



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

