

# Apollo Designer Workstation

Automate and dramatically improve the retail space planning process

“ build store-specific planograms that help you win at the shelf ”



## MINIMUM REQUIRED SPECIFICATIONS

- IBM compatible PC with a Pentium 2.4GHz processor or equivalent
- Microsoft Windows 2000(SP4), XP Pro
- 1 Gb free disk space
- 1 Gb RAM
- CD-ROM drive
- Apollo Professional 9.x



PLANOGRAM AUTOMATION

Optimising the performance of retail shelf space has long been a goal for people throughout the consumer packaged goods industry – for manufacturers, brokers and retailers alike. To manage the shelf more effectively you need to ensure that the right product assortment is appropriately merchandised to meet the needs and buying habits of consumers in a specific store.

The implications are broad: making the right number of high turnover, high profit products visible is key to whether your products are pulled off of the shelf and purchased, or the consumer leaves the store disappointed and empty-handed. Out-of-stock merchandise is one challenge, but even worse are situations where your products are in stock, but difficult to locate. A disappointed consumer that leaves without making a purchase is a lost opportunity you can not afford. A satisfied consumer, however, means increased revenue and profits, repeat store visits and ultimately growing your business.

The space planning challenge is critical to success and a variety of alternative approaches are available for you to consider. With industry trends moving towards the creation of more and more planograms, expanding staffs to meet the demand manually is cost prohibitive.

When you consider the number of stores for which you are responsible – and the dynamic nature of inventory, you simply don't have time for a manual solution to be viable. Automating existing processes certainly cuts down the time it takes to build planograms, but fails to address the need to tailor planograms to the needs of specific consumer clusters.

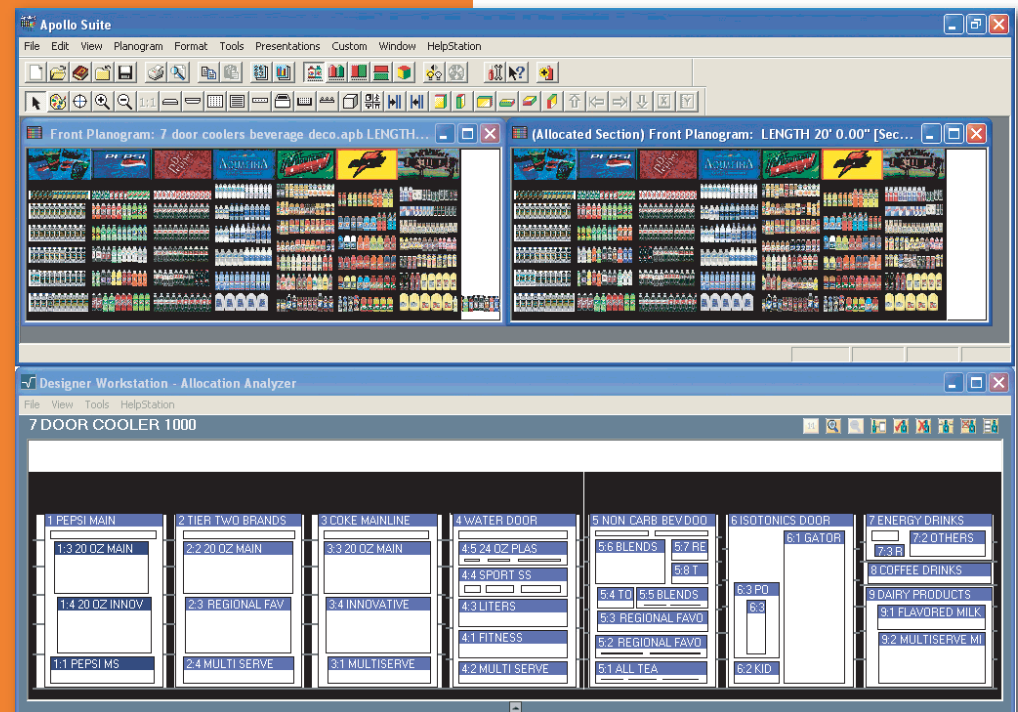
Addressing retail space planning at the regional level is no longer adequate. Income and education levels, ethnic make-up and store location – city, suburban or rural – are critical factors that drive purchasing habits.

History has shown that a product assortment that works in one location may not work in another that is just a few miles away. You really need an automated, rules based approach to quickly build cluster and store-specific planograms that ultimately help you win at the shelf.

**SEE WHAT YOU'VE BEEN MISSING:**  
How to optimise shelf space at the store level to put the right high revenue, high profit products in each store

**ACT FASTER AND WITH GREATER CONFIDENCE:**  
Give space planners the ability to quickly update and change planograms based on business rules and data on top of their intuition

**WIN AT THE SHELF:**  
Ensure appropriate space utilisation, merchandising and stock levels so that consumers leave the store satisfied and with your product in their shopping bag



Part of a complete range of merchandising applications

Macro Space Planning

Micro Space Planning

Planogram Automation

Planogram Distribution

Services



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## ENTER METIRI MENSUS

Built on Apollo technology, Designer Workstation is an easy to use desktop product that uses automated procedures to dramatically improve the retail space planning process. Using the merchandising rules, category assortments, performance criteria and space constraints that exist in your Apollo or other space planning software planograms, or working with overrides you specify, Designer Workstation reduces the amount of time it takes to generate a planogram from days to minutes. With it, you can build planograms that optimise both store-level shelf space utilisation and the consumer buying experience. When you make it easy for consumers to find what they need and have the appropriate number of facings, you will positively impact revenue, profit and overall growth. Designer Workstation is appropriate for retailers, manufacturers and brokers that are looking for ways to increase planogram relevance and decrease planogram development time at the cluster and store levels.

## IMPLEMENT YOUR MERCHANDISING STRATEGIES

The Designer Workstation begins with the merchandising rules and category assortments that are embodied in your existing planograms and applies them to the particular characteristics of each cluster or store, empowering you to close the gap between strategy and execution. Use it to:

- Analyse millions of performance and physical characteristics of each planogram to optimise assortment, allocation and merchandising decisions
- Optimise sections that are being totally redesigned
- Evaluate the impact of promotional lifts on the base shelf
- Add and delete products effectively
- Vary planogram assortments by Distribution Center using a single rule file
- Eliminate the need to cut in local brands by hand for each region

## GENERATE PLANOGRAMS QUICKLY

With Designer Workstation, you can rapidly model and evaluate merchandising and assortment changes, select optimal planograms and generate higher planogram level profitability. It gives you the ability to:

- Create and save the rules necessary for generating 10 or 10,000 versions of each planogram
- Dramatically increase your planogram generation capacity and improve the productivity of your planners
- Generate hundreds of planograms per planner on a daily basis, far exceeding the current industry norm of a few planograms per planner each day

## INCREASE ASSORTMENT RELEVANCE

Designer Workstation gives you the power to generate customer centric planograms automatically – both as part of an initial category review and again later as items are added and deleted from the assortment. With it you can:

- Define complex merchandising rules quickly and easily, using a drag and drop interface
- Determine the optimal assortment over a shelf set – including balanced days of supply and replenishment capacity – in an aesthetically pleasing arrangement
- Copy pegboards and coffin cases perfectly while surrounding shelves are assorted and allocated, extending its coverage across the store
- Include decorations, doors and signage to make realistic planograms that both communicate and sell
- Combine your rules with multiple movement files to make it easy to address seasonal variations by recognising changes in movement across time periods

## ACHIEVE YOUR GOALS

Designer Workstation dramatically increases the effectiveness of the merchandising, assortment and space planning process.

Quick to install and easy to use, it gives you the ability to rapidly model and evaluate merchandising and assortment rules, eliminate unproductive inventory, select optimal planograms and generate higher profitability.

With Designer Workstation, you can narrow the scope of each planogram to a small target consumer group, create tens, hundreds or thousands of planograms automatically and put the right products on the shelf – in the right quantity and in less time than ever before.

Part of a complete range of merchandising applications

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