Heptagon 'IDEA'
Unlocking Million $

Leading company in the beverages industry achieves operational efficiency through digital transformation using our category management solution.

The solution focuses on creating a unified category management system that significantly reduced costs and exponentially improved process efficiency.

The Client

A globally recognized brand and a Fortune 500 listed company based out of Belgium, our client organization is a global market leader in the beverages and brewing industry. The company has a 170000+ workforce, 190+ production units for 500 brand lines, and operates in over 50 countries. In its sector, the company has the second-largest market share in India.
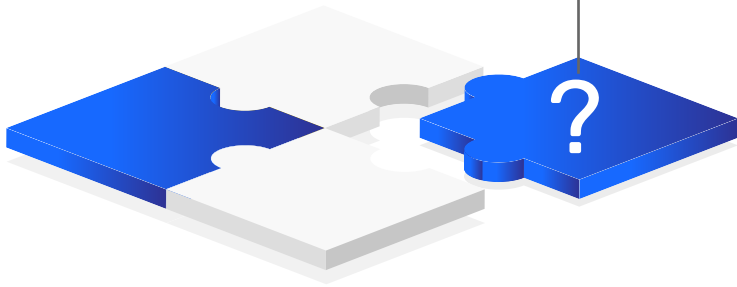
170000+
Workforce

190+
Production units

50
Countries

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The Challenge

The product assortment process required intensive human involvement with no unified system available, causing injudicious use of time and money.

Each operation from handling products, planning strategy, and tracking performance was manually overseen, leading to increased expenditure. Further, dealing with day-to-day activities leaves little time for future planning and regular technological upgrade.

Our Solution

A flexible and scalable category management system was built enhancing our client's retail productivity. This was achieved by creating planograms as per their requirements to help save time, resources, and training costs. It facilitated a more nuanced and in-depth understanding of category spending, utilizing artificial intelligence and machine learning procedures to deliver the right product to the right place at the right price.

The AI / ML centric planogramming, space management & visual merchandising helped our client to quickly master the software. It enabled them to produce & deploy their first planogram, and secure a fast ROI from well-planned sales campaigns that are market research & planogramming-driven.

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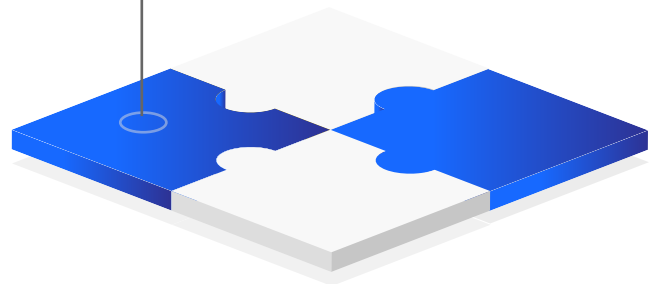
Business Outcomes

Our planogramming software users have reported the following benefits from their successful deployments:

- Individually optimized AI planogram per store
- Enhanced sales presentations & closure results
- Increased consumer appeal of product displays
- Improved brand awareness
- Efficient use of shelf space allocations
- Rise in financial performance of assortments

- Faster, more accurate substitution
- Quicker inventory resets.
- Better idea of relative product performance
- Enhanced marketing through targeted displays
- Increased awareness of visual merchandising
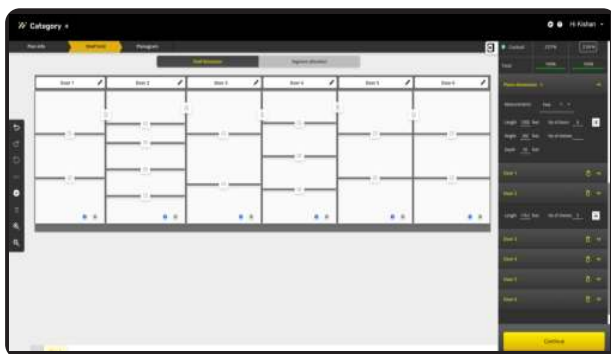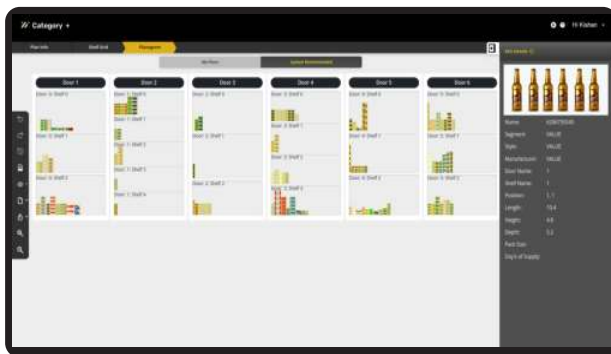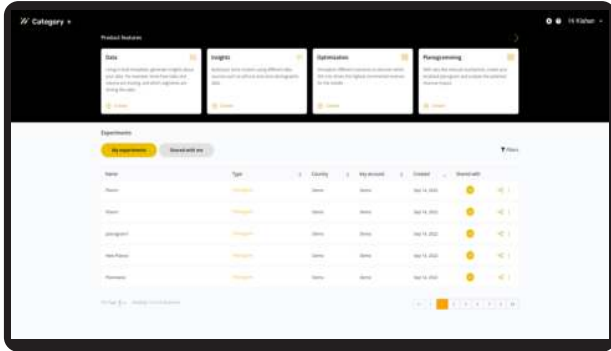
Cost savings due to efficient operation of the solution

7.5% category growth: After deployment of layout and assortment recommendations at key retailers.

3X Efficient use of human resources

50% saving on labor costs

100% auto recommendation: The AI/ML suggests the best alternative if the product is not available.

Alleviate tedious tasks by 75%- The visual planogram eliminates the need for drawings and restocking of stationery

Increased sales by 6%: Enabled by new insights-driven arrangements and product assortments

Enhanced inventory management: Store-specific planograms to achieve customer-centric product arrangements.
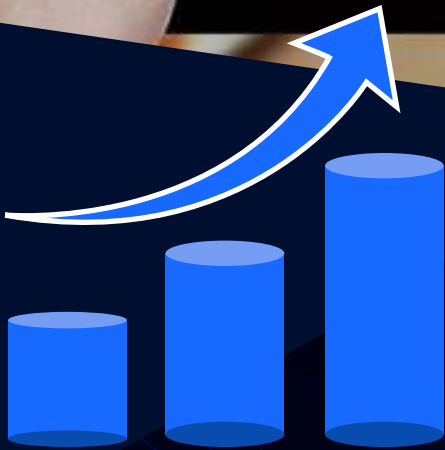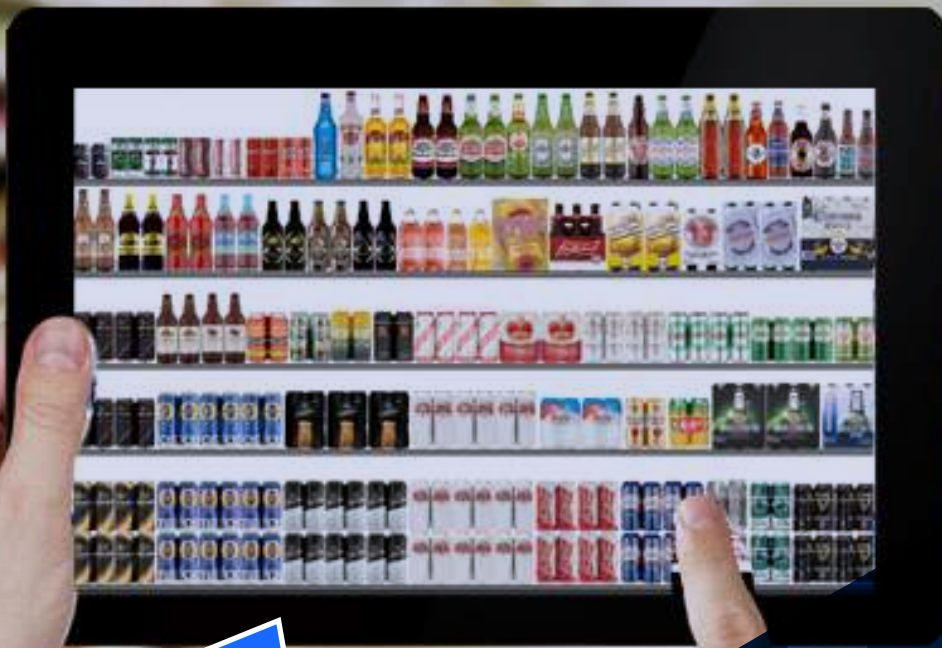
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The Future

Advance by incorporating Augmented and Virtual Reality for an interactive planogram to make the process 10 to 25 times faster. The current planogram software consists of two-dimensional images which are interpreted and executed into a three-dimensional space manually. With an AR and VR intervention, this manual process will be eliminated.

The software will scan the surrounding area with cameras and automatically upload a store to a digital environment, allowing the user to walk around and visualize the store. This enables the retailer to simulate different layouts and allocate shelf space for floor plans.

The convergence of the physical and virtual world unfolds a range of new possibilities across the value chain to increase productivity, time & profitability for retailers.

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