

# INFOSYS' JDA PRACTICE | NAVIGATING DIGITAL. MORE TOGETHER

Supply Chain Planning- JDA  
Category Management



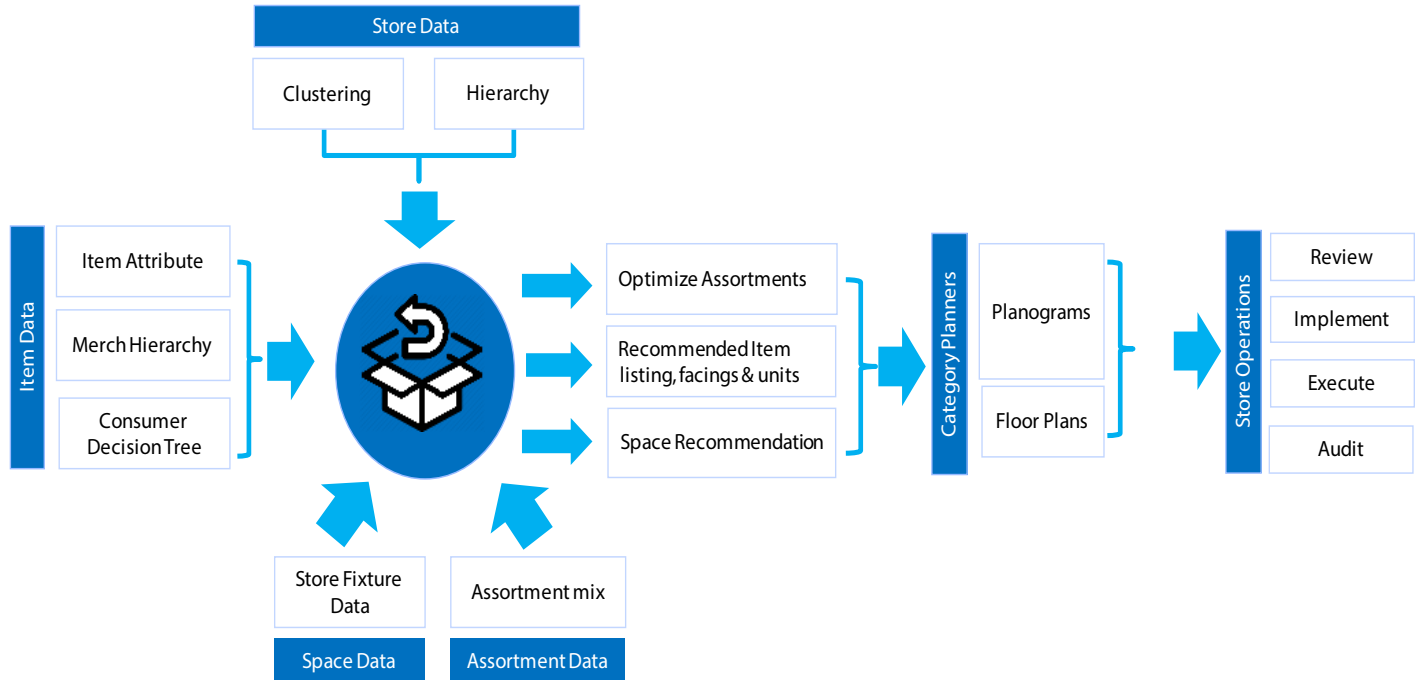


## Overview

JDA's integrated Category Management solution leverages retailers, manufacturers and its suppliers in determining the most effective products for shelf space to best meet customer demands and increase profits while reducing the impact of out-of-stocks. By emphasizing on analytics-driven insights about customer behavior at a macro and local market level, retailers can now develop localized, actionable assortment plans for more profitable growth.

## Category Management Merchandising Process Flow

Category management is a process that involves managing product categories as business units and customizing them [on a store by store basis] to satisfy customer needs.



### Value Delivered

- Merchandising planning serves as the single version of the truth regarding merchandise and store performance. Through pre-season, in season and post season management. Retailers

will create a linkage of strategy to world class merchandising and store execution

- Space planning provides the capability to deliver the merchandising vision to the consumer with the potential

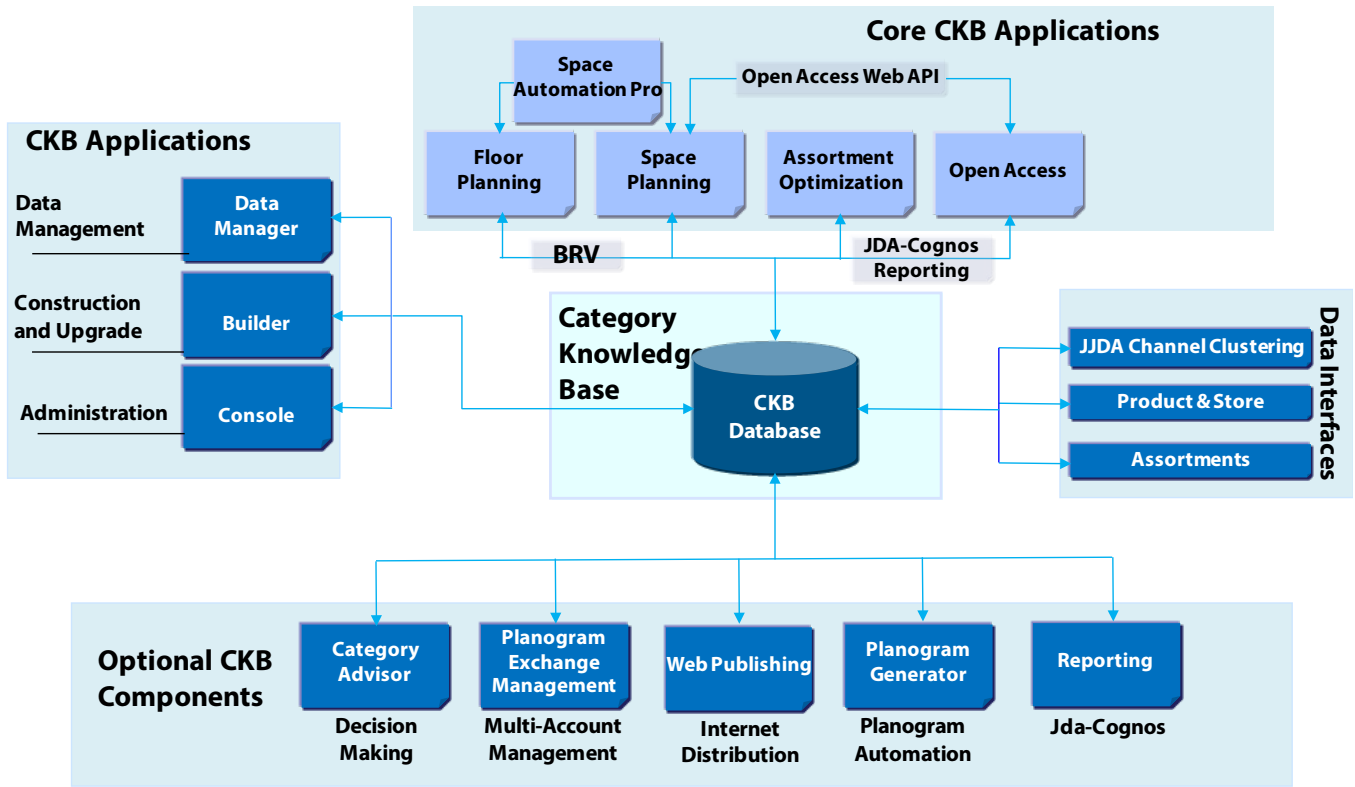
to improve sales, margin, and return on inventory investment. Optimize assortment plans through space rationalization across categories

- Improved productivity by eliminating tedious and manual processes






## JDA Category Management Suite Flow

JDA's integrated Category Management solution leverages retailers, manufacturers and its suppliers in determining the most effective products for shelf space to best meet customer demands and increase profits while reducing the impact of out-of-stocks.



## Our JDA Category Management Expertise

 <h3>Our Expertise</h3>	 <h3>Value Add</h3>	 <h3>Benefits to Customers</h3>
<ul style="list-style-type: none"> <li>• Implementation &amp; Upgrade</li> <li>• Interface building with legacy systems</li> <li>• Planogram Build and publish</li> <li>• Automated Product and Plano placement</li> <li>• Floor Plan Solutions &amp; Auto-Cad integration</li> <li>• Assortment optimization and space Integration</li> <li>• JDA-Cognos &amp; Custom reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Business process refinement</li> <li>• Seamless Support</li> <li>• Customer Engagement</li> <li>• On time delivery</li> <li>• Best-in-class consulting</li> <li>• User Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced time in planogram building</li> <li>• Seamless publish to stores</li> <li>• Targeted Communication</li> <li>• Space optimization in store</li> <li>• Store Compliance</li> <li>• Minimized Overstock/Understock issues</li> <li>• Higher productivity due to automation</li> <li>• Right product, right place at right time</li> </ul>

## Our Recent Successful Engagement

### Business Challenges



- Need for unified central JDA CKB solutions that can work in collaborate environment
- Streamlined and centralized the process to generate automatic planograms via assortments
- Process for managing vendor build planograms
- Need for Reporting tool

### Infosys Solution



- Streamlined the business process and recommended solutions that were not support by JDA OOTB. Developed Web-portal (asp .NET +angular) for users (1000+ users) and deployed solutions over there for all users
- Analyze and recommended the integrated of assortment system with JDA space Planning (CKB)
- Implemented JDA Open Access for users and suppliers to share the planograms. Developed Space automation Pro-Scripts for validating the planograms. Implemented Single-On functionality to authenticate suppliers
- Implemented Congos and integrated with JDA Open Access

### Benefits



- No more dependency on flat files
- Reduce planogram build cycle time
- Reduce planogram publishing turnaround time to store
- Minimize the manual work, hence allowed user to focus more analysis
- Reduction in store tickets
- Improved user – external suppliers communication

### Business Challenges



- Multiple Geographies with old JDA Category Management versions and Legacy system dependencies
- Longer processing times in publishing planograms to stores
- No Streamlined process for optimizing assortments and use in space planning
- Manual planogram generations with less than 50% store compliance

### Infosys Solution



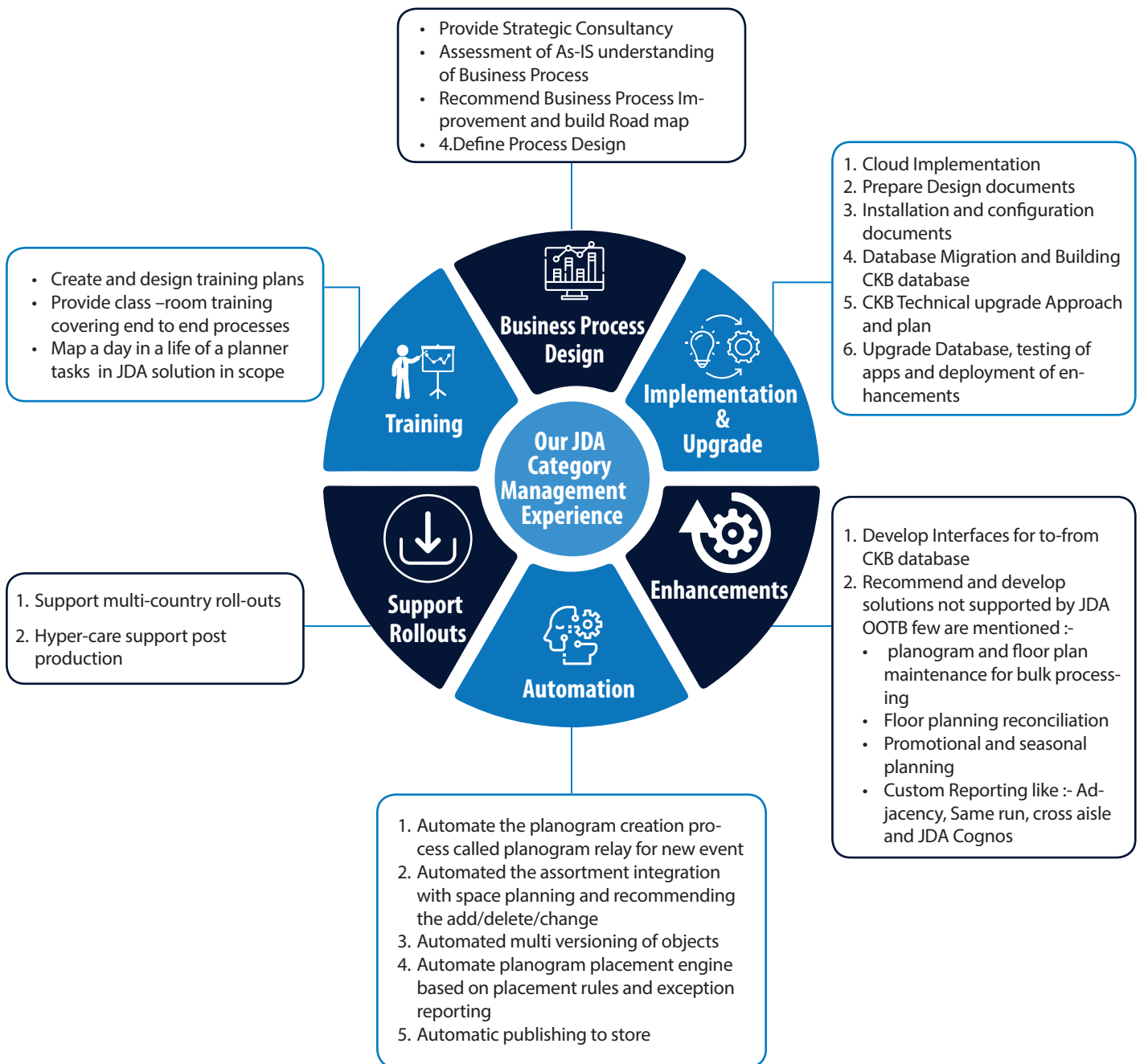
- Created one unique solution with high level of configuration to satisfy the needs of different international markets with reusable components
- Leveraging JDA out of the box functionalities with minimized customization to get a more robust solution
- Transforming all the interfaces with latest Microsoft components and resulted into faster response time
- Removing JDA dependency from stores by sharing PDF files using web publisher
- Automatic planograms generation from JDA Planogram Generator tool

### Benefits

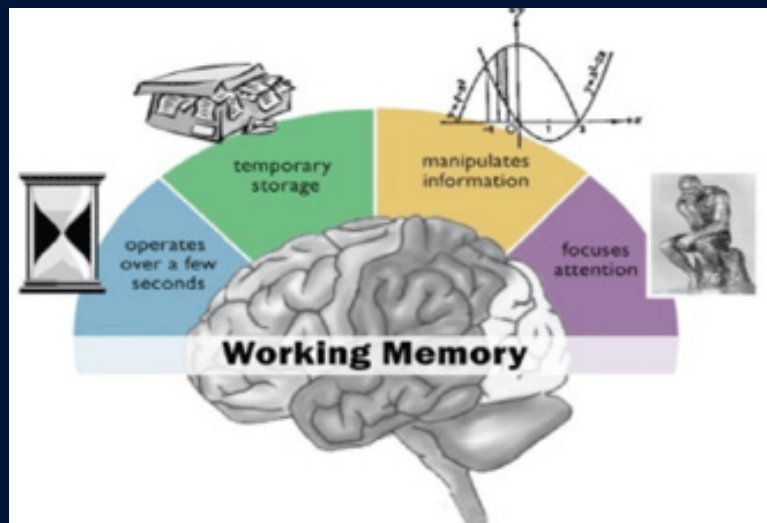


- One centralized solution reduced cost of system support
- Legacy maintenance cost was reduced to minimal
- Increased number of planograms created and published each month
- Multiple reset and revisions planning and parallel work
- Increased store compliance by minimizing errors and publishing planograms on time
- Streamlined reporting and analysis process by putting all the data in system

## Our Involvement – JDA Category Management Experience



## Emerging Capabilities - Machine Learning and Artificial Intelligence



- Machine learning data would deal with multiple types of data which are either system generated or configuration data, business rules and algorithms.
- Component will act like human memory and it will have short term storage (like, recommendations for assortment planning, placement planning etc) and long term storage (like, learning from shopper's basket, trends, past performance of an assortment plan, Planograms etc).

## Navigate your next with Infosys Digital SCM and EAM



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