CATEGORY MANAGEMENT

Planogram Generator

Challenge: Generating high volumes of localized planograms

When it comes to generating planograms, suppliers and retailers struggle with quantity versus quality. Generic planograms can be produced quickly, but they fall short of catering to local consumer needs. Sales performance and customer satisfaction suffer as a result.

Localized planograms improve customer-centricity, but increase the volume of planograms that need to be produced. The resources assigned to create localized planograms can easily become overwhelmed, leading to strategic failure, dissatisfied consumers and missed opportunities.

Solution: Automating planogram generation to meet consumer demand, fast

JDA® Planogram Generator automates the high-volume production of optimized, store-specific planograms, taking into account user-defined merchandising instructions, fixtures, assortments and performance data. Companies experience increases in performance and productivity while achieving planogram quantity and quality.

With Planogram Generator, retailers and suppliers:

- Gain efficiency and competitiveness
- Improve market responsiveness

◆ Key Benefits:

- Automates the production of large volumes of planograms to scale to localization strategies

- Empowers planners to formalize and automate the tradeoff between space, assortment, capacity and product location

- Shifts focus of resources to optimization of planograms rather than building

- Uses automation to produce more planogram with better sales performance, quicker

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- Reduce missed sales and inventory levels
- Identify new assortment/range opportunities
- Shorten planning cycle durations
- Quicken deployment of plans to stores
- Migrate category talent from "builders" to "optimizers"
- Simplify application of merchandising rules
- Improve return-on-space

JDA Planogram Generator is available in two editions that optimize and automate planogram creation:

The **Enterprise Edition,** running on one or more batch servers, leverages the centralized data, process automation, and mass preparation features of a fully integrated JDA Category Knowledge Base (CKB) to deliver maximum scalability to generate thousands of localized planograms. This edition is available to all licensed JDA Space Planning users in a company.

The **Client Edition (myPG)** supports in-memory planogram generation using Planogram Generator Designer within JDA Space Planning. It is a single-user application that allows a planner to automate the generation of planograms on a smaller scale than the Enterprise Edition. Users can be brought up to speed quickly with JDA's myPG Go program.

Working smarter, not harder
By automatically generating planograms based on user-defined information, JDA Planogram Generator enables you to focus less on time-consuming planogram production and focus more on category analysis and market trends.

Retailers can greatly benefit from this highly innovative solution. Since the planograms generated already abide by merchant-driven, store-specific information, you can minimize the amount of manual planogram handling. And with the increased speed and volume of planograms generated, you can more efficiently tailor local assortments for more satisfied customers and maximized sales.

With JDA Planogram Generator, suppliers can differentiate themselves from other vendors that lack the tools necessary to meet their retail customers' growing demands for high-volume,

store-specific planograms. In addition to delivering a superior level of service, you can reallocate existing resources to more effectively manage categories and increase profitability.

Leveraging proven technology
Part of JDA's comprehensive Category Management solution, the Enterprise Edition of JDA Planogram Generator leverages the power of JDA's Category Knowledge Base to create large volumes of planograms across multiple middle-tier servers and enables merchandising data to be shared and used across multiple users and categories. Users, including vendors, stores, distributors, buyers and category managers, can submit large volumes of planograms into the automation process that refer to pre-configured scenarios to specify the data inputs and planogram templates prior to generating planograms based on store-specific or cluster-specific data.

Users appreciate JDA Planogram Generator's easy-to-use graphical user interface. The solution also tracks and documents each stage of a planogram's development, enabling you to more efficiently focus on areas that may require adjustments.

Streamlined planogram preparation, generation and administration
To effectively produce large volumes of optimized, store-specific planograms with JDA Planogram Generator, simply execute an efficient three-phase process:

1. **Planogram preparation:** The first phase is designed to streamline the overall planogram production process. During this phase, users determine the full scope of their projects, identify their key plans and build their planogram "to-do" list.

2. **Planogram generation:** During the second phase, JDA Planogram Generator takes the lead, producing a vast number of store-specific planograms in a flash.

3. **Planogram administration (Enterprise Edition):** In the final phase, users can approve or reject the developed planograms in the Category Knowledge Base. Approved planograms are moved through Life Cycle Management to Live and forwarded for store implementation. Any exceptions are adjusted and resubmitted to JDA Planogram Generator for completion.

Real Results

Companies that rely on JDA Planogram Generator to deliver market-leading capabilities can realize significant benefits, including the following:

- Enhanced profitability and market opportunities
- Increased store compliance with strategic mandates
- Increased customer satisfaction
- Improved return on space investment with fewer stock-outs

Deploy JDA Planogram Generator 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.

Using JDA, you can plan to deliver.
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