BlueYonder

Strategic Space

Leverage AI to deliver merchandise-ready floor plans that make shoppers smile

Business Challenge

Floor space is one of the biggest investments retailers make, and a key driver of the in-store experience. Evolving formats, new stores, re-fits of ageing stock and seasonal resets, are encouraging a renewed focus on macro space agility. Yet no two stores are exactly alike – in either layout or shopper dynamics - which creates undesirable complexity in a largely manual process. Little wonder that floor plans are rarely updated, despite constantly evolving trends and shopper behaviors, resulting in potential improvements hitting the too hard basket due to the effort required.

The Blue Yonder solution

Strategic Space solves the challenge of trying to manually optimize against real world layout constraints by embedding AI into the space planning process, significantly boosting productivity. By generating ready-to-implement floor plans, space managers can quickly and accurately optimize constrained macro space with updated planogram sections that are placed on the floorplan, in the correct location and set to the correct size.

High levels of automation dramatically reduce the human effort involved in the floor planning process while improving the quality of floor plans at the most granular level, matching the output of the best human space planners in considerably less time, allowing more time for higher value tasks such as 'what if' analysis - that incorporate real world fixture constraints - that have previously been impossible to complete at scale.

The result?

An updated floor plan that is ready to implement in stores, whether for an entire store, a department, a single aisle, or a handful of bays. The value left on the table today because the effort outweighs the benefit can be realized without human intervention.

Key Benefits

Increase profit by

+20%

Optimize inventory by

+60%

Significantly less effort to update floor plans with no loss of quality to key metrics:
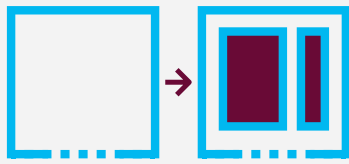
Whole store update
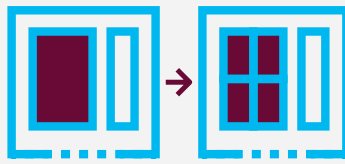
20% faster

Department update

70% faster
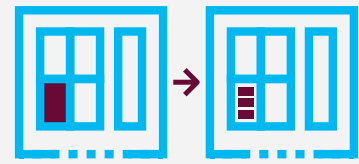
Allocation Group

90% faster

Create high quality merchandise-ready floor plans in minutes at any desired macro space level:

Store to Department

Department to
Allocation Group

Allocation Group
to Planogram

Solution Offerings

Merchandise Ready and Store Specific
Optimizes store specific floor plans considering merchandising rules, fixtures, and planogram performance, avoiding the need for users to review recommendations.

Modern User Experience
Activity-driven user interface allowing users to compare current and proposed layouts and performance scoring, with clear visibility of magnet points to assist in review through the shopper's eyes.

Explainable and Intuitive
Keeps users in control of the macro space planning process by deploying an open rule-based analysis framework with step-by-step view of actions, with the ability to drill into anomalies as required.

Scenario-ready
Add the functional capability to quickly assess floor planning scenarios against real world layouts across single stores or clusters to maintain positive shopper engagements for longer.

Targeted Updates
Specific areas of a store can be targeted for update – from allocation group to entire store – supporting the smaller, more frequent macro space changes such as seasonal changes or store-specific changes to local competition that are often deferred due to resource constraints.

Key Features

- **Implementation Ready Plans** - Advanced algorithms ensure that the optimization will work in a real store without human intervention

- **AI-driven Workflow** - AI and data science drive the space allocation against real-world layouts and fixture constraints

- **Evaluation-based Framework** - Incorporates, grouping, sorting, fixture, and merchandising style changes via outcome evaluation rather than a rules-based approach

- **Adjacency and Elasticity** - Drive improved optimizations through the use of adjacency matrices and space elasticities

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