



# Range assortment software for category management

## ATPRO – Assortment Target Professional

### About ATPRO

Assortment Target Professional by Nexium is an easy-to-use application which transforms complex analytical range review projects used for assortment analysis, into an intuitive software interface accessible for all users. Based on proven ECR methodology, ATPRO presents an intuitive approach that includes every single step required to prepare an assortment proposal taking into account both market and retailer data. It includes several models to optimise the range targeting a specific category strategy or market coverage objectives.

### Why ATPRO for range assortment

How do you make sure the products represented in a category are reflecting the best return?

How do you find the assortment that best satisfies the business objectives of your organisation and that of your trading partners?

ATPRO is a powerful and effective software application designed to increase the efficiency and speed of your category management process, a key part of which is assortment optimisation.

ATPRO answers questions like; “which products are core to the range and what is the individual importance of each product? Which assortment mix best satisfies the business objectives of your organisation and that of your trading partners?” During these critical insights into the category performance, ATPRO guides you through each stage, helping to build a credible product assortment, meeting the overall needs of the consumer by following Effective Consumer Response (ECR) methodology.

### Evaluation of category & product assortment

ATPRO evaluates the category based on benchmark comparisons by the retailer store and market, thereby determining the opportunity gap. ATPRO’s cross category analysis offers a deep category review by product, segment, brand and manufacturer. In addition, financial comparisons are made between the existing assortments and the optimised assortment.

### Range assortment capabilities

ATPRO combines sales and market data, with consumer shopper behaviour to optimise the range of products and space required on shelf. It is a one of a kind category assessment and assortment planning application, as well as a powerful space recommendation tool. Specifically ATPRO is a decision support tool that recommends the optimum assortment. It does this by considering store type, category segmentation, multiple product performance measures, shopper interaction and shelf space.

### Range assortment linked to space planning

During the assortment optimisation ATPRO is calculating each products recommended facings, based on the stores available shelf space and inventory. The assortment and recommended facings are seamlessly passed on to MSA and MSAX ready for planograms to be updated or automatically generated.

ATPRO range assortment planning helps reduce time spent on range reviews from weeks to hours, guiding you through the process in an informative and intuitive way.

### Benefits of ATPRO range assortment

- Calculate an optimised range based on consumer habits and performance
- Well managed categories proven to increase sales between 4 - 8%
- Manage and optimise your range assortment in hours not days and weeks like other methods
- Confidence in range decisions based on proven ECR methodology
- Create range justifications for new products, category segmentation and shelf placement
- Market analysis includes an in depth assessment of category performance and plugs gaps in the range, resulting in potentially millions of pounds of increased revenue
- Turn data into category and brand insights
- Builds a Microsoft presentation of reports and graphs

### Range & space planning solution

ATPRO range assortment software is part of the Nexium range and space planning solution. During the range review process, MSA (Merchandising & Space Advisor) planograms are automatically up dated with the optimised range.

These planograms can also be automatically linked to the SPD (Store Plan Designer) to optimise your retail store space and add an additional level of analysis.

### Recommended software



MSA Planogram & Analysis



MSAX Planogram Automation



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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