RETAIL PLANNING

Merchandise Management for Home Furnishings

Shopping habits are changing. Are your stores ready?

From furniture to electronics, from washers and dryers to ranges, shopping for home goods in today's market is a research-intensive and very personal process. No longer are niche furniture showrooms, appliance dealers or electronics stores the only options. And in a world of big box stores and online mega-marketplaces, customers have more shopping and buying choices than ever. They're often using brick-and-mortar stores as showrooms to compare product features and options, as well as prices, before they buy.

This sheer number of options leaves your customers with an overwhelming number of choices for these big ticket purchases. With so many similar products to choose from today, the quality of the overall shopping experience is likely to determine whether a one-time shopper will turn into a loyal customer. Will you have the item your customer is dreaming of in stock when she wants it? Will you be able to share expert information and close the sale today — and, doing so, start building a relationship that could lead to more sales in the future?

The ideal solution for big ticket retailers

JDA® Merchandise Management for Home Furnishings™ (JDA MMHF), formerly known as GERS, is the proven solution that home goods and other big ticket retailers rely on for their core business operations, including merchandising, inventory management, customer service, warehouse

◆ Key Capabilities:

- Easy to use and deploy, with up to three times faster training time for new store associates

- Built to be more secure, with robust security features and compliance with industry standards, including continued upgrades to comply with Payment Card Industry (PCI) standards

- Easily personalized for your business and product range

management and much more. Continually refined and enhanced based on our depth of industry knowledge, JDA MMHF is a reliable, versatile solution created with knowledge of how your business runs, and how your customers shop.

This solution's easy-to-use, intuitive user interface lets you easily build reports, track data and automate common tasks for better visibility within your operations. Built-in item management tools give your staff comprehensive information about each item, helping you make informed and effective decisions in a market where product lifecycles are shifting, and product attributes are complex. And JDA MMHF saves you time and money by automating time-consuming manual processes, such as purchase order creation and replenishment – helping your stores run more efficiently, and freeing up your staff to provide expert advice and close more sales.

Deliver what customers want, faster

Today's shoppers have very little patience, especially when they're about to spend a large sum on new furniture, appliances or entertainment gear. They expect the merchandise they see online to be available, either in-store or for rapid delivery. And whether they start researching online or in stores, they expect a shopping experience that gives them accurate product information, with informed salespeople and correct product descriptions and photos – regardless of where or how they shop. JDA MMHF lets you and your sales associates exceed customer expectations and deliver on those promises – while also improving overall business efficiency and margins.

Built for accessibility and flexibility

JDA MMHF is designed to be easy to deploy, easy to learn and easy to use. With a browser / thin client user interface, the latest version of JDA MMHF has intuitive menus, as well as easy-to-navigate report submission, scheduling and maintenance options. We've also made it easier to input store codes, and in-app help options make the learning curve even easier for your sales associates and staff.

◆ Key Benefits:

- Minimizes inventory and carrying costs and increases turn rates
- Identifies profitable, reliable vendors with vendor analysis and scorecards
- Generates higher sales volume through demand-based allocation, store clustering, and price and promotion management capabilities

Take control over your data

With JDA MMHF's Enterprise Backup & Cloning Solution, training and testing are easier than before. This solution lets you easily clone your production database to create test or training database. With this solution, you can easily make a copy of your database without third-party intervention – with a secure copy of your data that you can use for training or testing, or for business model analysis, without making changes to your live database.

Using JDA, you can plan to deliver.
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