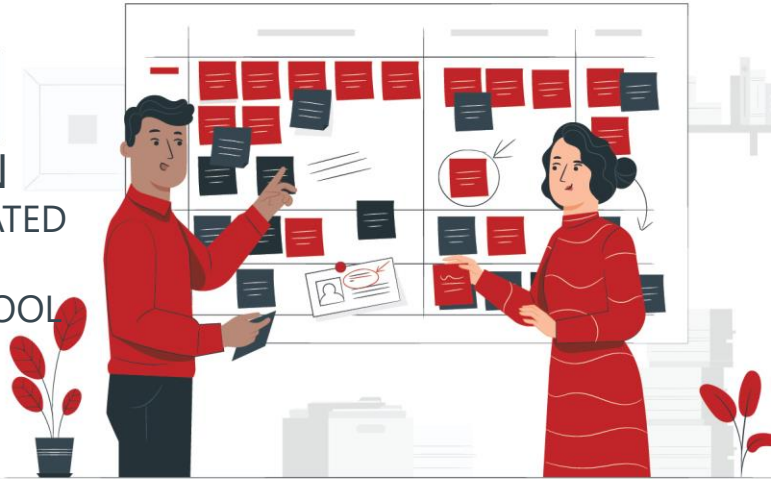


ACHIEVED
100%
AUTOMATION
BY USING DEDICATED
PLANOGRAM
MANAGEMENT TOOL



CLIENT

Leading Global IT Company

CHALLENGES



- Manual methods for deploying and managing the planogram arrangement for exclusive stores.
- Outdated processes to create, update, and manage the store planogram layouts.
- Delays in planogram adherence at the store manager level and lack of timely updates.
- Planograms created using obsolete methods like PowerPoints and Excls.
- Manual and time-taking roll out process due to dearth of automated communication mechanisms.
- Lack of dynamic environment required for inclusion/exclusion of products and placement changes to maximize visibility of new/focused products.

BUSINESS OBJECTIVE

- Understanding the importance of implementing automated planogram management for exclusive retail stores.
- Undertaking adoption of cost-effective and dedicated planogram software for elevating customer experience and maximizing ROI.

PROGRAM EXECUTION

- Denave's proprietary Planogram Automation tool was implemented. It leveraged AI-led image processing and computer vision to automate the creation, updation, and templization of planograms.
- The tool supported online approval mechanisms and a one-click roll-out of planograms across stores, along with integration to third party tools in client ecosystem for 360-degree viewing.
- Denave facilitated a quicker turnaround on the creation and roll-out process for timely deployment of consumer-focused planograms to drive compliance, maximise visibility and improve sales.

DENAVE TOOL FEATURES

- Web-based login for admin, field team and store managers
- Centralized repository of all the planograms
- 360-degree view of latest and previous planograms
- Planogram download



ADMIN ROLE FUNCTIONALITIES

- Updated individual planogram at micro level with multiple use cases
- Bulk swap and replace updates for more than one planogram
- Templatization of planograms for multi-brand stores with no fixed store layout
- Track the history of changes done on individual planogram
- Real-time communication of updated planograms to store managers & promoters



OVERALL IMPACT

- Automated repetitive tasks and achieved 90% reduction in manual work
- 100% automation across all the verticals using dedicated planogram management tools
- 50% reduction in rollout time by building, updating, and deploying planograms across all the stores in just a few clicks
- 80% reduction in operating cost
- 4-7% increase in sales



For more information contact Denave experts! Our retail solution experts will help you develop, deploy, and manage a dedicated planogram management program for ROI maximization.