

SOLUTION SHEET

Category space optimization

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Correctly plan for **all store formats**

Manage all store sizes and formats and right-size category space for best performance. Model category and department plans virtually before executing in-store to ensure they meet planned performance goals and deliver improved customer experience.

25%

Risk reduction through
virtual store, category
and items builds

5%

Average
incremental revenue

20%

Increase in
customer loyalty

Why choose SymphonyAI for category space optimization?

True store optimization:

Automatically optimize the entire store based on performance and aesthetic metrics, whilst considering physical restrictions and space elasticity at a category level

Promotes collaboration:

One seamless workflow for property, designers, planners, merchandisers, and store managers

Faster implementation of strategy:

Faster, more profitable detailed store creation and design

Flexible optimization:

Drill into store, department, aisle, and POG optimization potential outcomes



The right category spaces, the best shopping experiences

Your customers want what they need as well as new experiences. To do this, you must allocate the right space and communicate to store staff to accurately execute. Otherwise, you risk poor compliance and customer dissatisfaction. Our store planning and optimization solution identifies the right spaces for building categories that customers love, driving sales and margins. Analyze departments and stores to find hot/cold spots, transfer space from sluggish categories, and reconfigure to encourage higher inventory turns.

Maximize the performance of all floor space

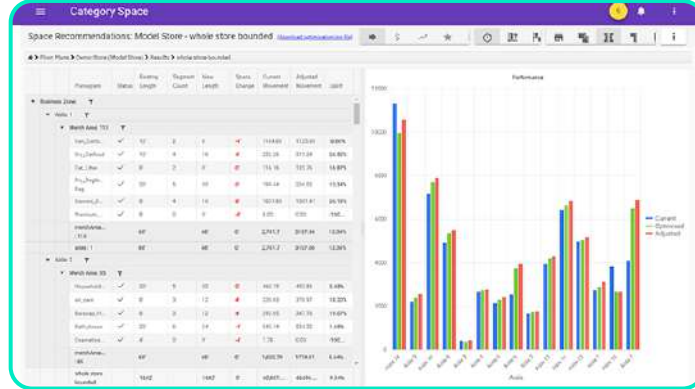
Overall store floor space sets the stage for optimal shelf and assortment planning. Our retail space planning solution enables you to transform store layouts using a simple, collaborative workflow that connects HQ directly with store teams. It brings together floor plans, planograms and performance data to create high-performing store plans. In addition, our solution can utilize VR to increase the visualization of store, departments and category fixtures, minimizing risk and accelerating time to market.



Space-aware innovation and execution

Retailers often have limited insight into available in-store space, how much is allocated to which categories, location, optimal adjacencies to other categories and where a shift of space between them would increase floor space performance. And, store plan information is often incomplete, or semi-maintained in siloed systems.

SymphonyAI store planning and optimization provides a single repository of accurate store, fixture and merchandising data, so your planning decisions are space aware to enable you to better plan, communicate and innovate in-store.





Shelf planning

Execute retail space planning and create planograms that accurately represent category assortments and the shelf space and fixtures to which they relate including comprehensive reporting, fixture building, item maintenance, highlighting, 3D visualization and days of supply balancing.

Planogram automation

Automates the production, merchandising, management and analysis of cluster and store specific planograms. Planogram automation consumes space and inventory aware assortments generated by agile assortment optimization and then automatically builds retailer store ready planograms.

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We identified the need for help optimizing our stores. In reality, to do it manually with the tools that we had such as Excel databases and our own time, would just take too long for us to be able to do it in a timely manner in order to realize growth opportunities.

Mark Wilkinson
Head of Space Planning, Pets at Home

About SymphonyAI

SymphonyAI offers FMCG industry's only integrated AI-enabled marketing, merchandising and high-performance supply chain solutions for retailers and CPG manufacturers designed with customer insights to fuel recommendations for profitable growth.