

# ORACLE RETAIL MACRO SPACE MANAGEMENT



MAXIMIZE THE RETURN ON INVESTMENT OF YOUR RETAIL STORE SPACE.

## FEATURES

- 3-D floor plan generation
- Fixture and asset management
- 3-D photo-realistic visualization planograms
- Planogram and display maintenance
- Performance analysis
- Drawing automation
- Seamless AutoCAD integration, including native AutoCAD fixture library

## BENEFITS

- Depicts each store in 3-D virtual walk-through for easily assessing sales opportunities
- Links store-specific floor plans to upstream planning and downstream execution systems
- Analyzes and maximizes return on merchandisable and nonmerchandisable space
- Connects floor plans to financial data to highlight categories or planograms with dynamic colors according to sales performance

*As retail companies strive to provide in-store services and localized amenities to offer a differentiated shopping experience, the planning and execution of retail floor space become a top priority. Oracle Retail Macro Space Management optimizes retail space for maximum profitability and provides retailers with photo-realistic, three-dimensional floor plan views of each store. This maximizes the return on investment (ROI) and utilization of space, one of a retailer's most precious assets.*

## The Challenges of Space Management

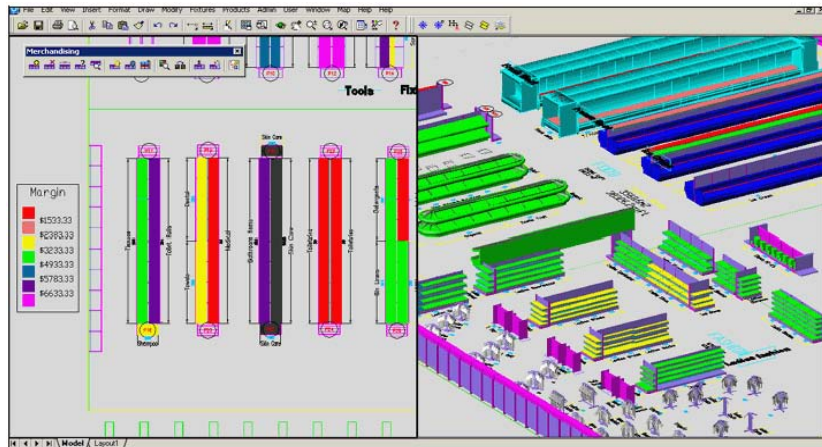
Retailers seek to meet local consumer needs by customizing assortments, store layouts, merchandisable and nonmerchandisable space, and unique promotions. They must do so while also maximizing profit and ROI from every inch of each store's space. This requires appropriate planning of space allocation—from the floor space assigned for each category to the shelf capacity for individual items. However, the lack of visibility into each individual store's actual fixture and space constraints means that prototype store layouts and one-size-fits-all planograms are developed. As each individual store strives to achieve localization, it can be difficult to ensure that what it executes meets headquarters' overall category goals and corporate objectives. Furthermore, because space planners at headquarters rarely have visibility into and an accurate understanding of the actual modifications performed at each individual store, future space planning becomes cumbersome.

In addition, retailers often manage space planning in a silo, leading to significant disadvantages throughout the retail organization. For example, retailers that manage space with no regard for category-level roles, strategies, and objectives may find themselves having adjacencies that do not complement one another or not allocating enough space to high-demand categories. Further, space constraints such as fixture capacity must be communicated and understood throughout the supply chain. If constraints are not communicated downstream, there is a risk of inaccurate inventory planning, inadequate service levels, and out-of-stocks on the shelves.

## Maximize the Profitability of Your Space

Oracle Retail Macro Space Management provides a solution to these common but difficult issues and enables retailers to achieve maximum profitability across every square foot of their stores. It provides a link between merchandising and store planning, construction, operations, and inventory management. Oracle Retail Macro Space Management also allows for the creation and automation of detailed floor plan layouts—including fixture capacity, location, and merchandisable and nonmerchandisable space. The environment leverages AutoCAD and enables seamless integration with the retailer's existing drawings and eliminates the need for

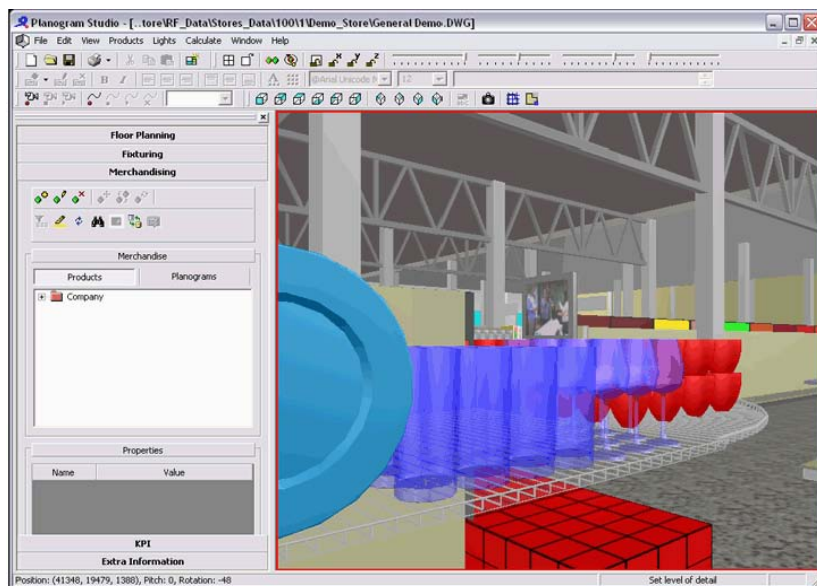
redrawing. These store floor plans can then be linked to shelf planograms. Importantly, Oracle Retail Macro Space Management offers all of this in a photo-realistic, dynamic interface.



**Figure 1. Leveraging an AutoCAD environment, Oracle Retail Macro Space Management integrates planning, development, and construction processes to seamlessly and efficiently manage the process of developing and executing merchandising initiatives.**

### Visualize Your Stores with Powerful 3-D Capabilities

With Oracle Retail Macro Space Management, retailers can visually develop store prototypes; incorporate merchandising changes; and manage floor plans, fixturing, and planograms—all in a three-dimensional, walk-through environment. Powerful visualization tools automate the creation of 3-D store prototypes and costing analyses from existing store floor plans, decreasing the time needed to develop, evaluate, and approve new store models. Leveraging store-specific macro space optimization tools as well as internal rule sets, Oracle Retail Macro Space Management automates the process of maintaining detailed floor plans.



**Figure 2. Using advanced visualization capabilities, retailers can identify, implement, and maintain highly effective and cohesive merchandising strategies across stores.**

### **Key Features of Oracle Retail Macro Space Management**

Oracle Retail Macro Space Management is an integrated store floor and shelf space solution that delivers comprehensive functionality to empower retailers to maximize their return on space.

**Store-specific floor plan management.** Automated drawing maintenance tools allow for the seamless incorporation of fixture and planogram changes to all affected store floor plans.

**Planogram maintenance and publishing.** A performance-driven planogram maintenance tool enables retailers to centrally manage planogram information while sharing and updating information with store-level personnel.

**Store category space and adjacency analyses.** These analyses leverage powerful category and planogram performance metrics at the chain, cluster, and store level to identify potential floor or planogram adjacency opportunities across the entire store. Importantly, this solution integrates with Oracle's proven optimization analytics, maximizing space utilization.

**Drawing automation and two-way CAD communication.** Automated drawing management tools ensure that store-specific drawings can be created and maintained in a dynamic merchandising environment via two-way communication with AutoCAD. This integration with a retailer's CAD process and its item management, supply chain, and planogram development processes ensures that changes that affect the store's floor plan are seamlessly incorporated, with minimal user intervention.

**3-D store plan visualization and maintenance.** Detailed fixture and store environmental libraries enable photo-realistic, walk-through environments of a new or prototype store.

**Single common relational database.** A common relational database—leveraging Oracle Retail database technology—stores detailed reports on inventory, fixturing, merchandising, and space/performance return.

**Integrated fixture takeoff and ordering.** Direct integration with existing fixture libraries and manufacturer ordering information enables Oracle Retail Macro Space Planning to deliver version-specific fixture takeoffs and fixture ordering for store plans. Additionally, a store difference report highlights additions and returns to stock of fixtures and fittings from remodel and remerchandising initiatives.

### **About Oracle Retail**

Oracle is the number one provider of innovative and comprehensive industry software solutions for retailers - enabling organizations to serve their customers better by applying insight into daily business decisions for more profitable results. With software that provides supply chain, operations, merchandising, store systems, optimization as well as enterprise applications and infrastructure software, Oracle partners with the world's leading retail companies, including 20 of the top 20 retailers worldwide, to transform the economics of their businesses.

**RELATED PRODUCTS**

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For more information about Oracle Retail Macro Space Management, please visit [oracle.com/retail](http://oracle.com/retail), email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com), or call +1.800.ORACLE1 to speak to an Oracle representative.



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