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CATEGORY MANAGEMENT

Floor Planning

Challenge: Maximizing store floor profitability

To increase margins, companies are constantly aiming to get the right product to the right store, on the right shelf, at the right time and price. However, there is another key consideration: realizing the full profit potential of every unit of retail space within each store.

Space on the store floor is a highly valuable, yet limited asset. Effectively managing store floorplans has proven to drive the highest sales gains per selling area, thus improving inventory turn and return on investment. Truly maximizing store floor profitability requires the right strategic and analytical tools and processes.

Solution: Optimizing selling space for competitive gains

Look to JDA® Floor Planning to help you easily and efficiently create and maintain precise store-specific floorplans. Part of the JDA® Category Management solution, JDA Floor Planning empowers the world's leading suppliers and retailers to optimize the position, performance and layout of merchandise categories. Whether administering top-down or bottom-up plans, JDA Floor Planning merges store design with category management initiatives to drive selling-floor effectiveness, achieve corporate goals and gain a competitive edge.

◆ **Key Benefits:**

- Maximizes selling-space effectiveness by merging floorplans with strategic category and corporate initiatives

- Boosts productivity and accuracy by streamlining floorplan management

- Reduces costs by modeling stores and destination categories before construction

- Optimizes category space allocation with automated macro-space planning capabilities

- Increases sales and inventory turn with powerful reporting and analysis capabilities that consider customer demographics and store performance

- Improves headquarter and store communications by sharing accurate, up-to-date floorplans

- Drives efficiencies and enhances floorplans with seamless integration with JDA Space Planning and JDA Category Knowledge Base

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Enhancing floorplan productivity and accuracy

Compatible with computer-assisted drawings (CAD) in DXF format, JDA Floor Planning enables your staff to quickly produce and manipulate store layouts. To ensure accuracy, store personnel can easily incorporate such details as the position of obstructions and electrical outlets, along with the size, shape and placement of product categories, fixtures and displays.

This easy-to-use solution also streamlines floorplan management processes by simplifying planning activities. Using a flexible, intuitive interface, JDA Floor Planning enables you to manage multiple floorplans concurrently. For improved efficiency, consistency and accuracy, you can easily add or replace fixtures and planograms across all store- or cluster-level floorplan sets.

JDA Floor Planning even makes resetting an entire category or laying out a new store practically effortless.

Ultimately, floorplans remain current, accurate and aligned with corporate objectives while store employees improve productivity and focus more on servicing customers.

Three-dimensional modeling of stores and destination categories

JDA Floor Planning's advanced architecture and visualization functionality saves significant resources. With lifelike, three- dimensional walkthroughs of new, redesigned and reset stores, you can ensure that category adjacency rules support corporate initiatives. For optimal space effectiveness, you can quickly review a store's floorplan spanning multiple fixtures for productivity and payback. Before initial store layout or subsequent store resets, you can resolve such issues as exceedingly narrow aisles, poorly allocated space, mismatched assortments and inefficient traffic patterns.

Manufacturers also benefit from JDA Floor Planning by designing destination categories and departments using three- dimensional models. Far less expensive than prototypes, these models are more dramatic and realistic than artists' renderings.

Sealing customer loyalty with store-specific floorplans

To encourage repeat business, stores must meet local consumer demands. JDA Floor Planning tailors each store's footprints and planograms to address unique customer demographics.

Using advanced reporting and analysis capabilities, JDA Floor Planning tracks store space and layout relative to merchandise performance. Featuring powerful hot-spot analysis tools, the solution systematically examines data at all organization levels, including store, department, fixture and planogram, to provide statistical information needed to optimize floor space. Conducting cross-category and multi-floorplan analyses, you can instantly compare your best and worst performing stores and adjust plans to improve selling-space effectiveness.

Allocating store space based on customer requirements will boost customer satisfaction and retention, plus improve inventory turn and sales.

Optimizing category space allocation

JDA Floor Planning delivers innovative macro-space planning capabilities. The solution automatically assigns planograms and optimizes space allocation based on performance measures and store-specific fixture space. Respecting planogram sizing and splitting constraints, JDA Floor Planning applies recommended planogram sizes to the defined fixture path for top-down planning or bottom-up validation.

For a more hands-on approach, the solution enables you to balance categories based on historic performance and forecast data, plus adjacent category comparisons. This powerful insight will maximize category space allocation and sales opportunities.

Leveraging floorplan and planogram integration

JDA Floor Planning seamlessly integrates with JDA® Space Planning to link store floors and fixture placement with product planograms for easy-to-create, customized store assortments that match consumer needs. The combined solution enables you to navigate through a "virtual store" with realistic planograms and product images so you can verify category adjacencies, validate product placement and arrange fixtures to optimize selling space. The solution set even helps you manage complete bill-of-material reports.

Together with JDA® Category Knowledge Base, JDA's industry- standard enterprise database, you'll easily manage, edit, analyze and publish data for maximum efficiencies. You'll streamline the design and implementation of each store's plan, plus gain enhanced views of the disposition of stores, fixtures and assortments.

Real Results

Companies that rely on JDA Floor Planning to deliver market-leading capabilities can realize significant results, including the following:

- Optimized space and category decisions
- Increased store floor profitability and customer satisfaction
- Maximized category space allocation and sales opportunities

Deploy JDA Floor Planning software via JDA Cloud Services

Protect your JDA software investment and increase business agility by having JDA experts manage, monitor and maintain your JDA solutions. JDA Cloud Services reduces your implementation time and risk while enabling you to quickly and easily deploy new functionality to keep pace with your changing business needs. With your software running in the JDA Cloud and upgrades included in your service, you will benefit from solutions that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.

About JDA Software Group, Inc.

At JDA, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

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