

Mobile Shelf Management

Sustain planogram compliance, maximize ROI and regain control



Research shows that as manufacturer field and retailer store operatives move category items around on the shelf, compliance to the agreed planogram rapidly drifts away. This planogram erosion severely undermines the accuracy and effectiveness of category management efforts. Manufacturers trade and promotion planning loses its impact, retailers get a distorted view of shopper demand, forecasting and ordering accuracy decreases, and store operatives waste time on unplanned restocking. Stores lose sales and customer loyalty as a result.

With Mobile Shelf Management from Symphony EYC, you can now accelerate planogram implementation, improve compliance and take control of in-store shelf management. Available as an app for smart phones and tablets, the cloud-based service enables manufacturer field and retailer store operatives to access and capture information whenever and wherever required, and receive instant reports.

Equip your teams with technology that works the way they want to

Companies know that merchandising success depends on using fast and efficient tools to stay competitive. With Mobile Shelf Management, store and field teams now have a more convenient and efficient way to do their jobs and take control of in-store shelf management.

Sustain planogram compliance and reduce IT costs with hosted service

The cloud based service delivers instant feedback. As soon as you request a planogram compliance check, a comparison is made against the agreed planogram, and you receive an exception report that identifies assortment or placement non-compliance.

This means you can effect change there and then at the point of identifying issues. In addition, you gain all the benefits of a hosted service: a light footprint into your IT organization, no infrastructure costs, and an easy to manage subscription payment.

Increase the value of category planning and labor investments

By extending their space management capabilities to the store, manufacturers ensure they implement agreed planograms and improve the ROI of their category planning investments. Exception reporting also enables team resources to be effectively allocated to address those stores where there are regular compliance issues. Retailers benefit from more granular planogram data as it fits the reality at individual store level and allows them to execute restocking routines more efficiently.

React instantly to the effects of versioning

As new versions of planograms get released in response to changes in shopper demand, store operatives depend on timely visibility. Now you can be sure of compliance in-store because stores can react instantly and confidently to category resets using a smart device.

- Access and transfer information in real-time
- Collaborate for effective merchandising
- Reduced impact on IT with hosted service in the Cloud
- Increase value of category planning and labor investments
- Maximize investment in NPD and trade promotions

By improving planogram compliance, Symphony EYC's Mobile Shelf Management solution empowers teams to make the right products available to customers at the right time, in the right place – every time.

Retailers wishing to verify a shelf layout can use the service to implement resets and drive sustainable compliance.

Manufacturers implement agreed shelf plans, capture an existing fixture in-store and monitor compliance.



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Fix inaccurate dimension data at the shelf

One of the biggest problems category teams face is attempting to build planograms based on inaccurate dimension data. Items missing, unused space on the shelf and the long-term effects of planogram erosion all create an inaccurate picture of the instore reality. With a hosted mobile service in the hand, field and store operatives can co-operate effectively to fix the problem of inaccurate dimension data

Maximize new product introductions and trade promotions

The sheer number of new product introductions and special promotions can easily swallow up a store's labor budget. With rising demands in-store, staff can find it near-impossible to maintain planogram compliance. This creates availability issues often leading to a decline in sales. A hosted mobile service helps retailers reset shelves faster in line with agreed planograms, so they reclaim lost sales and customer confidence. As a result, manufacturers maximize the ROI from their new product introductions and impact of trade and promotional activity.