



Planogram automation software for consumer centric planograms

MSAX - Merchandising Space Automation

About MSAX

Merchandising Space Automation is used by some of the world's largest and sophisticated retailers and suppliers, for driving profits in store and within the category by planning store specific ranges and merchandised planograms that fit the store space.

MSAX has a proven track record for creating efficiencies within every day planogramming tasks of 60-90%, leaving time for detailed analysis and insights. Studies have also shown a 4-7% increase in sales, when using store specific planograms.

Planogram generator

MSAX can generate hundreds of planograms each day and makes putting the right high revenue, high profit products in each store simple. Intended for use by retailers, wholesalers and manufacturers, MSAX is critical to achieving the long held goal to optimise the performance of retail shelf space.

Merchandising Space Automation is an easy-to-use desktop and server based software solution, which leverages rules-based automation to revolutionise the retail space planning process. It combines assortment, capacity and merchandising rules to generate hundreds of unique planograms per planner per day and makes true consumer-centric merchandising possible.

Consumer centric range & planograms

MSAX generates planograms that result in improved inventory turns, more balanced days of supply and assortment that meet local demand, while being easy to shop and aesthetically pleasing.

It is an important ingredient in managing local in-store inventories, ensuring optimal in-stock positions and facilitating precise local execution. Until now, building localised consumer focused planograms has largely been an impossible task, due to the manual process of space management applications.

Changing the way we plan

MSAX forever changes the space planning landscape with an easy-to-install desktop solution which assigns an optimised range of products and places them in the correct position on the shelf, with enough inventory to ensure adequate stock between deliveries.

Recognising critical factors such as income, education and ethnicity drive purchasing habits demonstrates that space planning at the regional level is no longer adequate. MSAX now makes cluster and store-level space planning a reality that was not attainable with manual planogramming or the one size fits all approach.

Increase sales and profits

MSAX enables space planners to rapidly model and evaluate merchandising and assortment rules, eliminate unproductive inventory, select optimal planograms and generate higher revenue and profitability. Unlike other space planning applications, MSAX users report that they can install and begin using the product productively in just a few days.

Benefits of MSAX planogram automation

- Increase sales and profits
- Tailored assortment of products satisfy local consumers
- Automate: accurate execution of category plans
- Clients have shown a 4-7% sales increase
- 60-90% planogramming efficiencies
- Generate 100's of consumer focused plans per day
- Integrity of range across all store formats and sizes
- Merchandising aesthetically pleasing range of products
- Automate planogram productions
- Retailer collaboration with supplier improve relations
- Reduce inventory levels for first 12 months
- Planogram updates are automated

Range & space planning solution

MSAX planogram automation software is part of the Nexium range and space planning solution. Planogram generated can be automatically linked to the SPD (Store Plan Designer) to optimise your retail store space and add an additional level of analysis.

In addition to optimise range and space use ATPRO range assortment to calculate the optimum range of products using ECR proven category management methods.

Recommended software

-  MSA Planogram & Analysis
-  ATPRO Range Assortment
-  SPD Store Planning

Retail Smart partnership with Nexium

Retail Smart partners with Nexium Customer Solutions as a software distributor. Nexium are a young and dynamic company created with the aim of providing the very best service and most competitive range of software and consultancy solutions for Shopper Marketing and Sales Intelligence, in order to facilitate strategic decision planning, tactical implementation, focused on results.



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