



## Overview

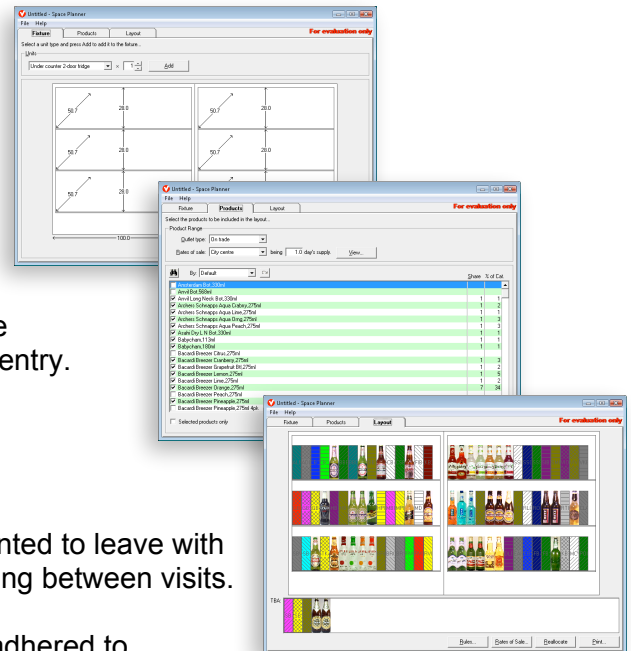
**Now you can merchandise centrally, implement globally and customize locally. Make sure your shelf space is setup the way you designed it with dynamic planograms from Versatile Spaceplanner.**

As a merchandiser, you want to make sure your products are best displayed to attract your customers. That means creating alluring displays that are consistent, easy to see and tailored to the demographics of your shoppers. This is no easy task, and it involves complex planning by your head office and exact execution by your field sales and merchandising reps. But it also means your field reps need to have flexibility to adjust the planogram to fit specific shelf, counter or refrigerated spaces.

### ***Versatile Space Planner is the answer***

A Tablet PC based application; it allows your reps to create customized planograms in three easy steps:

1. Replicate the fixtures in the store by selecting the available shelf or refrigerator space from a library of configurations, or by manual entry.
2. Select the product range for this layout by applicable market shares, determined by region, or by manual entry.
3. Customize the displayed planogram to meet the customer's requirements, within the limitations defined by your head office.



The final planogram may be saved for future use, and printed to leave with the local store manager, ensuring consistent merchandising between visits.

It's that easy! Now you can be sure your shelf plans are adhered to in the field while allowing on the spot adjustments as needed.

Keep reading to find out how *Versatile Space Planner* helped a world-class beverage company to automate merchandising and increase sales.

**Versatile** specializes in implementing business critical information technology solutions, uniquely combining our proven intellectual property with premier partner technologies to provide our customers with the competitive edge needed to succeed in today's environment. From the data center to the desktop and from the warehouse to the customer, Versatile Systems has innovative solutions that will revitalize and energize your business. Whether its generating revenue, creating efficiencies, engaging customers, or managing the distribution channel - Versatile has the products and the people that make complex technologies work.





## CASE STUDY

### The Customer

Diageo is the world's leading premium drinks business with a collection of beverage alcohol brands across spirits, wine and beer categories. These brands include: Smirnoff, Johnnie Walker, Guinness, Baileys, J&B, Captain Morgan, Cuervo, Tanqueray, and Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in over 180 markets around the world.

### Business Challenges

Diageo merchandisers visit customers and are responsible for ensuring that the refrigerators are stocked to a pre-defined standard in order to maximize sales. This standard is defined by the number of facings of each product, refrigerator type and market value share by region or rate of sale.

#### Diageo's challenge was to:

- ▶ Ensure that customer's refrigerators are filled to Diageo requirements
- ▶ Ensure consistency across customer displays
- ▶ Provide a flexible rules base to field merchandisers
- ▶ Improve merchandiser's performance by speeding up each call

### The Traditional Business Process

Under the existing procedure, merchandisers were using PowerPoint presentations to create refrigerator layouts for each customer. There was no method for manipulating the refrigerator layout or applying any further business rules. The merchandiser emailed a request back to head office for a specific plan to be produced.

The process did not allow the representative to leave a record of the refrigerator layout with the customer for future use or to save the layout.

The process was inflexible, time consuming and expensive for both field and head office staff. The merchandiser had to make multiple visits to the same customer in order to provide a facings plan. The merchandiser could not make recommendations based on flexible business rules and had to frequently involve head office personnel. It was also reasonable to expect that the refrigerator was filled incorrectly between visits.

### The Objective

Diageo envisioned an automated system that would provide "on the spot" stocking decisions thus improving customer satisfaction, employee productivity and resulting in increased sales. Joe Kearns the Category Planning Manager for Diageo Ireland succinctly described the requirements: "A tool that will allow Diageo representatives to build custom plans for their customers, based on market shares, simply and easily."

### The Automated Solution

Versatile Systems, Inc., a company with 15 years expertise in automating the mobile workforce, proposed using the merchandising feature in their **Sales Supervisor** software product to provide this automation. Versatile worked with Kearns to design an easy to use self-contained application for the field merchandisers. The result was **Versatile Space Planner**, a stand-alone application that allows the local merchandiser design customized planograms by selecting the following to produce the layout:

- ▶ The available refrigerator space, from a library of refrigerator configurations or by manual entry
- ▶ The applicable market shares, determined by the region, or by manual entry
- ▶ The product range for this layout

The refrigerator plan is then displayed, and the merchandiser may manually manipulate the layout to meet the customer's requirements, within the limitations as defined by Head Office. A bar graph showing the relationship between the market shares of products and their allocated shelf space can also be displayed. The merchandiser can then save the layout and/or print it, enabling a copy to be left with the customer.

### The Outcome

**The initial pilot project using the new software was so successful that it has been expanded to all marketing reps in Ireland.**

The objectives of providing a consistent but easy to use shelf-planning tool have been met. Diageo merchandisers now have the freedom (within the rules created by Head Office) to tailor planograms to each outlet's requirements.

**Merchandisers no longer have to wait for emails from Head Office, reducing the number of visits to the customer.** Head Office is no longer required to create individual planograms to order and therefore administration time has been greatly reduced. Printed copies of the planogram are left at the customer, ensuring that refrigerators are correctly stocked between visits.

**This resulted in increased sales.**



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