



ATLAS
ANALYTICS ADVANCING TRADE

AMP

Automated Merchandising of Planograms



PEPSICO

Bringing Technology and Science to Planogram Automation

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AMP Optimizes Planogram Development and Implementation

Atlas' AMP Engineering Team uses proprietary software, algorithms and machine learning to **optimize and automate the planogram development and implementation process.**

AMP uses **data science** to optimize planograms while **empowering Customer Teams** to apply their knowledge and experience to further augment each planogram.

Bringing Science and Technology to Planogram Automation

Key Features

Features

- Configurable Software and Processes
- Full Transparency
- Plug-In and Module-Based Platform
- Immediate Response Time to Changes
- Engineering-Driven Problem Solving
- Complete, End-to-End Relay solution



Assortment Decisions

AMP Provides the End User with the Ability to Adjust Settings and Variables On-The-Fly to Affect the Assortment

- Custom Rules
- Item Metric Weights (POS, Units, Nielsen/IRI)
- Days of Supply Tolerance Levels
- Core/Protect Lists
- Item/Store Assortments
- Completely Customized for Each Planogram/Category/Customer

The top screenshot shows a table with the following data:

UPC (PK)	Shelf (PK)	Status (PK)
000250005426	1	Valid
000250005426	2	Ideal
000250005426	3	Never
000250005426	4	Never
000250005426	5	Never
000250005466	1	Valid
000250005466	2	Ideal
000250005466	3	Never
000250005466	4	Never
000250005466	5	Never
000250005543	1	Never
000250005543	2	Never
000250005543	3	Ideal
000250005543	4	Valid

The bottom screenshot shows a table with the following data:

WM LPC	ID	Name	Trademark (Brand)	Category	Subcategory	Manufacturer	Size	UOM
000120000233	1200000233	MOUNTAIN DEW	MT DEW			PEPSI COLA	2.00	LT
000120000239	1200000239	PEPSI				PEPSI COLA	8.00	OZ
000120000280	1200000280	LIPTON BRISK SWEET LEMON	LIPTON			PEPSI COLA	24.00	OZ
000120000311	1200000311	PEPSI WILD CHERRY	PEPSI			PEPSI COLA	2.00	LT
000120000372	1200000372	PEPSI WILD CHERRY	PEPSI			PEPSI COLA	12.00	OZ
000120000388	1200000388	MUG ROOTBEER				PEPSI COLA	24.00	OZ
000120000389	1200000389	PEPSI WILD CHERRY	PEPSI			PEPSI COLA	24.00	OZ
000120000443	1200000443	PEPSI				PEPSI COLA	12.00	OZ
000120000445	1200000445	MOUNTAIN DEW	MT DEW			PEPSI COLA	12.00	OZ
000120000491	1200000491	PEPSI CF	PEPSI			PEPSI COLA	144.00	OZ
000120000492	1200000492	PEPSI CF	PEPSI			PEPSI COLA	2.00	LT
000120000495	1200000495	PEPSI CF DIET	PEPSI			PEPSI COLA	144.00	OZ
000120000499	1200000499	PEPSI CF	PEPSI			PEPSI COLA	16.00	OZ
000120000511	1200000511	PEPSI CF	PEPSI			PEPSI COLA	16.90	OZ



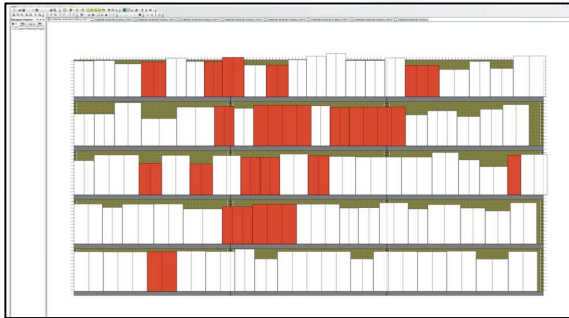
Custom Rules-Based Analytics (Examples)

- Plastic Bottle Rule
 - Only merchandise in plastic product where stores are located near bodies of water
- Segmentation Rule
 - Flex/keep segment space based on custom parameters
- Item Placement Conditions
 - If item A exists, then item B must be merchandised next to it
 - If the planogram is > 98ft, then all items of supplier Y must go on the 3rd shelf, regardless of item flow

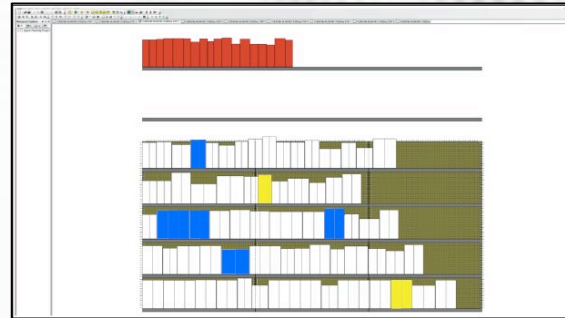


Automated Merchandising

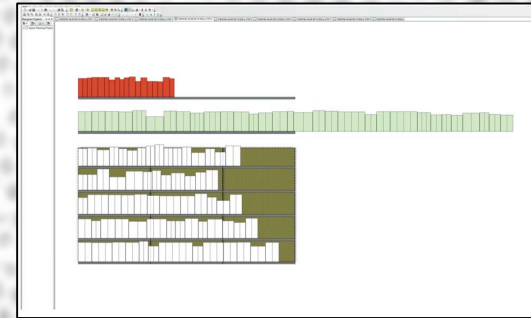
1. Identify "Delete" Items



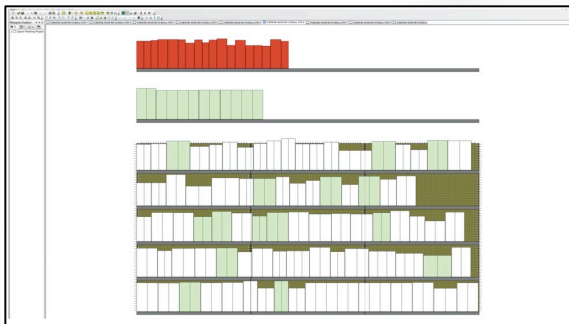
2. Adjust Facings



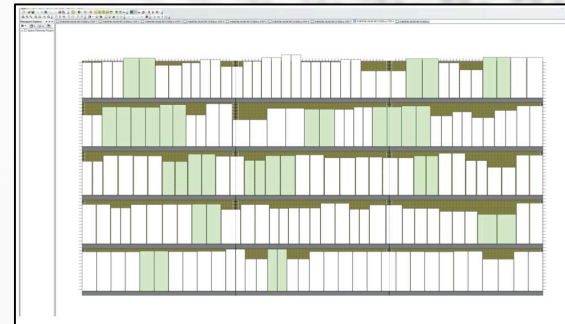
3. Identify "ADD" Items



4. Auto Merchandize Items



5. Completed Final Planogram



Full Transparency to easily understand how decisions influence planogram performance.

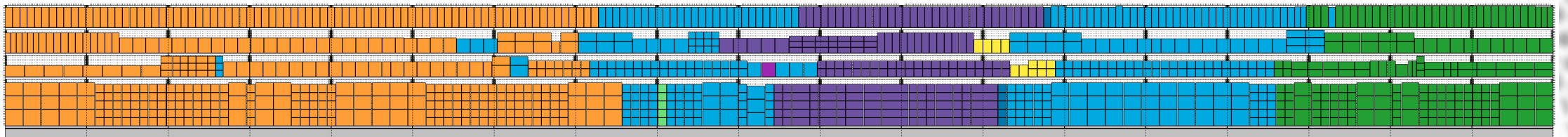
Heat Maps

Macro Data

- Top/Low Performing Items
- Chronic Out of Stocks
- Predictive Out of Stocks
- Brand Block Highlights
- Planogram Differences

Live Daily Data Feeds

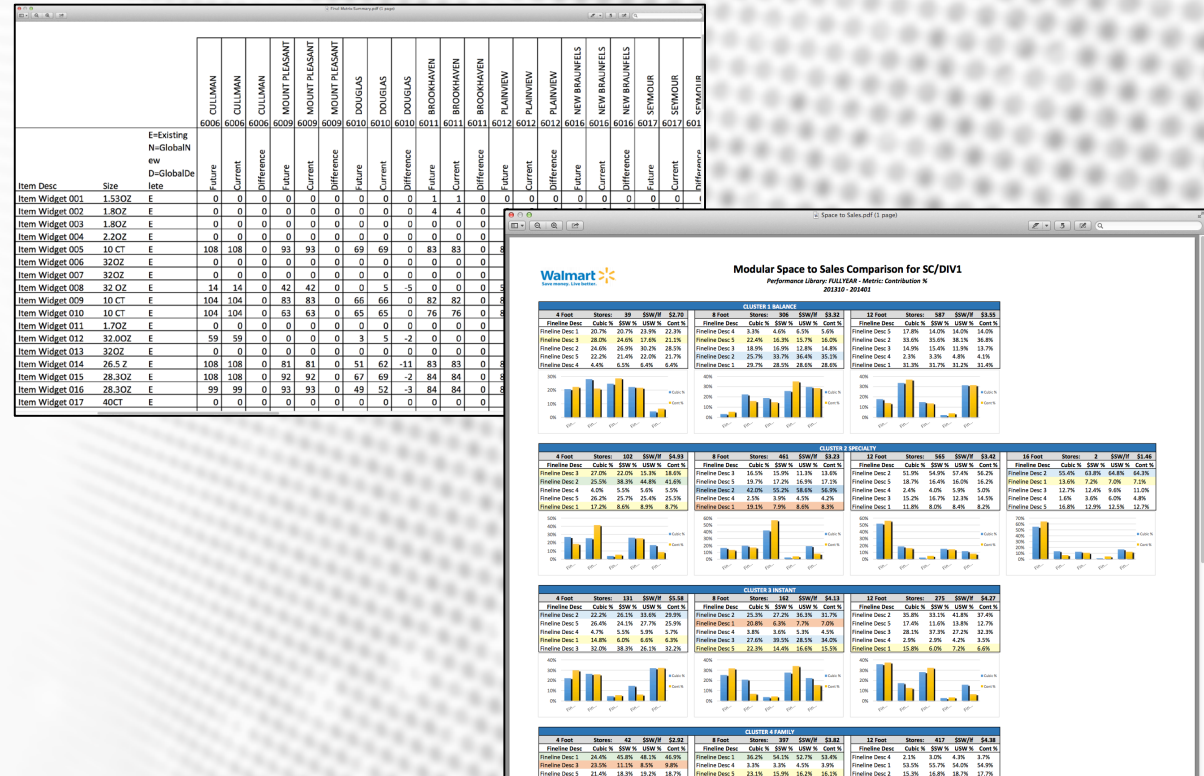
- Current Store Conditions
- On Hands
- Predictive Out of Stocks
- POS\$ Expectations
- Markdowns



Reporting

Completely Configurable

- Space-to-Sales
- DC Matrix
- OSA Scores
- Before/After Performance





Proven Performance

- Improve Productivity
- Increase Accuracy
- Intelligence-Based Merchandising
- Greater Flexibility
- Avoidance of Late Fees



CASE HISTORY



Leading Beverage Supplier Deploys AMP for Creating Store-Specific Modulars and Increases Productivity and Accuracy by More than 400%

Supplier had tested several new modulars and found significant improvement in both unit movement and sales volume. While the test were highly successful, the client needed a more scientific approach to make the store-specific, modular relay process more cost effective and less time consuming.

Added Flexibility Required for Last-Minute Revisions

In addition to containing costs and improving accuracy, the client required a flexible solution that could easily accommodate "eleventh-hour" changes. The competitive nature of the category calls for ongoing innovations such as new products and line extensions, packaging, and case packs. Additionally, merchandising strategies are frequently altered to accommodate the rapid shifts in consumer behaviors.

Avoidance of "Late Fees"

Missing deadlines often results in hefty penalty fees. In addition to straining the supplier-retailer relationship, these fees needlessly erode the efficiencies gained across the modular relay process.

Solution Highlights

Challenge

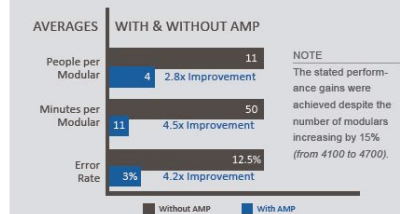
Client needed a more flexible and scientific approach to generating and implementing store-specific modulars.

Solution

The client used Atlas' AMP solution to optimize planogram assortment (by store) and to automate the modular relay process from end-to-end, including:

- Optimizing Assortment
- Generating Virtual Planograms for each Store
- Quantifying Changes in Real-Time
- Drawing Modulars (3D Imaging & Heat Maps)
- Validating and Reporting for each Store-Level Set
- Providing Full Transparency for Ease of Auditing

Outcomes





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