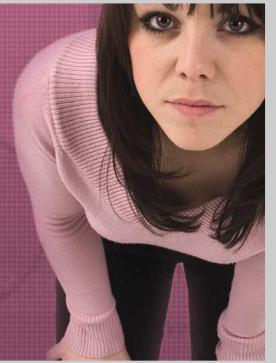




An **Aldata** Company

What could you do with
an extra 142 hours?



CS Range Manager



Conducting Range Reviews can take months,
CS Range Manager takes days.

Building strong arguments to perform range reviews can take months. In a day, CS Range Manager can help you consolidate the latest data, and effortlessly guide you through the range review process. Powerful views and drill down functionality give you the ultimate tool to investigate instantaneously the impact of any change you make.

www.aldata-solution.com

www.cosmic-solutions.com

CS Range Manager

Why category management?

The aim of category management is to develop the optimum range to be stocked by specific retailers and channels within a category. As the process must consider the requirements of the consumer, the optimum range will vary across different store types.

..and the benefits?

Manufacturers who practice category management are more likely to increase their range size and gain a higher share of the available shelf space. This is achieved by providing the retailer with the evidence to support new line listings and existing line retention.

Why CS Range Manager?

A variety of ranging techniques have been developed but they are usually very labour intensive with a high percentage of the total project time devoted to processing the raw data. This reduces the amount of time available for analysis, range changes and review.

Range Manager consolidates all the data, both EPOS and Consumer Panel, to perform a range review and then leads the category analyst through the review. Unique analytical views provide valuable insight into product / segmentation performance and ensure that an optimised and balanced range that meets the requirements of the consumer is quickly produced.

A client's view

"Today's retail business is changing - fast. Everything is coming down to customer service, individuality, one-to-one marketing. All the technology exists, from smart cards, EPOS, networks through to data capture, and analysis, to enable shelf plans to be automatically designed on a store by store basis. Obviously, this is all geared towards gaining a competitive advantage, increasing bottom-line profits by meeting and influencing local consumer preferences. So, one of the few ways a supplier can keep in tune with this rapid movement will be to make sure it continues to keep pace with changes at store level. Now the role of category management, range planning and analysis is a critical success factor."

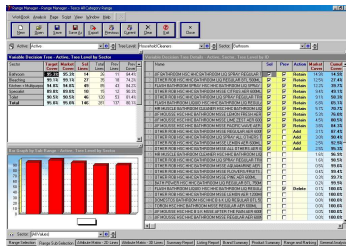
"For us, Cosmic's CS Range Manager has enabled us to grow our leadership position, build closer relationships with retailers and increase profitability, because we can offer an unbiased, expert and informed approach to the category right down to the SKU. Its straightforward approach to the way in which it facilitates the analysis is flexible, easy to use and customisable with very little IT intervention. It is graphical allowing us to see the data how we want to see it. Most importantly, it lets us spend time analysing the data rather than sorting it into an understandable format."

A global manufacturer

CS Range Manager reduces range reviews from weeks to hours

Application Areas

- > Category & Range Reviews
- > New Product Introduction
- > Distribution and Space Analysis
- > Space Allocation and Space Planning
- > Market Analysis



Benefits

- > Easy to use
- > Significant savings in time to conduct reviews
- > Develops robust arguments for listing decisions
- > Quickly produces balanced ranges and provides the competitive edge in preparing arguments for distribution changes
- > Structured workbook approach increases accuracy and encourages a consistent approach
- > Ensures that proposed ranges are actionable
- > Assortment and planogramming in one tool reduces time taken to complete a range review

Features

- > Market analysis enables full assessment of category performance
- > Unique analytical views to give a competitive edge to range planning
- > Links easily into external & internal data sources
- > Range optimisation can be based on EPOS and Consumer measures
- > Multi-ranging saves time producing consistent and optimised ranges across different accounts / fixture sizes
- > Conduct post range reviews
- > Fully customisable



An Aldata Company

Tel: + 44 (0) 1476 570500

www.cosmic-solutions.com

Email: cosmic@aldata-solution.com Fax: + 44 (0) 1476 568500

Aldata Cosmic, 6 Hill Court, Swingbridge Road, Grantham, Lincolnshire NG31 7XY United Kingdom

