Retail Shelf Planner

Version Comparison

	Express	Enterprise	Enterprise +
Quick Selection Criteria			
Small planograms	✓	✓	✓
Medium to large planograms		✓	✓
Use financial information to decide on assortment and space allocation		✓	✓
Integrate closely with IT-systems and operational processes			✓
Target Audience			
Sales & (trade) marketing people working for retailers, manufacturers and wholesalers	✓	✓	✓
• Who are not necessarily full-time, specialized space planning experts with significant budgets	✓	✓	✓
• Who deal with (relatively) small planograms / assortments	✓	✓	✓
• Who create planograms with their own assortment only	✓	✓	✓
• Who deal with all sizes of planograms / assortments		✓	✓
• Who create planograms with assortment from multiple brands/manufacturers		✓	✓
• Who need to justify the selected assortment and allocated space with inventory and financial performance analyses		✓	✓
• Who create and maintain a significant number of planograms and are looking for efficiencies			✓
• Who require/benefit from close integration with other IT-systems and/or operational processes			✓

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Merchandising & Usability			
Create planograms with shelves, pegboards, and hanging bars	✓	✓	✓
Merchandise products as units or in trays	✓	✓	✓
Display products schematically as blocks, or "real life" with packshots	✓	✓	✓
Import and Export data via Excel	✓	✓	✓
Drag & Drop for fast and easy manipulation of products and shelves	✓	✓	✓
Use Dutch, English, French, German, Italian, Korean, Spanish, Portuguese, Russian or Thai for the user interface	✓	✓	✓
Planogram Output & Exchange			
Exchange planograms with other space planning systems using the pln-, psa-, or xml-formats	✓	✓	✓
Easy, yet powerful output features to communicate planograms • Copy to Clipboard • Simple page layout with full planogram on one page, headers/footers, logo	✓	✓	✓
Advanced output features to communicate planograms through a direct link with PowerPoint • Splitting the planogram across multiple pages • Planogram (segment) & report on same page • Output decks with multiple pages • Analytical highlight views of the planogram		✓	✓
Reporting			
Reporting through Excel templates with a focus on • Merchandising (e.g. products on each shelf, number of facings/units) • Listed assortment (e.g. product info like UPC, Name, Supplier, Segment etc • Allocated space for products in the assortment (e.g. space in cm, cm2, cm3)	✓	✓	✓

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Advanced reporting through Excel templates with a focus on • Inventory versus sales/movement/supply • Historical sales/profit/... versus forecasted performance with current layout • (Eliminating risks for) Out-of-Stocks • Applying fair share of sales/profit/... versus allocated space by Brand/Supplier/...		✓	✓
Creating reports/analyses across multiple planograms		✓	✓

Analysis & Optimisation

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Visual analysis capabilities to review the planogram layout, and the assortment for a wide range of variables like sales, profit, movement,		✓	✓
Applying market research data to take into consideration trends to optimize the planogram layout		✓	✓
Inventory Model the simulate consumer purchasing and supply chain patterns		✓	✓
Financial evaluations / forecasts based on inventory model		✓	✓
Remove performance data from the planogram for sharing without confidential information		✓	✓

Central Database (Merchandising Center)

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Loading planograms from, and storing them in a merchandising database			✓
Importing product information from the merchandising database Using the product data in the merchandising database for the product library			✓
Quickly replacing a product in the active planogram with another from the merchandising database			✓
Importing performance data from the merchandising database to drive analyses and optimization to the next level			✓
Linking (cluster–)planograms to stores (via Retail Merchandising Center)			✓
Automatically linking planograms with floorplans			✓