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Delivering  
Intelligent Business Solutions  
To **World Class** Retailers

## ibs *SPACE PLANNING*

## Space Management Fact Sheet

### ■ OVERVIEW

**Configure Product Referencing Rules and Parameters**

After having selected the optimal product assortment for each store or store cluster, displaying the products in an attractive manner is the next step. It is important that the customer feels at ease while entering the store and can easily locate the products. Merchandisers require information about the store, fixtures, product and sales information, in a consolidated manner in order to create planograms that can be attractive to the customers while reducing the time required to manage shelves in the store.

**Automate Store and Planogram Creation Based on Product Rereferencing Rules**

Store layout, fixture positioning and placing products on the fixtures are specific to the creation of a proper store planogram. Proper space distribution and management is a major factor in driving higher sales. Space Management optimizes the balance between the entity's image, product referencing rules and customer behavior to render the shopping experience more attractive.

**Better Manage Store Layout vs Client Purchasing Flow**

Various analyses such as the comparison of item performances within a category, the allocation of shelf space, the analysis of rotation rate and return on investment are necessary for ensuring a profitable planogram. A 3-D graphic rendering of the store and fixture positioning allows the ability to verify conformance with standards.

**Automate Planogram Update**

ibs ***SPACE PLANNING***, a module that is offered by Soft Solutions is a complete and fully integrated solution for creating product referencing rules and managing efficient store plans and planograms. Modular and scalable, ibs ***SPACE PLANNING*** adapts to the current and future needs of the various retail organizational structures.

**Visualize Store Plan and Planogram in 3D**

When implemented with ibs ***REFERENTIAL***, our master data management solution, and ibs ***ASSORTMENT***, our assortment management solution, ibs ***SPACE PLANNING*** allows retailers to have all the product information they need in order to efficiently manage shelf space.

## KEY FEATURES

ibs **SPACE PLANNING** is a flexible and configurable platform that is made up of the following modules:

### ibs **SPACE PLANNING –Product referencing Rules Module**

- Set fixtures rules: Fixtures constraints, authorized accessories, height, stacking
- Set product referencing rules: Number of facings, width, height, capacity, packaging
- Set item rules: Shelf space, space among items, position, stacking height, positioning order
- Segment category rules: Decision entry key, position, size
- Configure values of merchandising plan

### ibs **SPACE PLANNING – Store Plan Module**

- Create and update store plans: Assign and position fixtures, immobile objects (walls and stairs, for example)
- Customize store plans based on store clusters: Geographical, economic, marketing
- Run customer traffic reports
- Analyze shelf space performances: Profitability, performance comparison among stores, store clusters and vis-à-vis competitors
- Simulate shelf space distribution, reallocation and impacts
- Visualize 3D graphical reports on performance and marketing

### ibs **SPACE PLANNING – Planogram Module**

- Track competition's merchandising strategy and have an accurate vision on gaps
- Create and update planograms: Merchandising Hierarchy level, type of planogram, organizational mode and associated strategy
- Allocate semi-automatically product assortment on fixtures following the retailer's merchandising rules
- Analyze planogram performances: Profitability and performance comparison among stores, store clusters and vis-à-vis competitors
- Simulate shelf space distribution and impacts
- Automate the update of the planograms by configuring frequency and diffusion cycle.
- Visualize 3D graphical reports on performance and marketing

## BENEFITS

### Optimize organization

- Reinforce store position in store competitor regions
- Reinforce coordination between stores and HQ (direct update of merchandising data)
- Customize strategies by store, by category, by set of fixtures and by competitor

### Optimize management

- Avoid out of stocks and overstocks
- Reduce markdowns through better correspondence of stock levels
- Optimize use of available store surface
- Make shelf space more profitable by adapting items to sales and seasonal variations
- Respond to customer needs based on pertinent analyses and control panels
- View fixtures and planograms in 3D

### Optimize attractiveness

- Control traffic flow management and lay out categories and items in a more productive manner
- Optimize assortment and item display
- Customize product referencing rules by store competitor regions and store cluster
- Facilitate the purchasing process (speed, visibility)

### Optimize profitability

- Optimize sales and profits
- Increase market share through higher customer loyalty and recruitment of new customers
- Increase shelf space profitability

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