# Retail operations

## Accelerate merchandising processes and reduce costs



### Merchandise optimization

Retailers are concentrating more than ever on improving their customers' shopping experience. Corporate teams and individual stores are working in concert to optimize promotions, pricing, product assortment and space management. Crucial to their work are applications that lower costs by automating merchandising processes.

### Rules for automation

Rule engines provide a recognized solution for boosting the efficiency of merchandising operations with automation that accommodates store-specific constraints. Store management adheres more closely to corporate recommendations in addressing local requirements (e.g., rules for product allocation). Marketing proposes better strategies when they can see the processes governing merchandising (e.g., rules for price definition). And the communication department provides a coherent image across stores, using guidelines that are regionally adapted (e.g., rules for calculating awards).

### Complete with optimized recommendations

Major retailers are turning to ILOG's Business Rule Management Systems (BRMS) for their rule-based software solutions. ILOG BRMS lets them capture policies and best practices with business rules, and implement the rules in applications across the chain through a central repository. Many retailers also benefit from ILOG's leading optimization software. Using store-specific data, it can quickly find solutions for improving operations. For example, it can help automate the arrangement and placement of merchandise at the store level. Retailers can rely on ILOG software to help them make shopping a more enjoyable experience.

- **Empower employees**

- **Coordinate strategies across stores**

- **Tailor operations to specific stores**

- **Accelerate new campaigns**

- **Test plans with what-if scenarios**

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## Retail solutions

Solutions using ILOG BRMS help merchandisers automate a wide range of processes:

- Pricing and markdowns
    - Automate pricing for thousands of items at the SKU level
    - Implement pricing policy changes faster
    - Maintain transparent pricing policies
- Promotions and customer loyalty programs
    - Ensure reliable promotion processes
    - Synchronize local and national promotions
    - Launch market-basket-driven promotions
    - Deliver personalized promotions
- Product assortment and space management
    - Optimize shelf space
    - Generate realistic assortment plans
    - Find the best mix of products fast

Furthermore, ILOG optimization enables retailers and vendors to quickly calculate:

- Best possible price points
- Discounts and promotions
- Displays and "planograms" (shelf plans for stocking merchandise)

ILOG optimization delivers accurate data for effective demand-based merchandising, and combined with business rules, it can be used to formulate what-if scenarios for quickly assessing the effectiveness of operations.

## Automate merchandising operations and cut costs

ILOG BRMS captures pricing, promotion and assortment policies as easy-to-update rules that:

- **Empower merchandisers:** Merchandising teams implement their expertise by writing their policies in familiar terms.
- **Accelerate new campaigns:** Marketing teams cut weeks and even months from their execution planning time by rapidly redirecting merchandising operations.
- **Coordinate strategies across stores:** Decision-makers deliver more realistic guidelines by sharing merchandising practices among operational teams.

## Centralize rules for cross-department usage

Only ILOG software allows users from several departments to contribute their expertise and best practices to the automation of merchandising tasks. This is made possible through a central repository with services such as a common language, personalized access and rule life-cycle management. ILOG software gives users access to the rules, and allows them to update them as required.

## Dedicated business and technology support

ILOG provides complete services for consulting, education and customer support. ILOG's best practices and methodology, provided with professional expert support, help retailers of all types and sizes obtain cutting-edge applications faster and with the greatest return. ILOG consultants work side by side with developers to guarantee their success with ILOG software.

*"eBay is committed to providing a world-class technology platform that ensures a stable, reliable marketplace for its users. Selecting ILOG JRules [a key offering in the ILOG BRMS product line] was a part of our ongoing effort to enhance the user experience of the eBay site."*

**– James Barrese
Director of Systems
Development
eBay**

### Learn more

*For more information about ILOG in retailing, please visit the retail solution section of our website, at www.ilog.com/solutions/retail.*

### ABOUT ILOG

*ILOG's innovative enterprise-class software components and services have helped companies maximize their business agility and improve operating efficiency for over 10 years. Over 1,000 global corporations and more than 300 leading software vendors rely on ILOG's business rules, optimization and visualization technologies to achieve dramatic returns on investment, create market-defining products and services, and sharpen their competitive edge. For more details, please visit www.ilog.com.*

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