

What could you do with an extra 142 hours?

Symphony EYC Assortment Management

- Supports best practice
- Core template can be adapted to local requirements
- Flexible data integration
- Minimal training & support requirements
- Raises level of professionalism perceived by the trade

Assortment Reviews

Enables an in-depth analysis when required

Clear visibility of recommendations and benefits

Balanced assortment, provides new listings from existing SKUS and NPD

Improvements in distribution of high Rate of Sale products

Allows you to conduct “quick” but thorough analysis

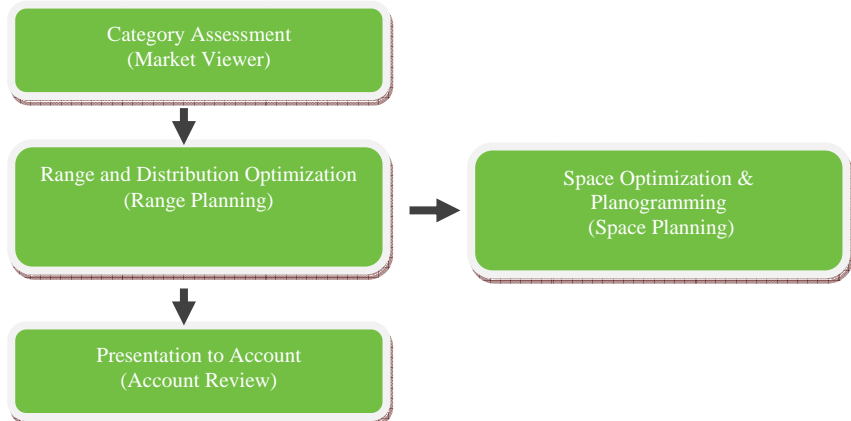
Identifies growth opportunities quickly

Conducting range reviews can take many days or weeks, Symphony EYC Assortment Management only takes hours or days. Assortment Management can help you consolidate the latest data, and effortlessly guide you through the range review process. A variety of ranging techniques have been developed but they are usually very labor intensive with a high percentage of the total project time devoted to processing the raw data. This reduces the amount of time available for analysis, range changes and review.

Now with this fully integrated set of modules in Assortment Management, a coherent process and structured approach to each product category is offered. Assortment Management is a flexible application that supports & optimizes the category management process. It is a scenario modelling application that enables optimization of range, distribution, space & margin.

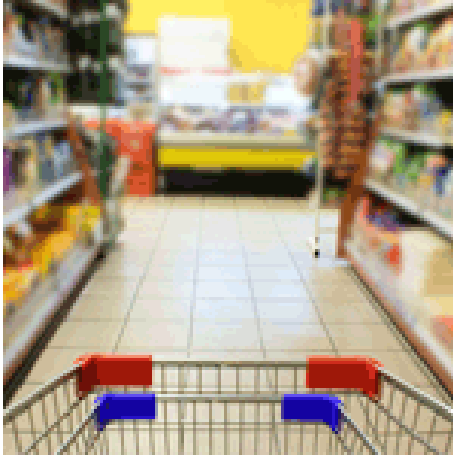
Assortment Management consolidates all the data, both EPOS and Consumer Panel, to perform a range review and then leads the category analyst through the review. Unique analytical views provide valuable insight into product / segmentation performance and ensure that an optimized and balanced range that meets the requirements of the consumer is quickly produced. It is a sophisticated data manipulation tool that enables you to automate much of the category analysis, range planning and planogramming processes.

Symphony EYC Assortment Management Process Overview



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Assortment Management Features

- Market Viewer Analyses which includes full category performance assessment
- Detailed optimization of assortments
- Commercial impact assessment
- Custom segments based on your decision tree and your shopper
- Ability to integrate external planograms to analyze and model space vs. sales
- Quick solution and self installed on each computer to work offline

Benefits

- Significant savings in time to conduct reviews
- Unique analytical views to give a competitive edge to range planning
- Develops robust arguments for listing decisions
- Quickly produces balanced ranges and provides the competitive edge in preparing arguments for distribution changes
- Structured workbook approach increases accuracy and encourages a consistent approach
- Assortment and planogramming in one tool reduces time taken to complete a range review
- Ensures that the data you import into the system is complete and correct before you start the analysis
- The time required to conduct in-depth reviews are reduced by 80% giving you more time to focus on changing and implementing your strategy
- Effective Assortment Planning can lead to more than 5% growth in sales
- Promotes a consistent approach to range planning
- Process ensures that proposed ranges are robust and actionable