

Spaceman[®] Suite

Fact-based, consumer-centric merchandising

Every day, space planners are challenged to do more — more stores, more planograms and all in the same or less time. The latest release of Spaceman Suite[®] focuses on productivity improvements without compromising on quality.



Draw conclusions not just pretty pictures

The Spaceman Suite of products empowers you to face the challenges of doing more with less, without sacrificing the aesthetic aspect of effective shelf management.

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 customized merchandising guidelines and inventory models.

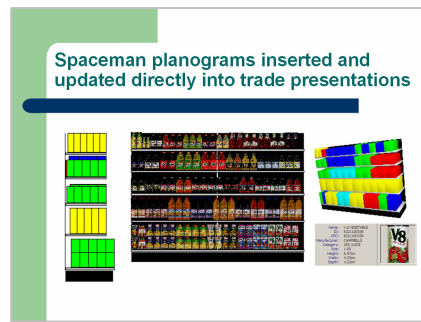
Powerful financial analysis enables the space planner to prepare fact-based arguments for product positions.

The industry standard for planogram accuracy

In addition built-in quality checks ensure that the planograms you create in Spaceman can be implemented in-store. This improves in-store compliance and reduces confusion when merchandisers implement a planogram only to find that the required facings can not fit in the available space.

Integration with Microsoft PowerPoint Presentations

Spaceman allows users to insert and refresh planogram views directly from within Microsoft PowerPoint. Trade presentations can be loaded with the relevant layouts and then updated with the latest information saving valuable time for analysis.



Experienced local service and support

Merchandising Services is supported by experienced local representatives to ensure you get the service and support you need. In addition, specialized trainers and technical consultants are available.

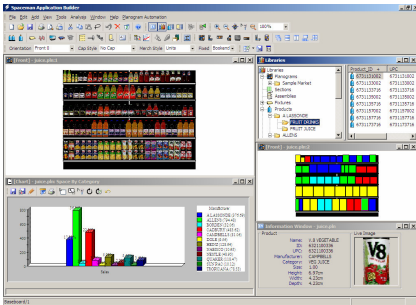
Effective management of shelf space:

- Productivity tools for quick and effective planogram management
- Full integration with your workflow
- Identify opportunities to maximize returns and minimize out-of-stocks
- Increase in-store compliance with easy to use schematics

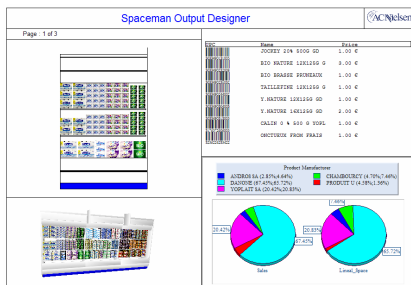
Full flexibility to integrate with your business

Customize Window Layouts and Output Decks

Spaceman allows you to configure and save window layouts or multi panel screens to align with the way you work.



The Output Designer function helps you design custom report decks including planogram views, scannable barcodes, custom reports, charts and exception reports such as new item summaries.



These reports can be linked up with Spaceman® Publisher and assigned to stores for scheduled generation and distribution via the web or your internal network.

Select the level of functionality you need

The suite of products enables you to 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 Spaceman® Viewer through to the advanced Spaceman® Application Builder, to suit your budget and requirements.

If you require custom shelf management tools, those can also be built into your Spaceman product. Customization always considers the tools and processes you have in place for full and easy integration into your workflow.

Integrate with your internal data and Nielsen information

Spaceman® Connectivity is a scalable, open source database environment that not only improves productivity but also can be linked with your existing information systems.

Additionally, seamless integration with the Nielsen ProductPlanner solution for efficient assortment planning means that your planograms get updated with the latest assortment and sales data.

Merchandising Services representatives will work with you on;

- Turn key implementations
- Merchandising Guidelines
- Setting up your database
- Data integration
- Custom reporting
- Hands on training
- Collaborative projects

For more information, contact your Nielsen representative or visit www.nielsen.com.