



Retail Floor Planner

Version Comparison

	Analyst	Enterprise	Enterprise +
Quick Selection Criteria			
Use financial information to decide on assortment and space allocation	✓	✓	✓
Create and customize floorplans	✓	✓	✓
Analyze floorplans		✓	✓
Integrate closely with IT-systems and operational processes			✓
Target Audience			
Sales & (trade) marketing people working for retailers	✓	✓	✓
Who are not necessarily full-time, specialized space planning experts with significant budgets	✓	✓	✓
Who want to efficiently create and communicate store layouts		✓	✓
Who want to evaluate and visualize the financial performance of stores	✓	✓	✓
Who want to be able to zoom in on shelf plans from the store layout	✓	✓	✓
Who create and maintain a significant number of floorplans and are looking for efficiencies		✓	✓
Who require/benefit from close integration with other IT-systems and/or operational processes		✓	✓
Merchandising & Usability			
Creating store layouts with		✓	✓
• Obstructions to reproduce elements as walls and pillars of the physical store		✓	✓
• Different types of fixture (wall racks, gondolas, pallets, etc.)		✓	✓
• Additional information with texts and images (cash registers, doors, etc.)		✓	✓

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<ul style="list-style-type: none"> Arrows and measuring rods to communicate dimensions 		✓	✓
<ul style="list-style-type: none"> Merchandise section in different colors to communicate merchandising strategies quickly 		✓	✓
<ul style="list-style-type: none"> Detailed information about shelf materials as shelf, notch bars, hooks, etc. 		✓	✓
Use a technical drawing as a background image to quickly reproduce the store		✓	✓
Linking Planograms or other detailed information to merchandise sections		✓	✓
Automatic linking with planograms in combination with Retail Shelf Planner and Retail Merchandising Center		✓	✓
“Drill Down” to detail level when planograms are linked		✓	✓
Linking Planograms or other detailed information to merchandise sections		✓	✓
Automatic linking with planograms in combination with Retail Shelf Planner and Retail Merchandising Center		✓	✓
“Drill Down” to detail level when planograms are linked	✓	✓	✓
Import and Export data via Excel	✓	✓	✓
Importing merchandise section data via Excel	✓	✓	✓
Use Dutch, English, French, German, Italian, Korean, Spanish or Portuguese for the user interface	✓	✓	✓
Planogram Output & Exchange			
Easy, yet powerful output features to communicate floor plan <ul style="list-style-type: none"> Copy to Clipboard Simple page layout with full floor plan on one page, headers/footers, logo 	✓	✓	✓
Advanced output features to communicate floor plans through a direct link with PowerPoint <ul style="list-style-type: none"> Splitting the floor plan across multiple pages Analytical highlight views of the floor plans 	✓	✓	✓

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Reporting			
Reporting through Excel templates with a focus on <ul style="list-style-type: none"> Merchandising (e.g. merchandise section per fixture) Allocated space for departments, merchandise section, etc. Required fixture material 	✓	✓	✓
Advanced reporting through Excel templates with a focus on <ul style="list-style-type: none"> Performance of categories versus the space allocated Performance of departments, product groups, categories versus the past / objectives / similar stores / ... 	✓	✓	✓
Create reports/analyses on different store layouts	✓	✓	✓
Analysis & Optimization			
Visual analysis capabilities to review the Floor layout, and the assortment for a wide range of variables like sales, profit, movement, ..	✓	✓	✓
Scorecard to quickly compare the performance of current store layout with two other elements (e.g. same period last year, objectives, similar store(s), etc.)	✓	✓	✓
Remove performance data from the planogram for sharing without confidential information		✓	✓
Centralized Merchandising Database (with Retail Merchandising Center)			
Loading floor plans from, and storing them in a merchandising database	✓		✓
Saving floor plans			✓
Importing merchandise section information from the merchandising database			✓
Use the merchandise section data in the merchandising database for the merchandise section library			✓
Importing performance data from the merchandising database to drive analyses and optimization to the next level	✓		✓
Automatically linking planograms with floorplans (via Retail Shelf Planner en Retail Merchandising Center)			✓