

REDUCING STORE PLANNING AND IMPLEMENTATION COSTS WITH **SMARTSPACE® SOLUTION**

Case Study: SmartSpace® Solution — Convenience Store Retailer

A convenience store retailer needed a solution to cut store planning and implementation costs

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The customer is a convenience store retailer operating circa 2300 stores throughout Europe, Russia, Scandinavia and the Baltics. RGIS has now delivered its SmartSpace® solution suite across a Citrix based environment designed to improve communications with the Head Quarters and satellite offices. This will ultimately improve individual store and company-wide performance by significantly cutting store planning, approvals and implementation costs during product realignment, refits and/or new store builds.



REQUIREMENT

The convenience store retailer required the ability to analyse and report on store layouts, sales, profit and margin performance, so required RGIS to provide the following:

- · Encourage store level merchandising
- Store clustering for analysis and comparison
- Seamless links to third party applications
- Improve management control of store space planning
- 3D modelling of store merchandising layouts
- · Obtain store merchandising data quicker
- Identify opportunities for departmental reviews, store refurbishments, introduction of new product categories and new store formats



SOLUTION

The convenience store retailer partnered with RGIS to complete the space planning software solution, and provided the following:

- Macro store planning system:
 - · Macro store plans new and existing stores
 - · Importing existing planograms
 - · Importing third party micro space data
- · Store spatial values including fixtures and planograms
- · Equipment types and numbers of fixtures
- Planogram to store allocation
- Performance reports geographically and store size
- Capability for users to customise and create reports

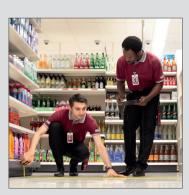


RESULTS

The convenience store retailer found by outsourcing the space planning software solution to RGIS, the following was achieved:

- Improved performance for both individual stores and company-wide
- Significantly reduced store planning approvals
- **Reduced implementation costs**
- · Made product realignment, refits and new store builds more efficient with less costs
- Full integration with SAP system and third party application

By partnering with RGIS, revenue has increased given the reporting insights that measured performance by zone, product allocation and planogram/category adjacencies, thus allowing store-specific and global changes to be implemented and improve gross results



A sales uplift was also calculated based on the remodelling of existing space within stores to its optimum configuration

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SmartSpace[®]



Full Integration



Informed Data



Cost Saving



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