

# Modular SaaS Technology to Help You Drive Sales, Profit and Retail Influence



## Portfolio Analytics

Profitability of brands  
Rationalisation analysis

## Assortment & Space Optimisation

SKU & Space Optimisation  
Customer specific recommendation  
Opportunity Identification  
Space & range efficiency analysis

## Virtual Store / Aisle

VR Visualisation for Shopper Perspective  
Real-time Collaboration of Analytics  
Perfect Store & Shopper Activation Build

## Macro Space Optimisation

Model financial impact of space allocation changes between category segments. Understand where to grow, squeeze or maintain space allocation.

## Assisted Merchandising

Dynamic rules engine to optimize placement on shelf  
Integrate with JDA or standard POG formats

## NEW - eAssort

Optimise online assortment, portfolio, pack size and scenario plan vs competition as part of omnichannel

## VR Shopper Insights & Testing (Optional service)

Test proposed changes with shoppers and quantify sales impact  
Validate activation impact on shopper