Agenda

Planogram Generator Overview
Planogram Generator New Features
Space Planning & IKB Roadmap
The Evolution of Planogramming
Why Planogram Generator?

• Market Need – JDA Responded
  – “Holy Grail” of planogramming

• Store specific planograms
  – Reflect each store’s requirements
    • Fixture, range & inventory
  – Cannot be achieved manually or many staff required

• Planograms with local products

• Cluster planograms do not “fit”
  – Poor Compliance
Business Benefits

• Reduce Out-of-Stocks/Overstocks
  – No store is average – greater granularity & accuracy

• Sales Increase & Waste Reduction
  – Planogram that meets each store's inventory requirements

• Sales Intensification
  – Meet store inventory & add new products

• Improved Accuracy & Compliance
  – Facings, range & fixtures that accurately reflect store need & fixture variants
Inputs

Target:

Fixtures

Performance

Assortment
Template Driven

Template
Handling Local/Additional Products

Auxiliary
Build to Business Rules

Action List

Action 1
Action 2
Action 3
Action 4
Planogram Generator Process

Request
- A new planogram is required
- Category review, floor plan change, assortment change

Preparation
- Prepare the planogram for processing
- Equipment, Templates, Assortment, Performance

Merchandise
- Merchandise the planogram using PG Engine
- Inventory, blocking, merchandising rules and compromises

Quality
- Check quality of the generated planogram
- Approve, Reject or mark the planogram for detailed review

Live in store
- Move planogram through lifecycle to live
- Validate planogram can go live
Planogram Preparation

- Template planogram
- Target planogram (fixtures)
- Assortment List
- Performance Data
Use of scenarios to automate preparation processes

![Scenario Details](image)

<table>
<thead>
<tr>
<th>Scenario name</th>
<th>Category review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment adjustment</td>
<td>Import from a staging table</td>
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<tr>
<td>using</td>
<td>CFR Store Equipment Test</td>
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<tr>
<td>Template planogram</td>
<td>Select automatically</td>
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<tr>
<td>Auxiliary planogram</td>
<td>Select automatically</td>
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<td>Assortment</td>
<td>Copy from the auxiliary planogram</td>
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<td>using</td>
<td>CF Default</td>
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<td>Performance</td>
<td>Import from a staging table</td>
</tr>
<tr>
<td>using</td>
<td>CRF Store Sales Import</td>
</tr>
</tbody>
</table>

**PG Status after processing request**
- On success: Prepared
- On failure: Preparing

**Planogram Status after processing request**
- On success: Work in progress
- On failure: Work in progress

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Build & Test Templates
Merchandise The Planograms
Quality Review
Status Change

Review
Score
Approve

Planogram Generator Administration

<table>
<thead>
<tr>
<th>Name</th>
<th>PG Status</th>
<th>Status</th>
<th>PG Template</th>
<th>PG Auxiliary</th>
<th>PG Type</th>
<th>PG Time Done</th>
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</thead>
<tbody>
<tr>
<td>Cereal Planogram</td>
<td>For Review</td>
<td>Work in progress</td>
<td>Template Cereal Pl</td>
<td></td>
<td>Target</td>
<td>18/01/2011 11:49:15</td>
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<tr>
<td>Cereal Planogram</td>
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<td>Template Cereal Pl</td>
<td>Auxiliary Cereal Planogram</td>
<td>Target</td>
<td>18/01/2011 11:50:33</td>
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<tr>
<td>Cereals 3m Assort</td>
<td>Rejected</td>
<td>Work in progress</td>
<td>Template Cereal Pl</td>
<td>Auxiliary Cereal Planogram</td>
<td>Target</td>
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<td>Target</td>
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<tr>
<td>Cereal Planogram</td>
<td>Preparing</td>
<td>Work in progress</td>
<td>Template Cereal Pl</td>
<td></td>
<td>Target</td>
<td></td>
</tr>
</tbody>
</table>

Generate
Delete
Approve
Reject
Review
Activate
Prepared
Preparation
Refresh
Client Success

Dr. Pepper Snapple achieved 2 - 3% sales growth in a declining category.
Reduced Inventory 7-9%
Gained more Category Captaincies

All Hypermarkets
3,500 POG’s
10 wks v 60 wks manually
Are You Ready?

Business Process, People, Which Categories?

IKB & Space Planning
Template Planograms

Assortment Data
Performance Data
Accurate Fixture Data

Planogram Generator

SOLUTION

PROCESS

DATA
Planogram Generator Enhancements for Version 7.8

**Chest Freezers**

- Version 7.8 supports chest freezers
- Preview window shows both a front view and a top view for freezer chests
- Planogram Generator can work from front to back, or from back to front

**Pegboards**

- **Basic** support for pegboards is planned for 7.8
- Ability to copy pegged positions from the template to the target
- Pre-determined configurations for pegboard sub-segments is planned
Planogram Generator Enhancements for Version 7.8

**Linking**

- New “Library books” linkage method allows shelves to be linked vertically where the end of one shelf links down to the beginning of the next.

**Conditions**

- Condition can now be applied to actions and settings
- For example, core items may be included on smaller planograms while the full assortment might be included for larger planograms

```
Initial Phase

Obey next action if... Target planogram: Width <= 96
  Include products, Cases: 1.5, Days: 5, Where Within: Target planogram, Desc 1 = Core
Obey next action if... Target planogram: Width > 96
  Include products, Cases: 1.5, Days: 7
```