

Perspectix adds automatic planogram generation to Retail Solution

The P'X Retail Solution combines store and fixture planning, assortment planning and merchandising in a single software solution, thus digitizing the cooperation between retail centers, stores and their external service providers. With automatically generated planograms for different locations, Perspectix further streamlines processes.

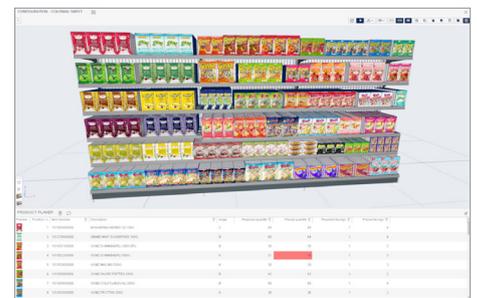
The P'X Retail Solution can initially be used to create furnishing concepts for sales areas: Whether DIY store or boutique, checkout counters, refrigerated counters or shelving systems are planned from 3D catalogs on the original floor plans. Head offices, stores and shopfitters benefit from uniform information bases and digital communication options during project-related collaboration. Once a store's "digital twin" has been created, it remains available for all changes and conversions. In this way, promotions can be planned, displays placed or new rules implemented. Central planning can be coordinated via browser with the PoS, who can access all plans, 3D views, images and parts lists via mobile device. Manufacturer-specific catalogs and the company's own furnishing databases speed up planning and ensure a uniform look.

These "digital twins" are assigned to product groups during assortment planning and finally assigned articles that are displayed directly in the 3D environment. Now Perspectix opens up the possibility for head offices to automatically generate planograms for specific stores. To do this, structural layouts are first created, a macro level that is independent of products and facilities, in which areas are assigned specific product groups. The existing structure layouts can now be applied to a "digital twin" of a store for

automatic planogram generation. This can either be done interactively with the planner, or fully automatically. In both cases, a graphical planogram is created that visualizes the merchandise displays with the respective products. Other views display brands, suppliers, sales, margins or categories of the products directly on the product carriers, thus improving analysis options. During planning, the solution provides assortment values such as square meters, number of articles, or floor meters, and calculates initial fill quantities for merchandise at the push of a button. The P'X Retail Solution obtains article data and turnover quantities from merchandise management and ERP systems.

This data can be used to generate automatic statistical evaluations that are used to optimize store design.

The solution includes web-based communication services for the points of sale. The stores can access the centrally stored data 24/7 and always have appealingly visualized information at their disposal. The P'X Retail Solution thus forms a central platform for the entire store management. It supports the planning work of the head office, the cooperation with external suppliers and the daily work at the point of sale.



Automatic planogram generation for stores improves efficiency and profitability for retail chains

About Perspectix

Perspectix AG in Zurich implements sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into a technologically leading solution provider for the sale and project planning of products with many variants. Users of the P'X Industry Solution benefit from experience from complementary user industries: Mechanical engineering, plant construction, electrical engineering, furnishing, shopfitting, storage and logistics systems. The P'X Retail Store Solution provides users with a tailor-made solution for store planning, assortment design and store evaluation. By combining sales optimization, graphic project planning and product lifecycle management in a forward-looking technology, Perspectix is now a strategic supplier to well-known manufacturers and retail chains as well as a partner to leading IT houses.