Oracle Retail Macro Space Management and In-Store Space Collaboration

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 becomes a top priority. Oracle Retail Macro Space Management helps optimize retail space for maximum profitability and provides the ability to execute and publish floor-plan and planogram changes across multiple stores. Oracle Retail In-Store Space Collaboration is tightly integrated with Macro Space Management and enables stores to collaborate with headquarters to ensure that plans accurately reflect the reality of the store.

The Challenges of Space Management

Retailers seek to meet local consumer needs by customizing assortments, store layouts, merchandisable and non-merchandisable space, and unique promotions. They must do so while also maximizing profit and return on investment 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 is executed 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 tactics may find themselves not allocating enough space to high-demand categories or having adjacencies that do not complement one another. As such, fixturing capacities must be communicated and understood throughout the supply chain to minimize the risk of inaccurate inventory planning, inadequate service levels, and out-of-stocks on the shelves.

Manage Floor-Plan Life Cycle

Oracle Retail provides a solution to these common but difficult issues through the creation of detailed floor plan layouts, comprising merchandisable and non-merchandisable zones, fixturing, merchandise and signage. The environment leverages AutoCAD and enables seamless integration with the retailer’s existing drawings;
KEY BENEFITS

- Floor-plan life cycle management
- Planogram decision support and maintenance
- Space-performance analysis
- Automated floor-plan publishing
- Automated planogram publishing
- Seamless AutoCAD integration
- 3rd party 3D planogram import
- Floor-plan hot-spotting of performance, validation and operational issues
- 3D virtual walk-through
- Fixture and asset management
- Signage management
- iPad support

 Oracle Retail Macro Space Management manages the floor-plan life cycle using an Oracle relational database to record every piece of equipment, merchandise and signage within each store, providing the ability to produce accurate equipment and merchandising reports for any point in time. It also enables mass changes to be made against the database, using features such as planogram substitution, to automate changes against one or multiple stores. Together with the automated floor-plan and planogram publishing, Macro Space Management provides retailers with a tool to execute store specific floor-plans and manage the floor-plan and planogram life-cycles in one easy process.

Maximize Space Profitability

By integrating financial data, space performance can be analyzed (such as sales per square foot) with the ability to superimpose the information on the floor-plan using hot-spotting, thereby enabling retailers to achieve maximum profitability for their stores.

Collaborate with Stores and Enable Compliance

Oracle Retail In-Store Space Collaboration enables store personnel to access floor-plans remotely, accessing the same relational database used by Oracle Retail Macro Space Management, using either a desktop computer or iOS device. This integrated system allows current and future plans to be compared in order to view pending floor-plan and planogram changes.

Furthermore, with the Macro Space Management’s ability to import full 3D planograms from third party applications, store personnel can view and print the detail behind each planogram change, right down to product item on a shelf; providing the necessary information to implement the changes.

Once floor-plan changes have been implemented, stores can confirm compliance by flagging the fixtures and planograms have been changed. Any implementation issues that occur can be red-lined and noted to clearly communicate the problem back to corporate, which can view the mark-ups and take necessary actions to resolve the issue. Additionally, if authorization is granted, stores can make both fixturing and merchandising changes directly in the floor-plan; which are then reflected back in the Macro Space Management CAD plan.

Visualize Stores in 3D

Oracle Retail Macro Space Management also offers the ability to model the store in 3D, enabling the retailer to “walk the store” in a near photo-realistic virtual environment; eliminating the time consuming process of mocking up an aisle when developing and evaluating new planograms or store models.

This environment also allows signage to be added and reviewed, checking for sight-lines and visual impact.
Oracle Retail Macro Space Management and Oracle Retail In-Store Space Collaboration share a common database and infrastructure, so changes made in one are automatically reflected in the other. Macro Space Management is designed for heavy use by highly-trained corporate store planners, whereas In-Store Space Collaboration is designed for use by corporate or store personnel, with minimal training.