

CATEGORY MANAGEMENT

Category Knowledge Base

Challenge: Transforming space and category data into profitable business intelligence

Today's retailers and suppliers are inundated with an extraordinary amount of space and category management data, including UPC codes, SKU numbers, product and fixture attributes, sales results and store and department dimensions. Because this data is distributed throughout the organization, it can be hard to access, slow to deliver, and often, conflicting and inaccurate. It's challenging enough to control raw data, let alone use it to its full potential. To make timely, accurate decisions that drive profits, companies must effectively manage their space and category information as well as transform it into meaningful business intelligence.

Solution: Integrating and exploiting your space and category information

To achieve absolute data integrity, consistency and integration, rely on JDA® Category Knowledge Base to efficiently create, store, manage, analyze and share your space and category information. As the central hub for JDA Software's market-leading, fully integrated Category Management solution, this powerful state-of-the-art relational data mart enables you to effortlessly manage planograms, fixtures, floorplans, store/ cluster data, product attributes and performance information.

Providing fast, wide-scale access to your company data within one system, JDA Category Knowledge Base simplifies the time-consuming task of database administration and maintenance so you

◆ Key Benefits:

- JDA Open Access is a downloadable app that allows mobile tablet users to connect to category management insights and features from anywhere there's a Internet connection.
- JDA® Category Knowledge Server enables version control as well as informed offsite decisions and category review, audit and analysis with direct access to space- based reporting, planograms and product information plus modified data upload/ validation to JDA Category Knowledge Base
- JDA® Web Publisher saves time and money by automatically generating planogram and floorplan documents that are stored in a secure website accessible to remote users via company intranet or the Internet

Key Benefits
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can reallocate resources to more profitable activities. Enjoy trouble-free planogram/floorplan maintenance based on user-defined hierarchies or groupings, and maintain critical relationships between planograms, floorplans, products and stores for detailed tracking and analysis. With JDA Category Knowledge Base, you'll combine robust business intelligence with critical decision support to drive profitability and customer satisfaction.

Delivering an easy-to-use, ready-to-go solution

Profit from business intelligence without extensive customization. Supporting SQL Server and Oracle environments, JDA Category Knowledge Base is easily installed and configured to deliver the broad data that addresses your space and category management needs. With functionality that ensures a user-friendly, straightforward experience, you can effortlessly oversee your database using optimized user, security and activities supervision solutions. Maintaining Microsoft design standards, JDA Category Knowledge Base capitalizes on Windows-styled customizable toolbars, menus and shortcut bars so users can quickly get up to speed with minimal assistance and training.

Saving resources, streamlining productivity

JDA Category Knowledge Base saves you hours of time by eliminating tedious, manual processes. You can instantly make changes across thousands of planograms and hundreds of floorplans. With a single mouse click, you can print planograms and floorplans for an entire store. And to ensure timely delivery of critical data, the solution processes updates immediately or automatically on user-defined dates and times for increased productivity without adding staff.

Enabling informed decisions with powerful analysis

Gain answers to complex profitability questions. JDA Category Knowledge Base enables you to quickly ascertain the number of stores stocking each product, the products comprising a particular planogram and the planograms encompassing each floorplan. Further strengthen analysis by producing reports and charts tailored to your specific needs. Leveraging detailed analytic capabilities, you'll empower your organization to make results-oriented decisions.

Key Benefits continued

- Supported by a leading consumer goods product images provider, JDA® Products & Images significantly boosts efficiencies and saves resources by automating the product attribute and image update process for new and existing products
- JDA® Planogram Exchange Management facilitates trading partner collaboration by seamlessly managing planograms and product information from a variety of external sources in a single database
- JDA® Category Advisor drives brand and category growth by integrating planograms and critical retailer point-of-sale data for effective consumer-centric space and assortment management
- JDA® Planogram Generator satisfies customers fast by automating the high-volume production of optimized, store-specific planograms, taking into account user-defined merchandising instructions, fixtures, assortments and performance data

Maximizing return on investment with integrated solutions

At the heart of JDA Category Management applications including JDA® Space Planning and JDA® Floor Planning, JDA Category Knowledge Base drives strategic decisions enterprise-wide.

You can simply create demand-based planograms by integrating assortment plans with space plans. JDA Category Knowledge Base takes business intelligence even further by supporting JDA's powerful merchandising, planning, forecasting and replenishment solutions—delivering complete integration of all facets of your business, from high-level goal setting to merchandise execution.

By synchronizing customer-based space and category needs with production and distribution plans, you'll boost consumer demand, satisfaction and sales. Additionally, you can also augment your space and category management initiatives with an array of JDA Category Knowledge Base extension solutions to further expand your investment.

Real Results

Companies that rely on JDA Category Knowledge Base to deliver market-leading capabilities can realize significant benefits, including the following:

- Timely, accurate access to critical space and category data
- Meaningful analysis driving profitable performance
- Optimized space and category decisions
- Increased customer satisfaction

Deploy JDA Category Knowledge Base software via JDA Cloud Services

Protect your JDA software investment and increase business agility by having JDA experts manage, monitor and maintain your JDA solutions. JDA Cloud Services reduces your implementation time and risk while enabling you to quickly and easily deploy new functionality to keep pace with your changing business needs. With your software running in the JDA Cloud and upgrades included in your service, you will benefit from solutions that are optimized for your specific business requirements to help ensure that you achieve and sustain a long-term return on your investment.

About JDA Software Group, Inc.

At JDA, we're fearless leaders. We're the leading provider of end-to-end, integrated retail and supply chain planning and execution solutions for more than 4,000 customers worldwide. Our unique solutions empower our clients to achieve more by optimizing costs, increasing revenue and reducing time to value so they can always deliver on their customer promises.

Using JDA, you can plan to deliver.
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