4Ghz
- Microsoft Windows 2000 (SP4) or XP Professional
- 1 GB free disk space and 1 GB RAM
- MS SQL Server 2000
- CD-ROM drive
- Internet Explorer 5.x (or above)
- Apollo Professional 9.x
- Microsoft IIS 5.0 (or above)



PLANOGRAM DISTRIBUTION

The total cost of planogram implementation (resets and new stores) is estimated to be over \$500 million per year (USA). Too much time is wasted printing, annotating, collating, packaging, stamping, mailing, opening, and filing or losing planograms that are the wrong size, don't arrive on time, or don't improve the profitability of the section.

Metiri Mensus recognise that "Speed to Market" and accuracy of implementation are top priorities for retailers and manufacturers alike. Imagine being able to save all your planograms on a secure website.

Apollo Web Publishing puts planograms into the hands of everyone involved with merchandising and new product implementation. All you need is an Internet Explorer web browser and access to your secure website.

SUMMARY OF BENEFITS

With Apollo Web Publishing your space planners can save new planograms, merchandising reports and charts directly into a database on a secure web or intranet site. Authorised users in your stores can access the planograms, reports and charts in the organised database directly through Internet Explorer, ensuring they always have the most up-to-date planogram information on hand. Apollo Web Publishing can be accessed anywhere and anytime you have Internet access. It is also ideal for anyone who requires merchandising information, such as account managers or category managers, who don't normally have access to store merchandising information.

Head Office users store the planograms on the secure web site for immediate access by their colleagues in the field so the latest

planograms, reports and charts are organised in the way you work and available on hand when they need them.

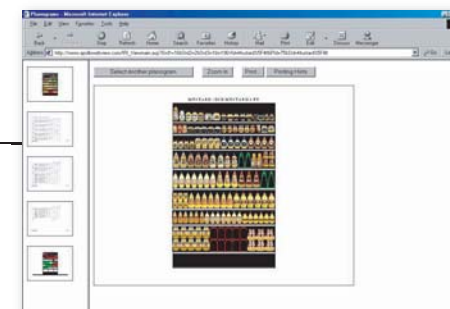
Sales representatives and store-level merchandisers can work with the most current planograms and shelf information, executing decisions from head office, in-store and at the shelf.

Account executives, buyers, category managers and store staff can base merchandising decisions on the information that's right for the category or store.

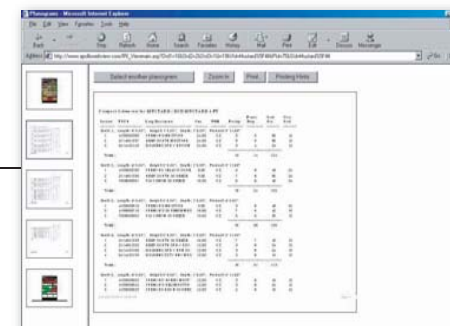
Web Publishing saves time and money invested in paper, printing and mailing. Increases your productivity and profitability. Supports more efficient and timely implementation of new planograms by staff at store level.

FEATURES

- Utilises industry standard architecture to interface directly with your enterprise.
- Flexible planogram storage hierarchy that can be tailored to fit your organisational requirements.
- Instant, targeted access to stored planograms ensuring accurate delivery.
- All planogram, report and chart views available for delivery direct to field workers, category managers, buyers and store staff.
- Allow remote sites to view planogram information without needing a complete merchandising system.
- No specialist training required for the remote user.
- Email notification of new planogram availability direct to the remote users email account.



Example of a planogram converted to 'html' ready for viewing / printing



Example of a report converted to 'html' ready for viewing / printing

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

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