



# Space Planning

Accelerate performance with optimized, visual-based spacing and planograms

## Business Context/Challenge

When it comes to optimizing available store space, suppliers and retailers often struggle with quantity versus quality. Generic planning – from planograms to space planning tools and more – can be done quickly, but rarely is tailored to meet local demand. As such, the results are dismal, unlocalized, and often lack cohesive data to back up decision-making. Especially in a time where merchandisers need to improve company profitability and enhance customer satisfaction, this is just not good enough.

## The Blue Yonder Solution

Part of Blue Yonder's comprehensive Category Management portfolio, Space Planning enables you to quickly and profitably optimize, manage, analyze and distribute detailed in-store planograms.

Space Planning's store-specific merchandising capabilities allow you to optimize the position, performance, and layout of product categories to meet local consumer demand. Along with this, accurate shelving and fixture data helps optimize assortments by detailing exactly how much space is available to support that demand.

Seamless integration to Blue Yonder's comprehensive category management portfolio ensures that floor planning, assortment and clustering remain synchronized, enhancing workflows while helping to facilitate smarter decisions and improved accuracy.

The end result is higher sales & profit margins, more accurate and localized product location data, and better store-to-store results.



## Key Benefits

- More localized space plans, ensuring **higher compliance and better store-to-store results**
- More accurate **product location data**
- **Less waste** due to poor product allocation and awareness
- **More efficient planning** across all merchandising teams
- **Increased space productivity** more sales per shelf
- **Exponentially faster** merchandise planning and execution, with zero project latency in-between



---

## Collaborative Planning

Space planning teams know what their customer buying habits are, as well as prevailing sales trends and their own overall targets and budgets. In that same vein, assortment planners understand the optimal product mix to ensure success across every customer segment and cluster. Combining this knowledge together and filtering it through a shared, centralized knowledge base allows teams to work faster, more easily maintain core assortments, and ensure each store's localized assortments align with their individual consumer preference.



---

## Automation Within Easy Reach

Planogram automation considers user-defined merchandising instructions, fixtures, assortments, and performance data - all captured within the wider Blue Yonder platform. This is then used to deliver a high volume of optimized, store-specific planograms based on user-defined parameters powered by trustworthy, accurate data. The end result is that your teams are now free to focus less on manual work and more on strategically optimizing available space in every store.

---

## Interconnected Category Management

Space Planning natively connects with the rest of Blue Yonder's Category Management solutions, delivering a comprehensive value set for your entire business:

- Category Knowledge Base
- Strategic Assortment
- Clustering
- Floor Planning