Retail Space Optimization

Drive High Product Availability and Increase Customer Satisfaction

- **Drive high product availability levels and reduce lost sales**

- **Achieve high customer satisfaction through shopper-centric assortments**

- **Reduce costs by minimizing waste and in-store mark downs**

- **Ensure planogram-to-store accuracy and compliance**

- **Drive rapid ROI through accelerated deployment**

Symphony EYC's Space Optimization suite provides all the tools and resources necessary to improve performance and get ahead in an increasingly competitive market.

Symphony EYC's Space Optimization suite gives customers the ability to take a strategic view of their macro space allocation, automate planogram production as well as deliver sustained on-shelf compliance.

These solutions enable consistent, accurate execution of category plans and new product introductions at any required level of granularity. All of its components can be adapted to fit specific retailer or manufacturer needs.

With Symphony EYC's Space Optimization approach, collaboration between retailers and manufacturers can be implemented throughout the category management process. The solutions ensure that merchandising strategies can be effectively implemented and retail operations optimized.

Macro Space Planning & Evaluation

Symphony EYC's Macro Space Planning enables you to develop store plans, analyze store layouts and plan the use of space at the macro level. The solution produces floor plans that accurately represent both physical and performance characteristics while allowing retailers to analyze product and category performance within the aisles and departments of specific stores. The result is a more effective merchandising strategy, increased sales, and improved customer satisfaction.

Building the Planogram Template

Used by thousands of space planners worldwide, Symphony EYC's Space Planning solution enables you to manually create and analyze planograms. The solution allows you to build virtual planograms that accurately represent retail space and optimize plans through a "what-if" process. Space Planning also offers comprehensive, customizable reporting capabilities you can use to quickly and easily translate complex business data into user-friendly reports that can be tailored by audience. The Space Planning solution meets the requirements of category managers in corporate headquarters, sales professionals out in the field and staff that only need to capture shelf data, create, modify and execute planograms in the store.

Automating Planogram Production

Symphony EYC's Space Automation dramatically improves the retail space planning process by automating and reducing the time required to generate planograms. Space Automation scales from desktop to enterprise supporting current and future requirements as well as delivering a rapid ROI.

With Space Automation you automate the production of large volumes of planograms based on your category-specific business and merchandising rules. You can also easily manage new product introductions and delists, as well as manage exceptions without interrupting production.

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- **Flexible – Meet HQ, field and store team requirements**
- **Affordable – Achieve Rapid ROI easily deployed and scalable solution**
- **Consistent – Ensure everyone works to the same plan**

Assortment/ Space Synchronization

Macro Evaluation

Planogram Template

Planogram Automation

Plan Sign-Off

Publish Category Plan to Stores

Execute Plan at Shelf

Monitor Compliance

Strategic Review

Planogram Publishing

Symphony EYC's Planogram Publishing is an easy-to-use web-based system that lets you quickly distribute planograms to their point of use. The solution allows for mass distribution of merchandising strategies through planograms, and outputs can be tailored by both planogram and user audience. The results are faster implementation and increased store compliance, as well as improved speed to market. Symphony EYC's Planogram Publishing is available in both desktop and enterprise versions.

Executing the Plan at the Shelf

With Symphony EYC's Mobile Shelf Management, you accelerate planogram implementation, improve compliance and take control of in-store shelf management. Available as an app on 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 compliance reports.