

IRI APOLLO WEB PUBLISHER™

QUICKLY DISTRIBUTE PLANOGRAMS TO THEIR POINT OF USE



OVERVIEW

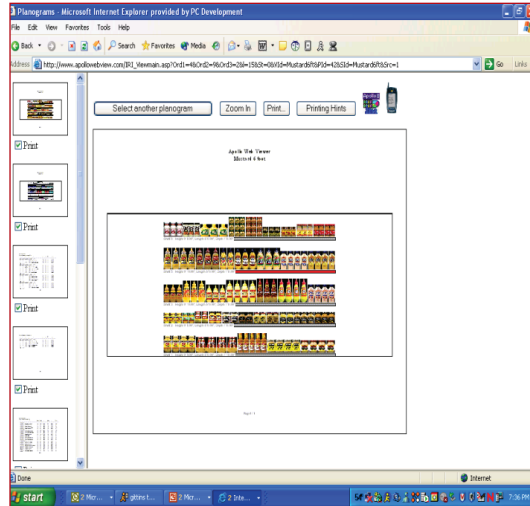
Manufacturers and retailers need to work cooperatively to create space plans that maximize their sales performance. Planograms deliver value only when they are properly implemented in the store. For many retailers and manufacturers, putting the right planograms in the hands of the store-level merchandising teams remains a challenge. Some retailers have moved from paper-based systems to pictures distributed via the web that are as difficult to manage as they are to print. A planogram that is out of date or assigned to the wrong store fails to deliver the results promised to management. Instead, reset teams are left to make critical location and facing decisions that too often lead to out-of-stocks and disappointing sales.

The failure to reach 100 percent distribution of the right planograms to the right field staff assures significant delays both in implementing planned changes and introducing new items. The reality is that many retailers don't know which planograms are implemented in each of their stores. For example, staff at headquarters might not know how many feet are dedicated to mustard in each store. The number of shelves that hold cookies and crackers is often a mystery, as well.

To succeed at the shelf, retailers and manufacturers need two-way communication between headquarters and stores – a rich, robust communication path that provides enough information for each party to improve performance at the shelf year after year.

ENTER IRI

IRI Apollo Web Publisher™ is an easy to use web-based system that lets you quickly distribute planograms to their point of use. With it, you can capitalize



on the promise of improved planogram communication and improve resulting in-store execution by gaining instant access to targeted planograms even from remote locations.

Speed-to-market and accuracy of implementation are top priorities for retailers and manufacturers alike. Imagine being able to assign planograms to store clusters, keep track of which planograms have been implemented, allow stores to pick a more appropriate planogram for their neighborhood, and report the change to headquarters all on a website with just a few clicks.

With Apollo Web Publisher, space planners can save new planograms to a database and publish tailored planograms, merchandising reports, and charts directly to a web or intranet site. Authorized users in your stores can access the planograms, reports, and charts using only a standard web browser.

Apollo Web Publisher can be accessed anywhere and anytime you have Internet or intranet access. It is ideal for anyone who requires merchandising information

SEE >>>>>>>>>>

WHAT YOU'RE MISSING:

Planograms that headquarters has planned, along with critical information about what is actually happening at the shelf

ACT >>>>>>>>>>

FASTER AND WITH GREATER CONFIDENCE:

Quickly align activities with corporate objectives and provide feedback on how planograms relate to in-store realities

WIN >>>>>>>>>>

AT THE SHELF:

Put the best planograms to work at the shelf to ensure that customers ultimately buy products



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- such as account managers or category managers - but who ordinarily does not have access to a store merchandising system. With Apollo Web Publisher, you can:

- Increase productivity and profitability
- Eliminate costly printing, duplication, sorting, and distribution of paper planograms
- Ensure that sales representatives and store-level merchandisers always work with current, authorized planograms and shelf information, executing merchandising decisions from the head office in-store and at the shelf
- Distribute and maintain planograms from within your current Apollo software
- Improve planogram management by implementing an efficient organizational schema for matching planogram to departments, categories, and retailers
- Eliminate costly printing, duplication, sorting, and distribution of paper planograms
- Organize planograms on your website in a manner that people in your company are used to, and make them easy to find
- Distribute and maintain planograms from within your current Apollo software

Apollo Web Publisher puts planograms into the hands of everyone involved with merchandising and new product implementation. Apollo Web Publisher:

- Uses industry standard architecture to interface directly with your enterprise technology infrastructure
- Lets you tailor a planogram storage hierarchy to fit your organizational requirements
- Provides instant, targeted access to stored planograms ensuring accurate delivery
- Makes planogram, report, and chart views available for delivery direct to the field, category managers, buyers, and store staff
- Allows remote sites to view planogram information without needing a complete merchandising system
- Maintains versions of each planogram to let you see actual versus proposed renditions

Publishing planograms starts in Apollo as soon as a planogram is completed. Users can assign a work-in-progress version of a planogram to a category manager for review. Once approved, publishing to stores and partners follows an intuitive path. Along the way, users can:

- Select the views, reports, and charts that should be generated and distributed to each audience including:
 - ◆ Front, Top, Side, and 3-D views of each planogram
 - ◆ The entire section or one bay per page

- Create reports from the robust reporting engine in Apollo
- Build line, bar, bubble, and pie charts using the Apollo charting engine
- Highlight templates displaying new products, days of supply, sales, consumer decision maps, and loyalty segments
- Attach files appropriate for each audience, such as reset schedules for Store Operations
- Archive current planograms automatically when publishing the new planogram

About Information Resources, Inc.

Information Resources, Inc. (IRI) is the world's leading global provider of consumer, shopper, and retail market intelligence and insights, empowering consumer packaged goods (CPG), retail and healthcare companies to grow their business profitably in a complex marketplace. Driving breakthrough growth in the industries it serves, the company's portfolio of services, solutions, and technology enable leading retailers and their suppliers around the globe to see what they are missing, act faster with greater confidence and win at the shelf. Ninety-five percent of the FORTUNE Global 500 in CPG and retail leverage IRI to power their business. For more information, visit: www.infores.com

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