

# VisualRetailing

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Optimized assortment per store cluster

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Productivity increase for Planning & Merchandising Teams

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Reduced costs by replacing physical Mock-up stores

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Improved product photography

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Reduced In-store labour costs

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More accurate in-store execution

## HOW WE HELP RETAIL

Visual Retailing's technology can be used for a wide range of retail planning needs - but what important KPI's does it specifically help with? Read this and you'll begin to understand the capabilities our suite has for optimising your bottom line.

### C-level & management

- Better sell through due to improved stock management, resulting in higher net revenue and margins
- Reduced logistics cost(s) due to less over-stock returns to warehouse
- Avoid financial overspend due to ability to test the space for precise fixture and branding requirements

### Marketing & Planning

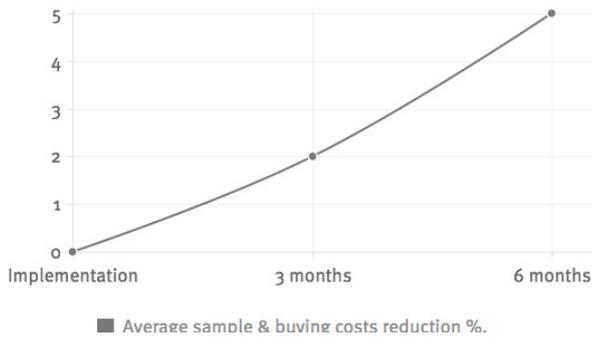
- Create a consistent brand identity across multiple stores on a regional and global basis
- Reduction in PoS wastage due to accurate planning and testing of concepts prior to investment
- Improve cross functional team collaboration for buying, merchandising, marketing and store operations

### Retail operations & VM

- Precise retail execution through the creation of accurate planograms and fixture guidelines
- Ability to test designs and collections in a retail environment at the buying stage
- Greater productivity during new store openings, with less man hours and overtime required



## 1. Optimised assortment per store cluster



On average, sample and buying costs went down with 5% by improving space utilization when leveraging space planning and statistical information capabilities

### Custom visual analysis makes data more manageable

- Display your product range as you want - a visual output helps you spot gaps instantly
- Make sure products match defined colour cards and concepts from the early planning stage to development of the product range
- Define merchandise categories within a store cluster to provide optimal capacities, product quantities and merchandise flow
- Improve your assortment creation and visually analyse the collection-setup per cluster.
- Create mock-ups of store clusters including Merchandise before the “buy”.



## 2. Productivity increase for Planning & Merchandising Teams

Productivity went up with 35% on average due to a better process integration at our benchmark customers, which led to an average of 14% decrease in “time-to-market”.

### Achieve complete control over your branded customer experience

- Improve cross functional team collaboration for design, planning, buying, merchandising, marketing and store operations by using one centralised platform.
- Create as many automated planograms/guidelines as you want, for stores of any space grade and in any location
- MockShop makes guidelines extremely user friendly at store cluster level - making it easier to communicate for compliance feedback on a weekly basis



## 3. Reduced costs by replacing physical Mock-up stores

These costs are reduced with 40% on average.

The same American retailer saved in excess of US \$2 million per annum, by planning the stores in a virtual way in the Mockshop application and sending out guidelines digitally instead of printing and physically shipping them to the stores.

### Save time and money by creating digital mock-ups of your stores

- Make physical mock-up stores a thing of the past - using MockShop takes no physical labour and no materials
- Dynamically fill your mock-up stores with your product range by simply dragging and dropping products into a 3D environment - all in real time
- Create as many mock-shops as you like, with no limitations in size, fixtures, merchandise or POS material



## 4. Improved product photography



With StyleShoots, productivity of an in-house product photo capturing process is increased on average by 250%.

When looking at one of our customer's processes, the same products are captured for at least 5 different departments automatically.

### Capture images of your products faster and better than ever before - with the help of StyleShoots

- With StyleShoots Horizontal all the technical complexity of photography is removed and a professional quality image can be uploaded in a matter of seconds
- These images can be used in MockShop, ShopShape, lookbooks, catalogues, your digital asset management systems and e-commerce sites

## 5. Reduced In-store labour costs



Labour cost reduction by %

One of our ShopShape customers, a German fast fashion retailer, experienced a greater than 40% reduction in labour costs to set the floors. In-store labour costs are reduced with 20% on average.

### Make compliance feedback simpler and more efficient for all your stores

- Using ShopShape get compliance feedback to and from all relevant stores around the world
- Up to the minute information and views help you build a better brand and strategically support sales
- Follow merchandising directives directly from the ShopShape app with clear visual support and guidelines
- Have a centralised data point for your store compliance, making it easier to ensure your stores follow guidelines
- Use the inbuilt ShopShape messaging app to give store owners the ability to highlight problems instantly and respond in real time
- Spend less time dealing with compliance and more time on visual merchandising to deliver a better customer experience more cheaply

## 6. More accurate in-store execution



Average % sales increase within 12 months after implementation.

At one of our UK based customers, revenue increased by 6% one year after implementation/Go-Live

### Test and iterate your designs and collections in a virtual environment before execution

- Use MockShop to test designs and collections at the buying stage. Visualise your planning in 3D and avoid over- and under-stocking
- By creating visual merchandising concepts at an earlier stage in the retail process, a better balanced collection can be delivered to store level
- Improve customer experience by having a more well-designed collection that leverages trends before competitors
- Iterating designs and collections at virtual level allows for improved stock management and planning
- More accurate in-store execution leads to a better customer experience, leading to better "sell through" and less markdowns
- Increase average ticket value through better presentation of collections

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[www.visualretailing.com](http://www.visualretailing.com)

info@visualretailing.com  
+31 23 551 85 22