

SpacePlanner

For efficient assortment and effective space management

Assortment and space are inseparable and both have an immediate impact on category and brand performance. Creating the right balance requires the right information delivered to the right users in a decision-ready format. **SpacePlanner** integrates market, retailer, consumer and space data into one, easy to use solution.



Analyze category trends and retailer performance online...

Understanding fundamental category and trade dynamics is vital to making effective decisions on category layouts and assortment grading.

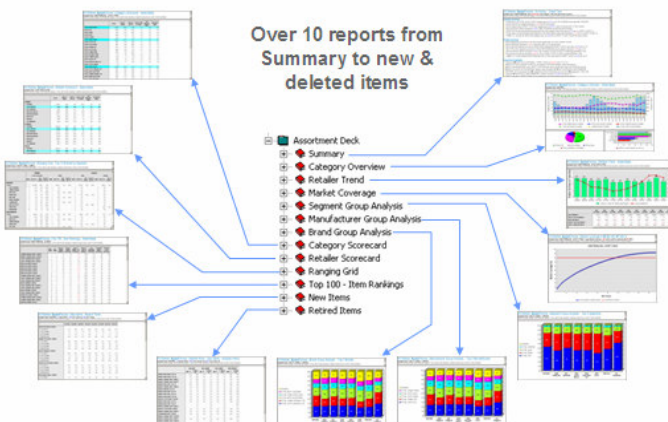
SpacePlanner provides decision makers with an easy to use deck of analyses covering market, category and retailer trends, including an executive summary, market coverage and various scorecards. Simply select the market and category from Nielsen Answers to access the latest information online.

The entire Assortment Deck can be downloaded for offline analysis and integrated with trade presentations.

Pack-and-go decision-ready assortment projects...

SpacePlanner organizes all your relevant sales and marketing information into one integrated **ProductPlanner** Project file complete with Assortment Strategies, flexible Consumer Decision Trees and Custom Performance Measures.

Unlimited users can download pre-mapped projects and analyze the assortment with **ProductPlanner Personal** including current vs. target market coverage and what-if scenarios at any level of the product hierarchy.



*"I used to spend days every period integrating internal planogram data with Nielsen market information data looking for insights. **SpacePlanner** makes this process easy, so now I can get on with the business of improving my business!"*

Better decisions with a focus on in-store execution

Connecting decision makers through compatible solutions

Once assortment recommendations have been made, the **ProductPlanner** Project file can be sent to the space planning department.

Space planners can immediately evaluate the impact of changes through the Scorecard or simply update planogram(s) with the latest assortment by removing delisted items and placing new products in a defined order on car park shelving.

Products are also updated with the latest financial information such as Nielsen Regular Movement (average base line unit sales per store per week). This enables the space planner to make better space management decisions, balancing rate of sale with required inventory.

The end result is a layout that is not just visually pleasing but also financially sound.

SpacePlanner is compatible with all major space management applications including Spaceman®.

Customize the solution to meet your needs

Category definitions and the default consumer decision tree are aligned with your merchandising objectives allowing multiple categories to roll up into one deliverable.

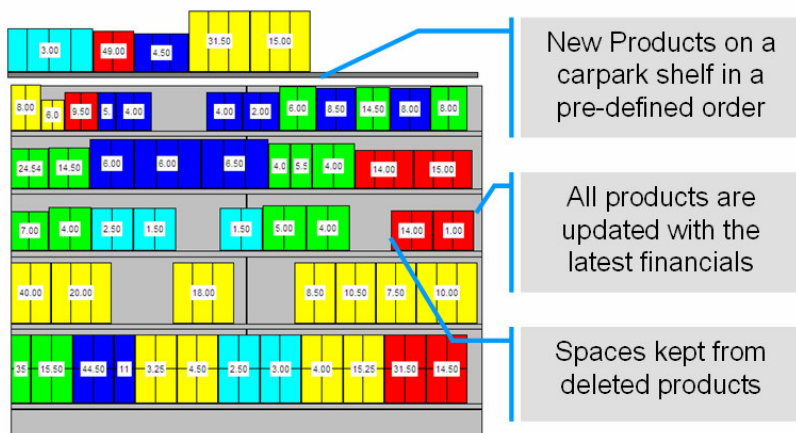
ProductPlanner Projects and Assortment Decks are automatically updated in line with your required frequency for the market and category combinations.

Decision-makers benefit from **ProductPlanner Personal** which is a light installation designed to be interactive, yet easy-to-use. Space planners benefit from improved category understanding and better quality planogram information.

In addition, Nielsen offers a new planogram dry cleaning service to improve planogram quality and compatibility with trading partners. Dry cleaned planograms are mapped into your **ProductPlanner** file(s) and made available as separate downloads from Nielsen Answers.

Better tactical category management:

- Web based delivery
- Assortment decks
- Custom strategies
- Assortment downloads
- Dry cleaned planograms
- Nielsen.Reg_Movement
- Improved trade relations
- Works with leading space management tools



For more information, contact your Nielsen representative or visit www.nielsen.com.