



# Optimize your planograms

with Nielsen Spaceman Suite

Every day, space planners are challenged to build and manage more planograms, all in the same or less time, while increasing focus on ensuring planograms fit with store assets and customer demand. The latest release of Spaceman® Suite focuses on productivity and insight improvements to empower you to face the challenges of doing more in less time, without sacrificing the aesthetic aspect of effective shelf management.



## Draw conclusions not just pretty pictures

Intuitive Spaceman tools enable you to quickly arrange products into visually pleasing and financially sound layouts that not only follow your defined consumer decision tree, but also respect your merchandising guidelines and inventory models.

Powerful financial analysis and evaluation tools provide insight into the potential success of planogram variations, according to several key performance indicators.

Easy-to-configure reports, ranging from financial performance to detailed asset information, are available for individual viewing and for sharing with all members of the merchandising team.

## Increase Compliance Rates

Spaceman sets industry standards with built-in quality checks to ensure that the planograms you create at head office are implementable in-store.

## Select the level of functionality you need

You choose the level of sophistication that you need to translate strategic merchandising objectives into visual plans that can be measured against key performance indicators. Levels range from basic Nielsen Spaceman Viewer for field professionals and store managers to the advanced Nielsen Spaceman Application Builder for advanced and customizable planogram management.

Regardless of the level you choose, Nielsen Spaceman Connectivity takes your planogram management to another level of efficiency with a scalable, open source database environment that not only improves productivity but also can be linked with your existing information systems.

## Experienced local service and support

Merchandising Services is supported by experienced local representatives to ensure you get the service and support you need.

## Key Benefits:

- Manage planograms quickly and effectively
- Integrate with your merchandising workflow
- Identify opportunities to maximize returns and minimize out-of-stocks
- Reduce implementation time with easy to use schematics

For more information, contact your Nielsen representative at 800-988-4226 or visit [www.nielsen.com](http://www.nielsen.com).