SmartSpace by RGIS

SMARTSPACE® SOLUTION EXPLAINED

Maximise the return on your spatial investment through real-time data

SmartSpace is an intelligent Macro Space Management and Planning Solution that provides the tools for retailers to streamline and automate time consuming, resource heavy retail floor planning and management requirements

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SmartSpace is an intelligent Macro Space Management and Planning Solution that provides the tools for retailers to streamline and automate time consuming, resource heavy retail floor planning and management requirements.

We enable you to maximise the return on your spatial investment through efficient and accurate planning based upon real-time data and up to the minute analysis of your store space and merchandise placement including virtual reality walk through.

SmartSpace Modules

SmartSpace is made up of many modules, each designed to give power and flexibility that manual user input cannot offer.

Saving time and making common tasks quicker and simpler can make a big difference. To read more about how each of these modules can help your business streamline its space management.

STORPLANNER

StorPlanner is an integrated solution with a sophisticated graphical engine and intuitive user interface for creating and editing detailed store plans, which can encompass building structures, equipment and merchandising layers.

SmartSpace graphical front end provides users a connection TO and a method OF editing data within a central database, holding store specific information. This in turn allows other SmartSpace modules to interrogate, analyse and report on that single or multi store layout information.

FEATURES AT A GLANCE

- Sophisticated graphical engine
- Intuitive user interactive
- Create and edit detailed store plans

LAYOUT COMPARISON

Using the **Layout Comparison** module store layouts can be compared against each other or against a template layout, comparing equipment, equipment parts, planograms, merchandise categories and even departments.

FEATURES AT A GLANCE

- Compare store layouts:
  - Against each other
  - Against a template layout
- Compare many category types:
  - Equipment
  - Equipment parts
  - Planograms
  - Merchandise Categories
  - Entire Departments

REPORTING AND ANALYSIS

Reporting and Analysis is the primary interface for interrogating store specific information created by store layouts planning. It creates sophisticated queries for record selection, and can generate reports in several designs and file formats, including graphical reports.

FEATURES AT A GLANCE

- Sophisticated queries
- Reports in many formats:
  - Adobe PDF
  - Crystal Reports
  - Microsoft Excel
  - Microsoft Word
  - Rich Text

SEARCH AND REPLACE

Updating hundreds or even thousands of store layouts with the very latest planogram revision can be a very slow and impractical process if it's being completed manually and on a file by file basis.

FEATURES AT A GLANCE

- Automated batch processing
- Keep 1000s of store layouts up-to-date

One of SmartSpace's major North American clients keep thousands of their store layouts up-to-date using the SmartSpace planogram **Search and Replace** module. For this retailer maintaining over 3000 store plans is no longer a **problematic 560 man-hour task**, it instead takes just **two hours a day** to batch process without the need for any manual user intervention.

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DATA TOOLKIT

Data ToolKit lets you see tables and views from the central database, simplifies the creation of complex SQL based custom reports, and offers a data import/export facility.

FEATURES AT A GLANCE

- Simplifies creation of complex SQL reports
- Data import/export facility

SECURITY AND WORKFLOW

Security and Workflow lets administrators manage every aspect of the suites application accessibility, and the functionality available to specific user groups or individual users, as well allowing the management of a layout files life cycle workflow from proposal to archive.

FEATURES AT A GLANCE

- Manage application accessibility
- Specify by user or by user group
- Manage workflow life-cycle

PLANOGRAM TRANSFER

Planograms from third party applications can be imported into the SmartSpace database for use in store layouts, through the SmartSpace **Planogram Transfer** module.

FEATURES AT A GLANCE

- Import planograms from third party applications:
  - Nielsen Spaceman
  - Blue Yonder Space Planning
  - Apollo

SIGN MANAGEMENT

The **Sign Management** module is used to create and manage the promotional signage utilised within todays modern store layouts. These signs can be free standing such as overheads, or directly to fixtures such as header boards.

FEATURES AT A GLANCE

- Create and manage signage
- Free standing or attached signage

APPLICATION MANAGER

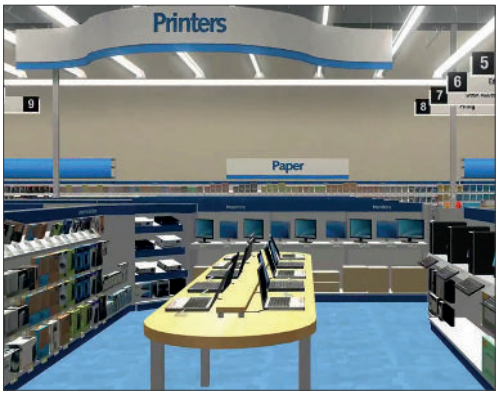
The **Application Manager** module allows users to manage system centric information and can help to ensure that planograms, products, fixtures, assemblies and parts are kept up-to-date.

FEATURES AT A GLANCE

- Manage system centric data
- Keep components up-to-date

STORVISUALISER

StorVisualiser creates photorealistic 3D visualisations by automatically combining 2D SmartSpace store plans, with the planogram data imported from third party applications, including the application of product images. Apart from the obvious wow factor, the results can help space planning departments make informed architectural or store layout decisions, without the need to pay huge design agency fees.



FEATURES AT A GLANCE

- No more design agency fees
- Deliver visuals to ANY device:
  - Television screens
  - Projector screens
  - Desktop PCs
  - Tablets
  - Smart phones
- Make space planning decisions
- Full training and support

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Case Study

Multi-national convenience store/gas station operator

Our customer is a Convenience Store retailer operating circa 2300 stores throughout Europe, Scandinavia and the Baltics, and Russia. RGIS has now delivered its SmartSpace solution suite across a Citrix based environment designed to improve communications with their Head Quarters and satellite offices. This will ultimately improve individual store and company-wide performance by significantly cutting store planning, approvals and implementation costs during product realignment, refits and/or new store builds.

REQUIREMENT

The customer identified a need to implement a Citrix capable macro space planning tool which would replace their current system, accelerate existing internal store planning processes, link to their existing micro space (planogramming) application and allow direct association of planograms to their store layout plans. The solution required the ability to analyse and report on the effectiveness of store layouts in terms of sales, profit and margin performance. Seamless links to Nielsen Spaceman and SAP were essential.

The key objectives of the project were to:

- Replace their existing store planning application that was not Citrix compliant.
- Ensure that all data inputs and outputs into and from their existing store planning system were maintained, improved and made to work.
- Support the change in culture towards improved management control of store space planning.
- Ensure that the measures put in place to encourage store level merchandising compliance and cultural change have been effective before proceeding.
- Obtain store merchandising data quicker.
- Store Clustering so that like for like stores could be analysed, compared and planned together, ensuring that particular strengths and issues can be accommodated for.
- Improve the accuracy of store level merchandising data (actual data rather than assumed).
- Improve the measurement of the effectiveness of planograms in individual store layouts/configuration.
- Enable the use of 3D modelling of store merchandising layouts.
- Increase the number of space changes in stores that are ‘right first time’.
- Integrate with and utilise data from existing merchandising systems used within the customer’s business. This included integrating with the third party micro space database and importing its merchandise hierarchy and planograms for association directly to fixtures within the store layout plan.
- Allow users to employ the analysis techniques of clustering and decision trees.

In addition to this the solution needed to support various planning, ordering, scheduling, and workflow requirements of multiple business units and locations including Planning, Merchandising, Purchasing and Store Operations, so that the different business units were unified and working with the ‘one version of the truth’.

*The solution required the ability to **analyse and report on the effectiveness of store layouts** in terms of sales, profit and margin performance*

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SOLUTION

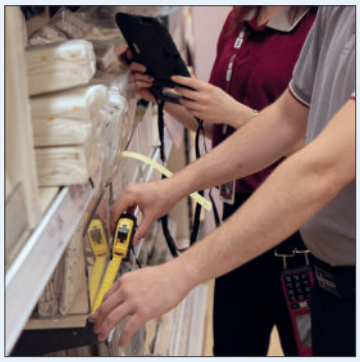
Considering the objectives of the project and each of the business units involved, a fully-integrated, turnkey, and best-of-breed, macro space planning suite was the customer's best option: RGIS' SmartSpace Solution. SmartSpace would ultimately enable quicker and more accurate decisions regarding space utilisation and juxtaposition of categories with an improved service in stores, as well as facilitating the efficient maintenance of accurate records of store level macro space and the actual merchandising of products in stores. They wanted to be able to optimise the use of every inch of merchandise space in stores. In order for them to achieve this objective, they need to be able to quickly analyse performance data and identify opportunities for:

- Departmental reviews
- Store Refurbishments
- Introduction of new product categories
- Introduction of new store formats

SmartSpace would deliver the criteria for the project's success including:

- A macro store planning system with the same 'look and feel' as AutoCAD, that will allow users to create macro store plans for both new stores and existing stores (looking at revamps/extensions, and departmental reviews) by importing existing planograms and the underlying data from the third party micro space system, thereby ensuring store plans are generated based on analysis of data rather than 'what feels right'.
- SmartSpace interfaces with a number of data stores including SAP BW, in order to access additional supporting data for analysis, which is not currently used or accessed from within the third party planogramming system, to include sales and margin data, product data, customer insight data, stock loss data etc.
- SmartSpace also had to feed the Store Clustering hierarchy from SAP in order to maintain the links between the stores within SmartSpace and the store level data within SAP.
- As well as providing users with the capability to create store plans, SmartSpace allows users to analyse stores both a spatial level and a performance level.
- SmartSpace had to also output this spatial data out to the current third party system through newly developed interfaces and processes scheduled to be run on the SmartSpace database.
- SmartSpace allows users to view stores plans in 2D and 3D.
- SmartSpace has a number of standard reports covering the following 4 areas, whose SQL templates were also used to generate the data exports to SAP:
  - Store spatial values, which included linear, square meter and cubic meter (volumetric) values for both fixtures and planograms.
  - Equipment types and numbers which detailed the number of each class of fixture within each store.
  - Planogram to store allocation – SmartSpace calculated automatically what planograms were assigned to a store, their spatial values and then rolled that data up to the planogram category level.
  - Performance, e.g. report comparing and analysing existing store plans against an ideal or template store plan for stores of a particular size in a particular geographic area
- SmartSpace provides users with the capability to customise and create reports via selecting a number of data fields from the list of fields available in StorPlanner and their planogramming system.

*SmartSpace would ultimately enable **quicker and more accurate decisions** regarding space utilisation and juxtaposition of categories with an improved service in stores, as well as facilitating the **efficient maintenance of accurate records of store level macro space** and the actual merchandising of products in stores*



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The customer purchased SmartSpace 'Out of the box', but with some additional customisations designed to significantly improve their planning process, to provide efficiency gains and as previously described import and export data to and from SmartSpace to SAP. RGIS developed and delivered these customisations at a cost to the customer, but at a reduced rate as the functionality required was seen to be a benefit to the overall generic application, and would therefore be offered to all existing and new SmartSpace clients. The process of development followed:

- Requirements gathering and discovery
- SmartSpace solution definition
- SmartSpace development and testing
- Analysis and insights

RGIS' partnership with our customer delivered SmartSpace on time and within budget, due in large part to the team's exclusive focus on the key objectives, and RGIS' constant aim to improve project insight and efficiency.

RESULTS

The customer recognised the project as successful after the following milestones:

- Integration of the solution was completed to share both Micro and Macro space data between the systems and planning teams.
- The benefits began to be delivered and the solution is now being fully utilised through all elements of department, category and space changes.
- The system is running at the agreed service level and the data required was being transferred back and forth between SmartSpace and the SAP system.

The main benefits for the customer revolved around process efficiencies, improving store performance and delivering a fully integrated system between SmartSpace, their chosen third party micro system and their SAP system. These benefits are detailed further below:

- Improved planning processes and efficiencies were realised through SmartSpace suite of tools and applications. As SmartSpace is fully integrated with AutoCAD the planners found the system comfortable and easy to use, resulting in the quick conversion from planogram to floor plan, and thus allowing the customer to seize opportunities as they were recognised in either single stores, whole regions, or even company-wide trends.
- With SmartSpace's ability to cluster stores not only geographically but also virtually, precise definition and categorisation of stores was possible, from which the business was able to make strategic decisions to improve under-performing stores, and to learn.
- Improved productivity was realised by utilising the data from the SmartSpace reports. As a result, floor plans, promotional space, flows, fixtures, and lifecycle processes are now actively managed and optimised on an ongoing basis.
- Equipment costs have been reduced and contained as accurate part ordering functionality enabled efficient bulk purchasing of the required assets for either new store builds or remodels.
- Revenue has increased given the reporting insights that measured performance by zone, product allocation and planogram/category adjacencies, thus allowing store-specific and global changes to implemented and improve gross results. Also a sales uplift has been gauged and calculated based on the remodelling of existing space within stores to its optimum configuration.

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