



## Technology enables store-specific planograms.

At its core, the planogram generated by a space management software is a financial tool. The product on the shelf, demographics of the store location, variety of products available and merchandising strength behind each item are designed to generate sales. And, while a visually appealing display is desired, in the end, the most effective planogram is the one that generates the most consumer satisfaction, as well as, increased sales for the retailer and manufacturer alike. Leading retailers and manufacturers are now automating the creation of **store-specific planograms** - that is, instead of one planogram covering an entire chain or group of stores for a category, the transition is being made to tailor store plans to each store's unique selling conditions.

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Technology has made store-specific planograms a reality for those retailers and manufacturers willing to invest in the technology and processes to reap the rewards available. Identifying product assortment, space and positioning opportunities by store and neighborhood to increase customer loyalty and sales is now a reality. POS data combined with demographic data creates a powerful tool that predicts sales while reducing out-of-stocks and optimizing store efficiency.



Opportunities for increased distribution based on store-by-store needs can be found. Store-specific planograms encourage more effective collaboration between retailers and manufacturers which means more payback for both. There is something good for everybody with store-level planogramming. The gains in sales and efficiency and proactive problem resolution will more than pay for the additional investment.

### Our Mission

Image recognition analysis of digital pictures to enable store-level measurement and management of in-store execution.

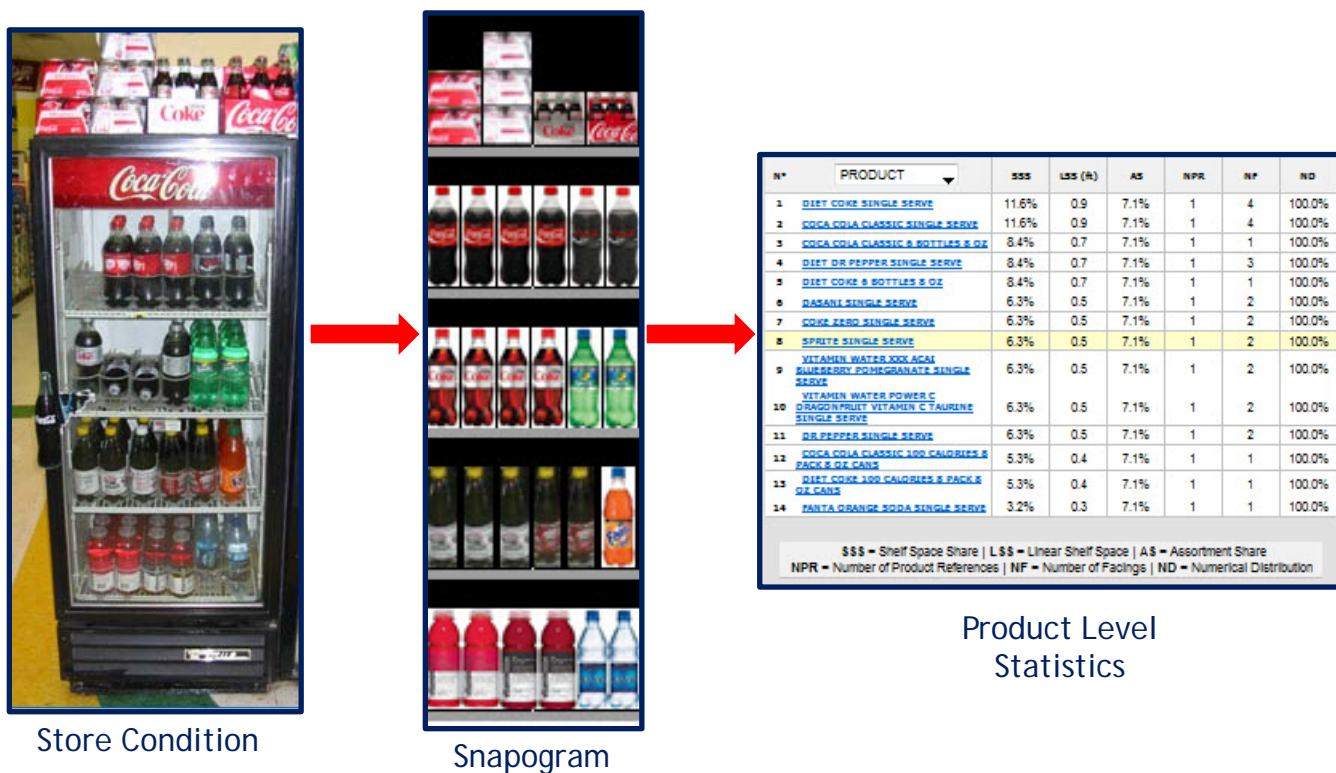


## Where to start?

A critical component of store-specific planograms is understanding what is currently on the shelf in your category in each store. Traditional methods for collecting this information are time consuming and potentially error prone. ShelfSnap utilizes a digital image of the current store shelf conditions and using image recognition, identifies each product, location and number of facings on the store shelf creating a Snapogram. Or a planogram that contains the current store shelf condition.

This Snapogram easily exports as a .psa or .pln file to import into Spaceman, JDA or Apollo. Plus, the actual store picture is always at your fingertips for reference.

Now, you have an accurate, store-specific starting point.



## ShelfSnap™ - automates the planogram measurement process

Your base store-level snapogram is captured. Your store-specific planogram is created. Now, use ShelfSnap ongoing to measure the compliance level of each store's implementation.

Unmeasured efforts are unmanaged costs. Until now the measurement of these activities was expensive and fraught with error and distortion. ShelfSnap, using the picture as the data input device, makes measurement and therefore management affordable, accurate and undistorted. When you continuously measure store-specific planograms, you not only monitor your customer's needs but you improve business efficiency as well.

For more information on how ShelfSnap™ can help you measure your store by store planogram execution, call us at 847-996-1077 or email Mike Spindler at [Mike.Spindler@ShelfSnap.com](mailto:Mike.Spindler@ShelfSnap.com).