

Hoffrogge

A brief overview of shelf optimization at store-level

Enable efficient and scalable implementation of space, range and shelf optimization for each individual store



The challenge: every store is different!

Different neighborhood = different shopper behavior!



Hamburg Eppendorf



Hamburg Wilhelmsburg

Every store has shoppers with individual needs for space, range and shelf placement.

Each store also has different shelf structures and fixture measurements, as well as a different shopper path.

Any optimization should take into account the local specifics of the individual store.

The solution

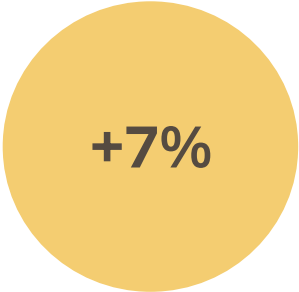
Store-individual optimization with fact-based and custom-fit planning facilitates 1:1 execution by the people in the store.

This enables significantly higher sales!*

*Experience from projects comparing stores with good planogram execution to a control group.

Optimization at store-level is worth it

Significant improvement in results and effort



+7%

better sales*

+7% due to optimization of
space, range and shelf at
store-level



-80%

less effort

80% less manual effort for
the planning process due to
AI and a patented process



500+

executed projects

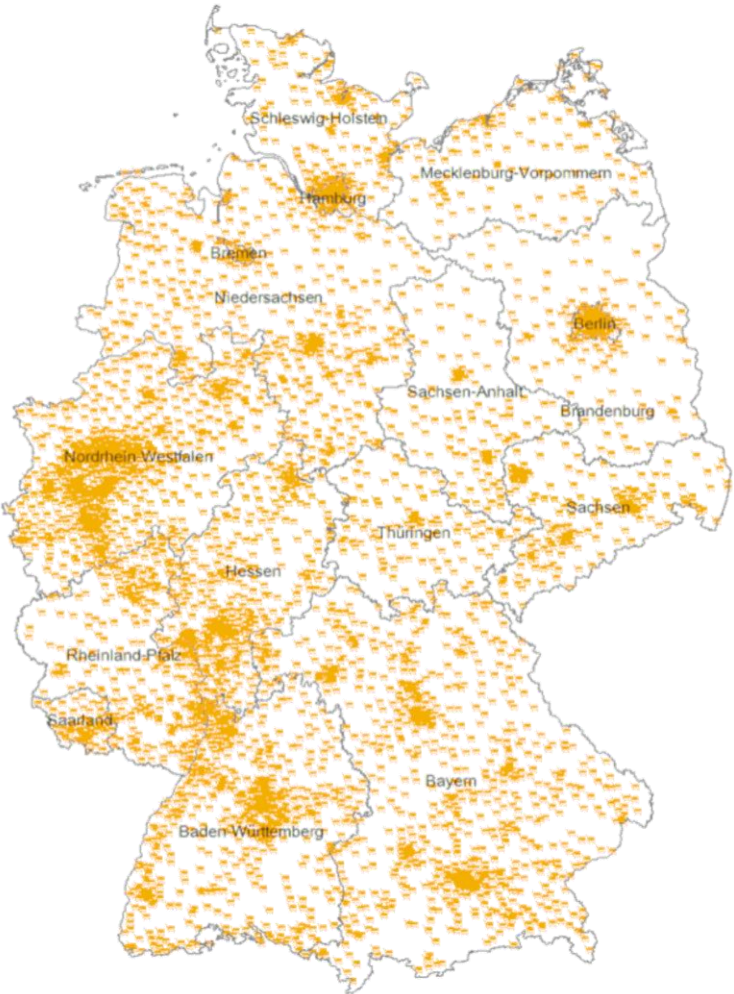
in-depth know-how gained in
many categories, channels
and countries

*Average results based on experience of successfully executed projects.

Partners who trust Hoffrogge

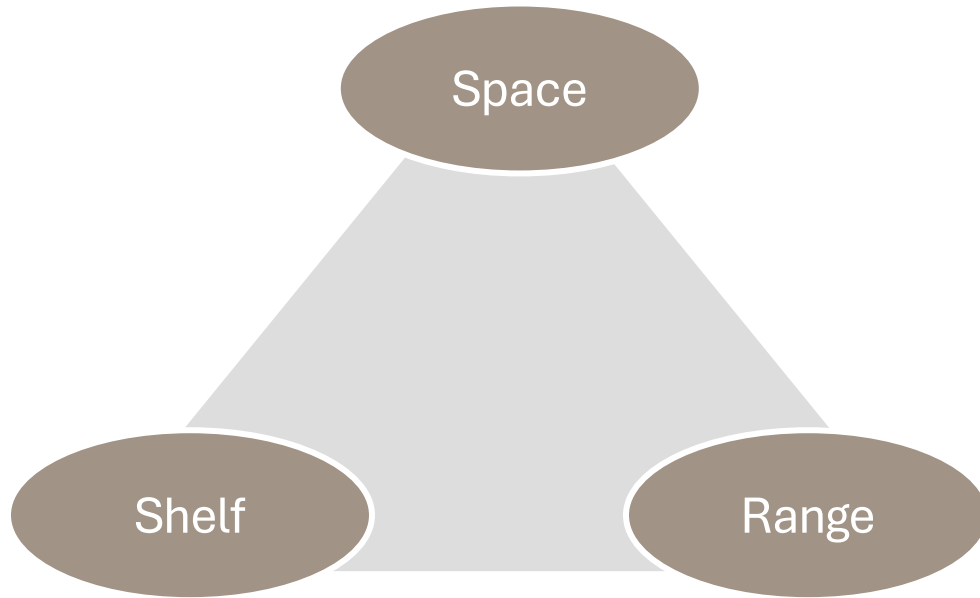
A selection of our partners with more than 15,000 store-individual optimizations in 12 months, just in Germany



Category Management's "magic triangle": all three at once

Interaction of space, range and shelf can only be efficiently managed with fully integrated software



Space Management

Automatically calculate market-oriented shares of categories/segments flexibly using the Space Allocation Key (SAK)

Automatically order shopper-oriented arrangement of categories/segments based on rules

Range Management

KPI-guided, rule-based determination of item ranges for outlet clusters and shelf sizes following strategic guidelines

Automatic adaptation for each outlet by local heroes/local losers including facing adjustment according to store-individual sales data

Shelf Management

Outstanding efficiency in **automated planogram production** through **flexibly configurable rulesets** (AI-supported "bottom-up approach")

Custom-fit planograms for outlet-individual item range and shelf structures enabling **easy and quick 1:1 execution in store**

Mass production of planograms is possible

Outstanding efficiency thanks to rule-based production of planograms in a patented process*

1.

Space
2.

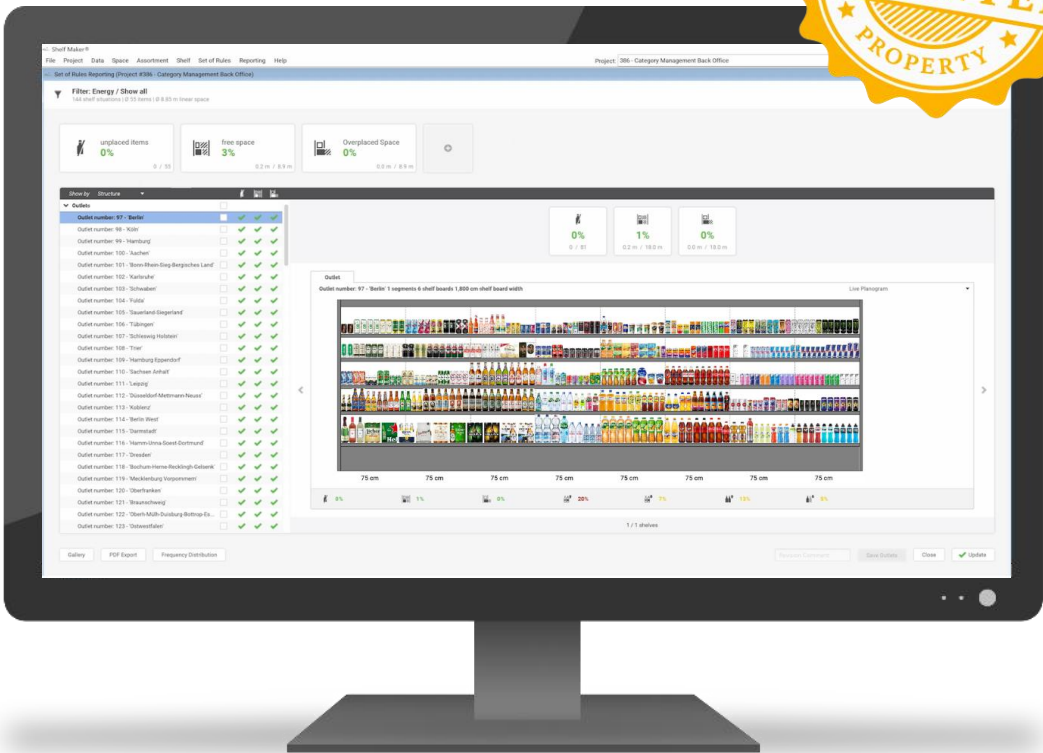
Range
3.

Shelf vision
4.

AI-supported rulesets



Software Shelf Maker®



*Hoffrogge’s International Patent EP 2697752 (= WO 2012/139747) - “Method for producing individual shelf images for different sales locations”



Dynamic rulesets are key for high efficiency

Generate your rulesets with the support of the AI assistant **RAI**

The screenshot displays the Shelf Maker 8.1.0 software interface. In the foreground, a chat window for the AI assistant RAI is open. RAI is shown as 'Online' and has sent a message: 'Its recommended to start with sorting the items within the range. What order do you have in mind?'. The chat window includes a text input field with the placeholder 'Write a message...' and a yellow circular button with a speech bubble icon. The background shows the main software interface for 'Project: 385 - Category Management Back Office'. It features a 'Rule Preview' section with a 'Live Planogram' table. The table has columns for 'Monster', 'Rockstar', and 'Remaining energy', with rows showing '100%' and '0%' values. Below the table are three '100 cm' labels. At the bottom, there is a 'Listing Type: Energy M' section with a 'Postcode: 10115' and 'Cluster: Deutschland'.



Empowerment of the users by AI-supported training

Know-how transfer ensures the independent and efficient use of Hoffrogge software



The Hoffrogge Empowerment Platform guides users through the entire software platform according to the Golden Circle (why – how – what), thus ensuring efficient knowledge transfer. The AI avatar accompanies the user step by step through the process that leads to the user's certification.



What differentiates Hoffrogge

Working with Hoffrogge is a good idea

No manually created master planograms

are required for the creation of **store-individual planograms**. Hoffrogge is the only provider that makes **mass production of planograms** truly scalable.

Outstanding efficiency

due to the **international patent*** in the production of 1:1 executable planograms (**average efficiency factor of 10x** compared to classic planogram creation).

Fully integrated software platform

covers **space, range and shelf without any system breaks** allowing for **significantly better sales** in stores with good planogram execution compared with the control group.



Connection of back-office & in-store

by actively involving store employees (sales reps & shelf staff) via **easy-to-use planogram apps** on mobile devices with intuitive feature sets and notifications.



User onboarding via empowerment platform

with **e-learning** to quickly transfer the know-how on efficient usage of the software according to **why – how – what circle** with **certification** for quality assurance.



AI-supported algorithms

enable **scalable optimizations** at **store-level** synchronizing all the relevant data from the **SAP ecosystem** for the connection of supply and demand side.

*Hoffrogge's International Patent EP 2697752 (= WO 2012/139747) - "Method for producing individual shelf images for different sales locations"

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