



Strategic Assortment

The most flexible, rapid and transparent assortment planning and optimization solution for retail

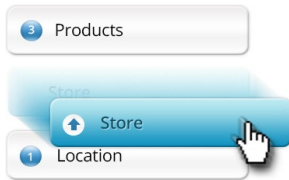


Assortment planning is where the wheels meet the road, and where your retail offer is critical to engaging your customers, differentiating yourself in this continually changing market and growing your bottom line. As if this wasn't complex enough, your customers are ever more demanding, with ever more information at their fingertips; the continual progress of new lines being introduced into the market can make planning your assortment prone to missing the opportunities or not engaging your customers through assortment plans which are targeted to your consumers.

Most retailers simply don't have the capacity or the technology to create localised assortments for every customer segment; or have business processes which are creaking under the strain of these opposing objectives coupled with the huge amount of data to be turned into information.

Wouldn't a solution which brought together all these things into an easy to use, automated and transparent system improve your bottom line?

- Potential of double digit sales lift from better targeting of products to customers.
- Quicker time to value through easy implementation process.
- Better visibility of planned range consequences on your stores, channels, brands and mix.
- Much quicker cycle times possible for major resets. Agility = value.
- Provides the ideal launch pad for moving to customer centric planogramming.



Rapid

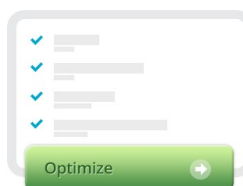
Being able to pull together your assortments whilst ensuring your new assortment is focussed on your customer can be a long process. With drag and drop functionality you can quickly target assortments at your customers. The recommendation system ensures you have the best mix of products to meet your merchant rules.

Transparent

As complexity grows the consequences of your actions become more opaque, meaning you spend more time on spreadsheets than getting results. Strategic Assortment gives you crystal clear accurate analysis of your planning allowing you to quickly see the consequences of your new assortments on your customers and bottom line.

Customer centric

Targeting the right products at the right consumers in the right quantity can be daunting as the complexity ramps up. Strategic Assortment makes consumer centricity simple. You can quickly drag and drop your strategy to target your consumers where it's profitable and at the same time ensure you don't make your supply chain inefficient.



Item	Quantity
	●
	●
	●
	●
	●
	●
	●
	●
	●
	●

Market insight

You can see your own sales data, but what about your competitors. Bringing these data sets together can be a huge problem. Strategic Assortment has built-in features to import and analyze market information right alongside your own data. You can see what your competitors are selling and how your own sales compare with theirs.

Optimize

Information is power, but most of the time you're surrounded by insights and reports all pointing in various directions. With Strategic Assortment, a simple press of a button will optimize your assortments so each one is targeted at your consumer, ensuring that every one of your channels is best served. The built-in optimization engine then produces an optimal assortment of products for every consumer.

Inventory

You've produced the perfect assortment but now you pass it onto your merchandising team and it has to be sometimes radically altered to fit into the hundreds of permutations of space across your estate. All these changes make your trading plans out of date and uncertain. Strategic Assortment provides you with assortment plans which are guaranteed to fit the available space in your stores.

About Galleria

Galleria is the leading provider of retailer and supplier category planning, automation, optimization solutions and consulting services. With its comprehensive product suite, Galleria provides customer-focused solutions for data warehousing, management and insight, workflow management, clustering and the automation and optimization of assortment and space planning, all of which are supported by detailed analytics and reporting solutions, designed to meet the needs of retailers and manufacturers. The net result is that users realize significant benefits including: increased sales, enhanced margins, reduced waste/mark-down and accelerated inventory turns.

Galleria's flexible solutions can be hosted by Galleria and/or operated as both desktop and integrated solutions as well as being provided as pure consultancy services. Galleria currently works with many of the world's leading retailers and manufacturers including A&P, Coop Denmark, East of England Coop, Giant Eagle, Maxima, M.Video, Morrisons, One Stop, PARKnSHOP, Safeway, Tesco, Unilever and Woolworths.



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