

Planogram Generator Pilot

Retail Leader Partners with Plantensive to Automate Planogram Optimization Using JDA Planogram Generator

As we head into our executive presentation for our PG Pilot Journey I wanted to personally thank you for the last 7 weeks and your expertise that has guided us through this initial pilot. Your unwavering patience, recommendations and teaching to support us has resulted in creating excitement within our team, our cross-functional partners and building knowledgeable stage 1 users of PG.

– Manager, Multinational Retail Corporation

Challenge

Our client, an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores, partnered with Plantensive to automate planogram optimization using JDA Planogram Generator. They needed help with developing and implementing a process for planogram creation and maintenance for over 250 categories and 5500 stores with varied customer demand driving the need for diverse assortments, strategies, and fixtures. Their Category Management Teams are pushing for more granular planogram goals either by reducing the store count in clusters or by going to store specific planograms. They had a need for SG&A reduction in the planogram drawing space (reduce head count or provide more value for the same cost). The retailer wanted to reduce manual drawing efforts, providing reallocation of skills towards analysis, market trends, and strategic merchandising opportunities as well as having less reliance of vendors to provide planograms, allowing more internal control of assortments and strategy. They also wanted to programmatically produce a high-volume of optimized planograms, respond to market changes quickly, and improve return on space. Overall, the client's leadership organization had planogram automation as its top initiative in 2019.

Our Solution

Plantensive started this project initially by helping the client create and document the process of Planogram Generator (PG). Then we walked through the current state process and identified the pain points they were experiencing. Next, we took them through our 8-step process for PG.

1. Template Creation - Template planograms contain overall strategy and represent the best example of how the category should be merchandised
2. Target Creation - Target planograms are a shell that initially contain the fixtures and elidable, unallocated assortment.
3. Define assortment strategy
4. Product and Performance data load
5. Build Action Lists - Action List is the set of rules that dictate the allocation, capacity, and location of products and supporting merchandising collateral
6. Generate
7. Revise
8. Cleanup

Additionally, we also provided comprehensive training for the entire team which consisted of the following:

- ▶ **PG 101** | 16-hour crash course in the Terminology and Functionality of Planogram Generator. In this course we covered:
 - Navigating Planogram Generator
 - How their software processes through the phases of the Action List
 - A detailed view of each phase and action
 - Basics to look for while troubleshooting
- ▶ **PG 201** | Plantensive Experts
 - Went through the art of the possible by using their planograms and data points.
 - Drove PG while the client interacted with what if scenarios and hands-on time using our expertise.
- ▶ **PG 301** | Hands On
 - Our client was hands on developing all Templates, Targets, and Action Lists while our expert guided them through the process
 - This allowed the users to experience the nuances and variables that are typical when processing a PG project.

Results Highlight

- ✓ **Reduced Planogram Draw Time up to 75% while increasing planogram count.**
- ✓ **Reduced Packout Violation by up to 95%**
- ✓ **Equalized Days of Supply across Planograms**
- ✓ **Developed a Scalable Automated Approach to Enable Store-Specific Planograms**

About Plantensive

Plantensive is a trusted supply chain, retail planning and category management solutions provider to many of the fortune 500 and mid-market companies across the CPG, distribution, manufacturing, and retail industries. We provide end to end supply chain solutions and proven tools to accelerate value. We build, implement and optimize dynamic, reliable supply chain solutions aligned with your business strategy so you can meet demand efficiently and build network resiliency to adapt to business challenges, new regulations and potential disruptions. From building strategy to implementing it, we've got you covered. Plantensive's global supply chain services meet you wherever you are in your journey - from your suppliers to your customers.