

Category Management Implementation, Advisory, and Planning-as-a-Service

Plantensive partnered with Sportsman's Warehouse to lead their Blue Yonder implementation, followed by Planning-as-a-Service (PaaS), which included planogram creation to accelerate time-to-value.

Client

Sportsman's Warehouse

Services

Planning-as-a-Service (PaaS) – Planogram Creation

Expertise

Blue Yonder Space Planning, Open Access, Category Knowledge Base (CKB), Shadow Training, Process Alignment

Industry

Outdoors sporting goods retailer

Challenge

Sportsman's Warehouse elected to implement Blue Yonder Category Management Suite as their solution to manage planograms and floorplans, in addition to other solutions from Blue Yonder leveraging Blue Yonder's Platform. All planograms needed to be created from scratch and floorplans built from existing architectural files. Compatibility with external systems was paramount to creating a seamless Retail and Supply Chain Planning processes. The client's existing core team was needed to maintain their daily operational tasks while also supporting the design, testing and training phases of implementation. Sportsman's Warehouse executive leadership wanted to accelerate the value realization and therefore leveraged Plantensive's PaaS capability to accelerate Planogram build activities.

Solution

Plantensive partnered with Sportsman's Warehouse to provide guidance on best-in-class configurations and processes, while also managing the relationship between the client and the Blue Yonder implementation team. Plantensive supported Sportsman's Warehouse by ensuring seamless integration with inventory systems and developing the updated process for product dimensions and images.

After the Go Live phase, Sportsman's Warehouse entrusted the creation of planograms to the Plantensive team. In addition to taking full ownership of planogram builds, we established processes for documenting merchandising strategies, importing assortments, managing the build schedule, and created several processes to support quality control reviews by Sportsman's, once Planograms were built. Throughout the program, Plantensive also assisted with various miscellaneous tasks such as continuous training on the applications, reporting, and print layouts for the planograms. Plantensive integrated with the Sportsman's Warehouse team for the duration the PaaS engagement, taking ownership of the results, and gradually transitioning the tasks over to Sportsman's internal team.

Results

- **Accelerated Time-To-Benefit** by leveraging Plantensive's PaaS capability from 8 months to 4 months.
- **Reduced burden** on the Sportsman's Warehouse team allowing them to focus on daily workload and floorplan creation.
- **Best-in-class processes and configurations**, ensuring efficiency and excellence in the client's initial planograms and store communications.