



## SPACEMAN<sup>®</sup> Suite

Merchandising Services



The global leader in market research, information and analysis

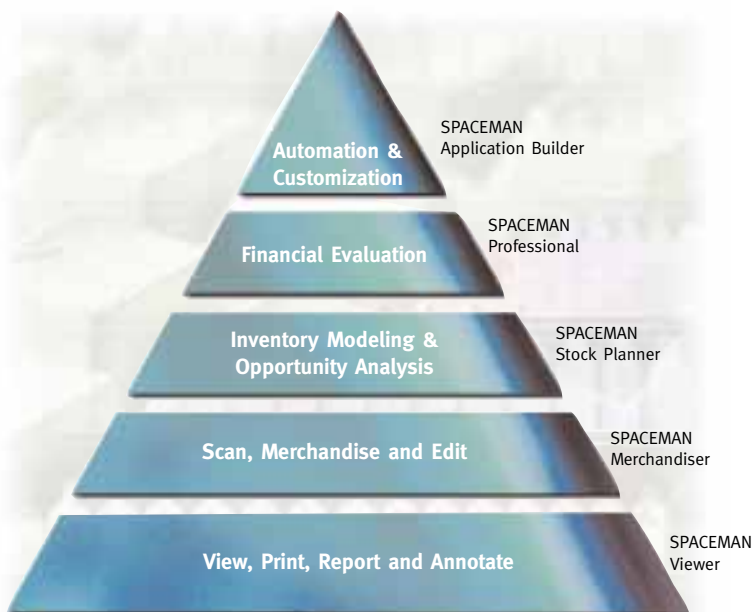
# Setting the Standard for Visual Merchandising

Now more than ever, merchandisers are focused on developing effective visual merchandising plans to maximize profits on a store-by-store basis. Today's sophisticated merchandiser must design planograms that deliver financial objectives for each category and each store and deliver them quickly and efficiently to the target audience. With the ACNielsen SPACEMAN® Suite, these difficult tasks are made easy.

The SPACEMAN Suite is the only visual merchandising system designed to help you create and evaluate customer-focused planograms. It provides an advanced replenishment model, financial analysis, superior data integration and automation/customization capabilities so you can replicate virtually any in-store environment. The SPACEMAN Suite lets you create, edit, evaluate, view and comment on merchandising plans while keeping an eye on category financial objectives.

## A Product for Every Need

With the diversity of needs across countries, clients and classes of trade, it is difficult to satisfy all with a single global offering. Yet rather than developing multiple



**A Complete Family of Products—Providing Solutions from Analysis to Implementation.**

proprietary methodologies, ACNielsen has developed SPACEMAN with industry standard tools that provide the flexibility to address the specific needs of your organization. The SPACEMAN Suite consists of five distinct solutions designed to meet specific business needs:

### SPACEMAN Application Builder

The ultimate solution for customized merchandising and integration. Now you can customize your space management application to your needs. Only SPACEMAN Application Builder incorporates Microsoft® Visual Basic® for Applications with the merchandising and analytical power of SPACEMAN Professional to offer unparalleled flexibility and customizability.

### SPACEMAN Professional

The complete visual merchandising system that sets the standard for developing consumer-focused category merchandising plans. SPACEMAN Professional provides advanced replenishment models, financial analysis, automation of functions and integration with your other applications and data sources.

### SPACEMAN Stock Planner

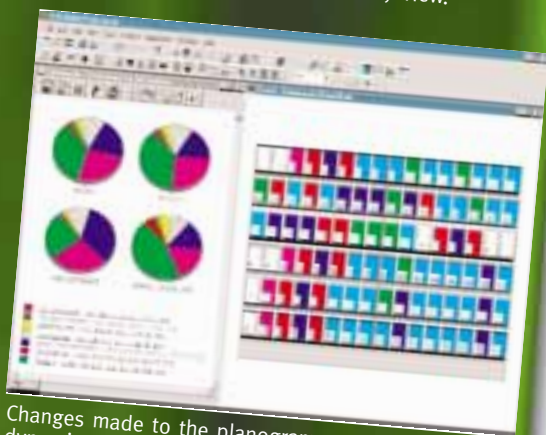
An invaluable addition for inventory management. Now you can also design your back-room stock levels for optimal space and cost effectiveness. With SPACEMAN Stock Planner, you gain the tools to model days of supply, minimum case quantities or inventory counts; pallet configurations and warehouse racking; direct store delivery (DSD) against multiple vendor schedules; as well as demand-variable factors, to allow for safety stock.

### SPACEMAN Merchandiser

The affordable, entry-level visual merchandising system. SPACEMAN Merchandiser provides in-house and field staff with basic merchandising, barcode scanning and planogram reporting capabilities in an easy-to-use format.



SPACEMAN Suite allows you to view your planogram in Live mode, units, in a front view, side views and a top view all at once! Make a change to a product and see it change in any view.



Changes made to the planogram are reflected dynamically in all graphs, giving you the information you need instantaneously.



Easily identify over- and under-performing products on a variety of measures using SPACEMAN Suite's Highlight capability.



SPACEMAN Output Designer is a page layout designer that makes use of frames and drag-and-drop technology to make the creation of custom layouts easy. Layouts can consist of one or more pages that can consist of different planogram views, custom labels, reports and images

### SPACEMAN Viewer

A visual merchandising viewing tool that affordably extends access to category merchandising plans and connects key personnel with corporate merchandising efforts.

### Planogramming Made Simple

Every member of the SPACEMAN Suite was designed to make merchandising simple. You can become productive with any of these applications in virtually no time at all. Using SPACEMAN tools, you can build or edit planograms in minutes using planogram libraries that store commonly used elements. Create planograms on-the-fly by “zapping” products onto shelves with a barcode scanner. Plus, the SPACEMAN Suite supports a wide variety of fixture types, allowing you to re-create almost any in-store setting.

### Finally, a System that Offers Flexible Data Integration

One of the most frustrating aspects of creating or editing planograms is the ability to import and update product information. Not anymore. The SPACEMAN Suite offers unparalleled ODBC support and field mapping capabilities. It easily interfaces with any ODBC-compliant database and allows you to match your database fields to appropriate SPACEMAN data fields. It also offers seamless links to ACNielsen Workstation platforms for faster, more reliable product data entry. No one makes it easier to import/update product information and improve your productivity.

### Providing In-Depth Merchandising Analysis

It's not enough to build a visually pleasing merchandising plan. That's why SPACEMAN Application Builder and SPACEMAN Professional offer advanced replenishment modeling and analytical capabilities. You can replicate practically any in-store environment based on your actual supply and demand schedules by assigning inventory models to each product in a category. These superior analytic tools can then be used to evaluate and easily identify over- and under-performing products on a variety of measures.

Not satisfied with your planogram's financial performance? Simply make changes to product inventory models, facings, etc., and re-evaluate their performance in seconds.

SPACEMAN Professional and SPACEMAN Application Builder allow you to evaluate product, store and planogram data in multiple scenarios of the active planogram. Save up to 10 planogram scenarios, evaluate them and identify the plan that best meets your category financial objectives. The SPACEMAN Suite gives you the power to make fact-based merchandising decisions that help you exceed category financial objectives and drive more profits to your bottom line.

### **Create Sophisticated Reports and Presentations**

Each member of the SPACEMAN Suite comes equipped with predefined reports and graphs for quick and easy category merchandising analysis. In addition, SPACEMAN Application Builder and SPACEMAN Professional offer you the added capability of integrating with applications like Microsoft Excel, Lotus and PowerPoint. Now you can easily report, present and chart key merchandising and replenishment facts with the tools you're using today.

### **Build Custom Applications**

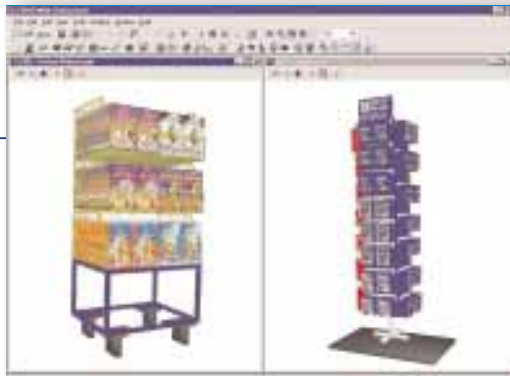
The SPACEMAN Suite is designed as a group of components, linked together by a common interface, allowing you to build custom applications around each component as needed. For example, you can create an Excel macro to open and retrieve specific planogram information to automatically create spreadsheets and reports.

### **Automation and Customization Equals**

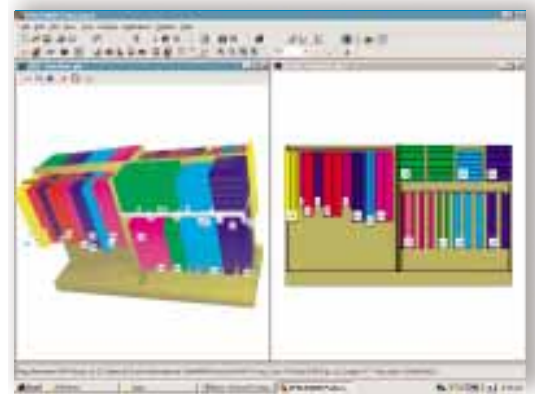
#### **Productive Planogramming**

SPACEMAN Application Builder has a significant additional capability. ACNielsen has integrated the Microsoft® Visual Basic® for Applications development environment into SPACEMAN Application Builder. Now, you can automate routine tasks, link to your specific data sources or tailor the software to meet other business needs.

With SPACEMAN Application Builder, you can create a toolbar button that automatically updates a planogram from a specific data source in one click. Or you can program a specific quality check each time you save a planogram, guaranteeing optimal results before the planograms are made available for implementation.



With SPACEMAN Suite you have 3-Dimensional Planogram Viewing supporting Block, Units, Shapes, Product and Fixture Live (including transparencies), Position and Fixture Labels.



SPACEMAN Suite supports pallets, pegboards, freezer chests, baskets, hanging bars, rods and open shelves.

By using SPACEMAN's components, you boost your productivity, automating repetitive merchandising tasks such as data collection and manipulation. This allows you to concentrate on identifying trends and opportunities and investigate new merchandising concepts and philosophies.

No other visual merchandising system provides such powerful automation and customization capabilities, allowing you to do your job more creatively and efficiently than ever before.

### **The Obvious Solution for Productive Planogramming**

When it comes to creating the optimal category merchandising plan, the SPACEMAN Suite offers the most advanced analytical, customization and automation capabilities in the market. So it's easy to see why it's the preferred space management system for thousands of merchandisers in more than 100 countries worldwide. The SPACEMAN Suite gives you the power to become more productive and focus on developing effective category merchandising plans designed to improve your return on investment.

## Gain the Benefits of Using SPACEMAN

### Increase Productivity

- Automate routine merchandising tasks to provide more time for concentrating on competitive merchandising strategies.
- Use existing data sources to import current product and financial information quickly and easily.
- Implement an end-to-end structured merchandising process.

### Reduce/Eliminate Costs

- Extend the use of point-of-sale, market-level and consumer data.
- Eliminate the need to invest in a data translation system by importing and exporting multiple planogram file formats.

- Provide a universal system for your global space management needs by supporting multiple languages.

### Make Better Business Decisions

- Implement a total category management solution.
- Strengthen category management presentations with detailed, fact-based reports and graphics.
- Highlight and identify financial opportunities on a variety of measures.

## Loaded with Easy-to-Use Features

- Comprehensive, on-screen planogram analysis capabilities.
- 3-Dimensional planogram viewing supporting Blocks, Units, Shapes, Product and Fixture live images (including transparencies), and Position and Fixture Labels.
- "Blueprint" printing of planograms in standard printing and SPACEMAN Output Designer.
- Powerful reporting and graphing capabilities for impressive category management presentations.
- A wide range of in-store fixtures to accurately simulate the retail environment.
- Unparalleled ODBC support and data field mapping capabilities for easy product, financial and merchandising updates from a wide variety of data sources.
- Windows Explorer style libraries that re-use previously created work.
- Supply, demand and inventory modeling to match in-store conditions.
- SPACEMAN Batch Print for efficient creation of paper output.
- Customization capabilities with Microsoft Visual Basic for Applications to further integrate, automate and streamline merchandising processes.
- Open multiple planograms at once.
- Visual highlighting to identify opportunities for improved performance and inventory levels among merchandised products.
- Import and export compatibility with other planogram software.
- Installation in any one of 16 languages including English, French, Spanish, Italian, German, Portuguese, Bahasa, Japanese, Chinese, Korean and Thai.
- Uses latest Component Object Model (COM) technology from Microsoft to ensure compatibility with today's Windows 95/98/NT/2000 operating systems and those of the future.
- Available in a network version.

### Recommended System Requirements

#### SPACEMAN Viewer:

Windows 9x: Pentium 266 or greater, 48MB RAM  
Win NT4: Pentium 266 or greater, 64MB RAM

#### SPACEMAN Merchandiser:

Windows 9x: Pentium 266 or greater, 48MB RAM  
Win NT4: Pentium 300 or greater, 64MB RAM

#### SPACEMAN Stock Planner:

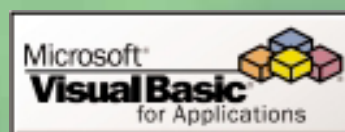
Windows 9x: Pentium 266 or greater, 48MB RAM  
Win NT4: Pentium 300 or greater, 64MB RAM

#### SPACEMAN Professional:

Windows 9x: Pentium 266 or greater, 64MB RAM  
Win NT4: Pentium 300 or greater, 80MB RAM

#### SPACEMAN Application Builder:

Windows 9x: Pentium 300 or greater, 64MB RAM  
Win NT4: Pentium 300 or greater, 128MB RAM



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