



Planogram software for category management

MSA - Merchandising & Space Advisor

About MSA

Merchandising & Space Advisor by Nexium is used by some of the world's largest and sophisticated retailers and suppliers, for driving profits in store and within the category. Companies using MSA around the world are increasing by 30% year on year for the last 10 years, due to MSA intuitive design, even the most complex planogramming procedures are made easy.

Planogramming capabilities

With MSA, users can recreate all types of fixtures in minutes and start placing products to create optimised planograms in a fraction of the time other applications take. Making changes like increasing or decreasing planogram sizes, moving bay positions, adding shelves or pegboards takes seconds, saving time for category analyses and space optimisation.

MSA offers comprehensive, customisable reports & graph capabilities, driving category insights and actionable changes.

Why space planners prefer MSA

MSA is designed on an innovated platform dedicated for range and space planning, which means planogramming tasks that are normally time consuming and complex are made simple and easy within MSA.

Category management advisor

MSA helps identify products that are over or under stocked, increasing sales at the shelf and optimising space. It also recommends category space adjustments, so each product, product type, brand and manufacturer, receives the optimum space allocation.

Furthermore; space allocation recommendations can also be based on category management objectives, for example, growing loyalty on a selected brand or considering market trends for growth products.

3D presentation & implementation

The 3D capabilities of MSA provide a realistic view of the planogram and can be exported to an image file for presentations, or printed.

MSA allows users to print single or multiple planograms, with outputs for saving as an image, pdf or publish to the web in HTML. The page layout can be designed with planogram views, merchandising reports and graphs, ready for implementation in store or for presentations.

Range & space planning solution

MSA planogramming software is part of the Nexium range and space planning solution. Once planograms are created they can be automatically linked to SPD store planning to optimise the retail store space.

In addition planograms can be linked automatically to ATPRO range assortment to calculate the optimum range of products using ECR (Effective Consumer Response) proven category management methods.

Capabilities of MSA planogram software

- Create all types of fixtures & place products
- Edit planograms & products
- Assign sales data & analysis
- Highlight planogram hotspots
- Highlight over & under stocked products
- Category management reports
- Merchandise in store using planograms
- Share planograms with clients in any format
- Create a consistent look & feel in all stores
- Manage range & space across all store sizes
- 3D views for presentations
- Range review presentations
- Perform category analysis, space vs. sales
- Gap analysis report; identify products that sell well in market that aren't listed in store
- Tighter inventory control and reduction of out-of- stocks

Recommended software

-  **MSAX Planogram Automation**
-  **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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