

Revionics®

Macro Space Optimization

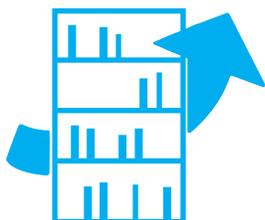
Right-Sizing Store Space to Maximize Profit



Revionics® Macro Space Optimization uses strategies, individual store performance, extensive item data and predictive science to create optimized store-specific space allocations. This along with store and category opportunity rankings allows retailers to intelligently allocate their labor budgets, lower their inventory costs and achieve the greatest return on space, fast.

Helping You Fit 10 Pounds in that 5 Pound Bag

People and real estate are a retailer's most valuable and most costly assets. If either are under-utilized it is costly to the bottom line and detrimental to the top line. Traditional space planning tools are manually intensive, and in-store space adjustments are costly, but there is a continuous need to refresh and localize assortments. Leading retailers are working to maximize their space planning solutions by focusing on where, how and when to make those adjustments. They are using real science and strategy to maximize current store space and find opportunities for the growth of new categories and initiatives.



The Highlights

For those with limited time

- Cross-Store Analytics
- Store-Specific Space Recommendations
- Executing Top/Down Strategies & Goals
- Space Calculated from Item-Level
- Executable Recommendations Using Existing or Planned Floor & Shelf Dimensions
- Configurable Strategies & Rulesets
- Integrates with Current Floor Planning Tools
- Scenario Planning & Transparency

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But Wait, There's More!

SEEING THE FOREST... AND THE TREES

Retailers often see top down but miss the bottom up. They can identify trends and clusters but they don't have visibility down to the store level. Revionics Macro Space Optimization always optimizes at the individual store level and then rolls up for cross-store reporting. The process allows you to keep sight of any outliers at the store or section level. It also allows you to drill down to the store level for more extensive and costly projects like remodels or resets. Revionics Macro Space Optimization delivers the most accurate space recommendations, ensuring that your investments are the right ones.

MAXIMIZING REAL ESTATE INVESTMENTS & TIGHT LABOR BUDGETS

Real estate is expensive and labor budgets are tight. You need a way to focus where space changes will deliver the biggest return on your investment. Cross-store analytics enable you to identify trends across stores and clusters along with the expected return, so you can prioritize and get started on those quick and easy wins.

ENSURING STRATEGY TRANSLATES DOWN TO EXECUTION

Category strategies are meant to drive particular goals and targets for particular categories, but it's easy to lose sight of those strategies during the long and complicated space planning process. Revionics Macro Space Optimization drives recommendations directly from those individual category strategies while considering the practical space requirements and rules--giving you the most optimal space recommendation.

IT'S NOT ALL LINEAR

Floorplans and planogram sets at their very core are matched together based on linear space. How much running linear space is in the store versus the running linear space of the planograms I want to use? This is great for two-dimensional planning but not so good for space optimization based on desired financial results. Traditional floor plans and planograms software use one aggregated and averaged value for a category to determine its priority over another category, but this approach falls short in terms of realistic value. Revionics uses item level performance and space data to create algorithmic space curves to calculate the diminishing level of return for each item, category, section and store.

MAKING EXISTING FLOOR PLANNING SYSTEMS SMARTER

Current floor planning systems do a great job at getting the nuts and bolts together, but they aren't true optimization engines. Revionics Macro Space Optimization maximizes your investment in your current tools. It works with your current tools to send back optimal and strategic space recommendations, convert under-utilized space and maximize return.

SIMULATION

Asking "What-If...?" and wanting to see what happens is natural. It allows users to ask questions, get the answers and become more confident in their decisions. Revionics allows you to drill into each space recommendation and simulate alternative scenarios like adjusting strategies, rule-sets and even shelf dimensions to help drive the optimal results you're looking for.