



## SAS® Retail Space Management

End-to-end control of the planning process

### What does SAS® Retail Space Management do?

SAS Retail Space Management enables retailers to create optimal store and fixture space and optimized local space plans based on the analysis of product placement, usage and performance. As an integrated part of the SAS Integrated Merchandise Planning suite, the solution gives you detailed, end-to-end control of the entire planning process – financial, assortment and space – within a common data and analytical foundation.

### Why is SAS® Retail Space Management important?

SAS Retail Space Management helps retailers increase margin, maximize sales, improve customer satisfaction and drive inventory productivity by aligning store space allocations and shelf assortments with consumer demand. The solution enables retailers to maximize returns from their two biggest investments – store space and inventory.

### For whom is SAS® Retail Space Management intended?

SAS Retail Space Management is designed for brick-and-mortar retailers and their vendor partners to collaborate on space management and performance. All business functions and levels of management have visibility into space and inventory performance KPIs.

A well-managed shopping environment attracts customers, prevents stockouts, drives inventory productivity, reduces operating costs and, most importantly, increases the financial performance of the store. The challenge to grow same-store sales can no longer be considered an isolated corporate headquarters issue. Retailers need to tap into the details and knowledge spread across the organization in order to manage store space profitability.

SAS provides a scalable and complete retail space management solution that supports all of your space planning and optimization needs, increasing effectiveness and response times. SAS lets you manage assortment-to-space allocation hierarchically, with both top-down and bottom-up views of performance. You'll have detailed control of the entire planning process – financial, assortment and space – within a single data repository and be able to automatically generate ideal, store-specific planograms.

Our solution provides a broad range of capabilities:

- Power to target local market assortments with store-specific space plans.
- The most powerful predictive analytics available.
- Business workflow that coordinates space planning and fosters collaboration.
- Intuitive and flexible user interface that speeds user productivity.
- Detailed control and visualization of the planogram creation process.
- Seamless versioning, assignment, tracking and sharing of space plans, including related content.

SAS Retail Space Management promotes and aids collaboration across functional groups and vendor partners, allowing management teams to have greater visibility into important business metrics. Powerful automation, optimization, graphics, workflow and analytics provide an easy-to-use solution that fosters better decisions faster to take space planning and optimization to the next level.

### Key Benefits

- **Increase revenue and inventory productivity.** SAS Retail Space Management lets you determine optimal floor and shelf space allocations so that each store is merchandised with an assortment that best meets customer demand. This helps retailers achieve the best overall return on invested capital by driving top-line sales while maximizing returns on both inventory and shelf space investments.
- **More efficiently map assortments to planograms.** SAS Retail Space Management integrates space allocation with inventory, assortment planning and replenishment processes, facilitating higher levels of collaboration between display planners and merchants. Assortment plans are deployed on planograms that incorporate best practice visual merchandising and presentation display techniques to enhance the customer's shopping experience.
- **Improve planogram performance visibility.** The solution stores planogram components in a relational database that supports a variety of cost, dimension and user-configurable attributes, enabling the retrieval of detailed information about each pegboard, shelf, beam, sign and SKU.



- **Enhance planogram content and change communications.** Distribution packages incorporate layout and spreadsheet views of planogram data that are configurable in terms of content and format. You can then distribute report packages to a network location or printer as PDF files. The solution's Store Layout Viewer lets users navigate and view changed planograms using a Web browser.

## Solution Overview

SAS Retail Space Management uses the most powerful predictive analytics available to enable business workflows that coordinate space planning and encourage organizationwide collaboration. SAS provides an intuitive and flexible interface that speeds user productivity by giving you detailed control and visualization of the planogram creation process.

### Create planograms online

SAS' new online planogramming capabilities are innovative. Retailers can extend the reach of space management participation to stores, merchants and suppliers using a secure online planogramming client – driving faster quality decisions.

### Collaborate via the Web

The new Web platform extends the scope of who can easily participate in making better planogramming decisions. Retailers can assign vendor responsibility to analyze planogram results, create and propose new planograms, including how new items replace exiting items and standardize input forms for proposed new items and promotions. Category managers, store operations teams and executives can provide feedback during the process and before distribution.

### Meet local market needs

The solution is designed to generate large volumes of store-specific planograms based on store specific available space, assortment, fixture configuration and display standards.

### Effectively manage your location hierarchy

This solution supports the use of a 10-level hierarchy structure for organizing retail space assets. The location hierarchy is used in conjunction with merchandise and time hierarchies to facilitate performance analysis. Therefore, users can focus on location objects within the store – departments, areas, sections and planogram contents.

### Accurately capture retail location dimensions

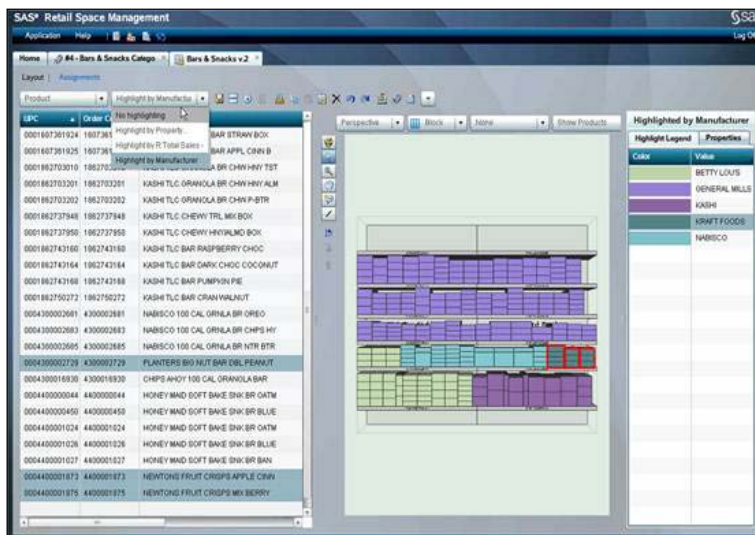
Users can define and manipulate regular locations with a drag-and-drop interface in cases where approximate display dimensions will suffice. More precise measurements for non-rectangular space are supported using StoreCAD Plus to interface with AutoCAD.

### Gain detailed control and visualization of the planogram creation process

SAS provides unparalleled control over the entire planogram creation process, including fixture components (pegboards, shelves, uprights, beams and pegs) that are defined in SAS retail data libraries and match actual hardware used in store displays. These components can be assembled using a drag-and-drop interface that features “snap into place” logic to prevent component mismatching. Users can access photorealistic 3-D views of planogram layouts, which are rendered and viewed using pan, zoom, rotate and drill-in controls. SAS provides robust product display formatting options for orientation, rotation, stacking, filling, nesting and capping.

### Correctly version and assign planograms

SAS gives you visibility into the locations where a specific planogram is assigned for a given time, providing complete management of the planogram life cycle. You can copy a new version, apply necessary amendments and assign the new version to the same locations as the previous version without having to open individual store layout drawings.



*Extend the reach of space management participation to stores, merchants and suppliers using a secure, online planogramming client.*

Prior to approving assignments, the solution performs a series of audits to check conditions, such as size mismatches or insufficient lead time. The Planogram Assignment feature can deploy planograms at multiple store locations simultaneously.

#### **Calculate capacity, allocated and used space**

Space productivity measurements need to make allowances for non-selling space in a store footprint. SAS Retail Space Management automatically calculates such productivity factors and allocated selling space for use in analysis. In addition, procedures for calculating space metrics are built into the database, and space metrics are aggregated across the location hierarchy.

#### **Automate the planogramming process**

The generation of store-specific planograms can be automated, based on the category-level space plan, desired assortment, physical layout and fixture dimensions of each store.

## **Key Features**

### **Space planning – online planogramming**

- Interface is intuitive, features a zero-footprint client that has a simple and powerful search, rich multimedia content, fast page- and content-loading 3-D effect graphics.
- A vendor-neutral planogram XML file format – PGMX.
- Local languages available.

### **Collaborative planogramming**

- Web platform extends the scope of who can easily participate.
- Retailers can assign vendor responsibility to analyze planogram results.
- Reviewers can provide feedback during the process.

### **Space optimization for local market needs**

- Products are grouped and sequenced according to display standards and merchandising goals.
- Product attributes influence the vertical position of each product.
- Planograms are generated based on a combination of constraints and guides with the ability to align assortment width and inventory depth to the many possible customer segments and more.

### **Location hierarchy management**

- Definition and management of the retailer's location hierarchy using spreadsheet and graphical views at each level.
- Configurable naming and location structuring.
- Drill-down navigation.
- Support for multiple channels.

### **Store location dimensions and positioning**

- Capture of accurate dimensional data for store, department, area and planogram locations.
- Drag-and-drop interface for rectangular locations.
- StoreCAD Plus support, with an interface to AutoCAD, for non-rectangular spaces.
- Precise calculation of square and cubic feet.
- Spreadsheet views of store locations.

### **Planogram construction process control**

- Detailed control over planogram construction using physical attachment rules and attributes.
- Configurable attribute listing.
- Orientation, rotation, stacking, filling, nesting and capping formatting options.
- Zoom, angle view and drill-in viewing options.

### **Planogram assignment and versioning**

- Versioning of planograms to enable remerchandising, product substitutions, changes in assortment mix or fixture modifications.
- Unlimited version support.
- Easy-to-use interface.
- Simple multistore planogram reassignments without store layouts.

### **Planogram publishing and sharing**

- Distribution of planogram reports to store locations using PDF or HTML formats.
- Configurable graphical or spreadsheet views.
- SAS Planogram Collaborator for exporting and importing planograms.

### **Space calculations**

- Calculation of capacity allocated and used space for financial performance reporting.
- Built-in procedures for calculating space metrics.

### **Automated, store-specific planogramming through space optimization**

- Ability to establish product affinity groups.
- Arrangement of product affinity groups per category strategies.
- Automatic product positions and spacing adjustments to achieve key merchandising objectives.

## SAS® Retail Space Management Requirements

To learn more about SAS Retail Space Management system requirements, download white papers, view screenshots and see other related material, please visit [www.sas.com/retail-space-mgt](http://www.sas.com/retail-space-mgt).



*Flexible fixturing, including softlines, grocery and hardlines.*