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my.spaceman

“for all my space and assortment needs”

# For all your space and assortment needs

Space management is an essential and complex business — merchandisers, brand and category managers, key account managers, in fact all decision makers, need to consider space and assortment insights, however, the exact requirements for each role vary immensely.

Until today, finding the space-related insights you need to plan effectively has been time-consuming and challenging. Now the world of space management is about to change.

Introducing my.spaceman, the first all-in-one, personalised solution for all your space and assortment planning needs. Built around industry proven applications from The Nielsen Company, such as Spaceman® Suite, my.spaceman streamlines your merchandising processes across the whole organisation. With powerful analytics and reporting, space information becomes accessible to all key decision makers. The integration of best practice space management applications and targeted business modules results in streamlined and automated merchandising processes that deliver greater efficiency, accuracy, speed to shelf and collaboration.

## Grows with you

No matter how big or small your operation, my.spaceman will help you to save time, find opportunities more easily and grow your bottom line.

my.spaceman uses a scalable central database structure that can be easily adopted by small to medium businesses to give them a competitive edge in their markets.

At the same time, large organisations benefit immediately from the full enterprise-wide solution that leverages leading edge technology with user profile and functional management to fit seamlessly into current systems and processes.



# Everything in one place

my.spaceman is the focal point for all your space management information and activities. Access everything you need from one simple, open and integrated place.

The personalisation of my.spaceman extends to its user friendly interface—customised to suit your business structure and personalised to meet your specific needs. The integrated my.spaceman platform handles all macro and micro space, and assortment tasks. The work you do in one module carries over to other modules, saving precious time and minimising inconsistencies.

Reporting is a vital part of the space management process. my.spaceman allows you to view, publish, and distribute

reports to make sure your merchandising content gets to the right people at the right time, as efficiently as possible.

my.spaceman offers unmatched analytical capabilities for measuring the impact of your decisions on overall business performance, whether you are validating the performance of a single planogram or gathering insights for an entire banner.

Planogram automation capabilities improve the effectiveness and efficiency of cluster and store-specific planogram production, delivery and management.



## For merchandisers

If you're on the front lines of merchandising, you'll understand the importance of data accuracy and reliability. my.spaceman allows you to centralise your merchandising plans to increase the integrity of crucial data in your space plans, which leads to more accurate insights.

Automated planogram maintenance and efficient file management processes allow you to spend less time performing these tedious tasks and more time deriving actionable insights and uncovering opportunities for the optimal use of retail space.

With my.spaceman, you can establish and manage a dynamic link between your planograms and the stores to which they apply. This allows for superior data integrity and more accurate and specific analyses.

## For executives

If you're responsible for growing the bottom line, you need actionable business insights to assist your strategic planning. my.spaceman reveals these insights directly to you, using previously overlooked assortment and space content. Information that once required hours of tiresome data analysis is now available to you at the click of a mouse.

With my.spaceman, you can draw conclusions directly from merchandising plans for maximum relevancy to your business. Most importantly, my.spaceman allows you to eliminate all uncertainty when making product decisions that ultimately depend on available space in store.

## For everyone

Enterprise-wide access to crucial space information enables more people—from space planners, brand and category managers and marketing professionals to senior executives—to make the right decisions with confidence.

To find out how you can make **my.spaceman** work for you contact,

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