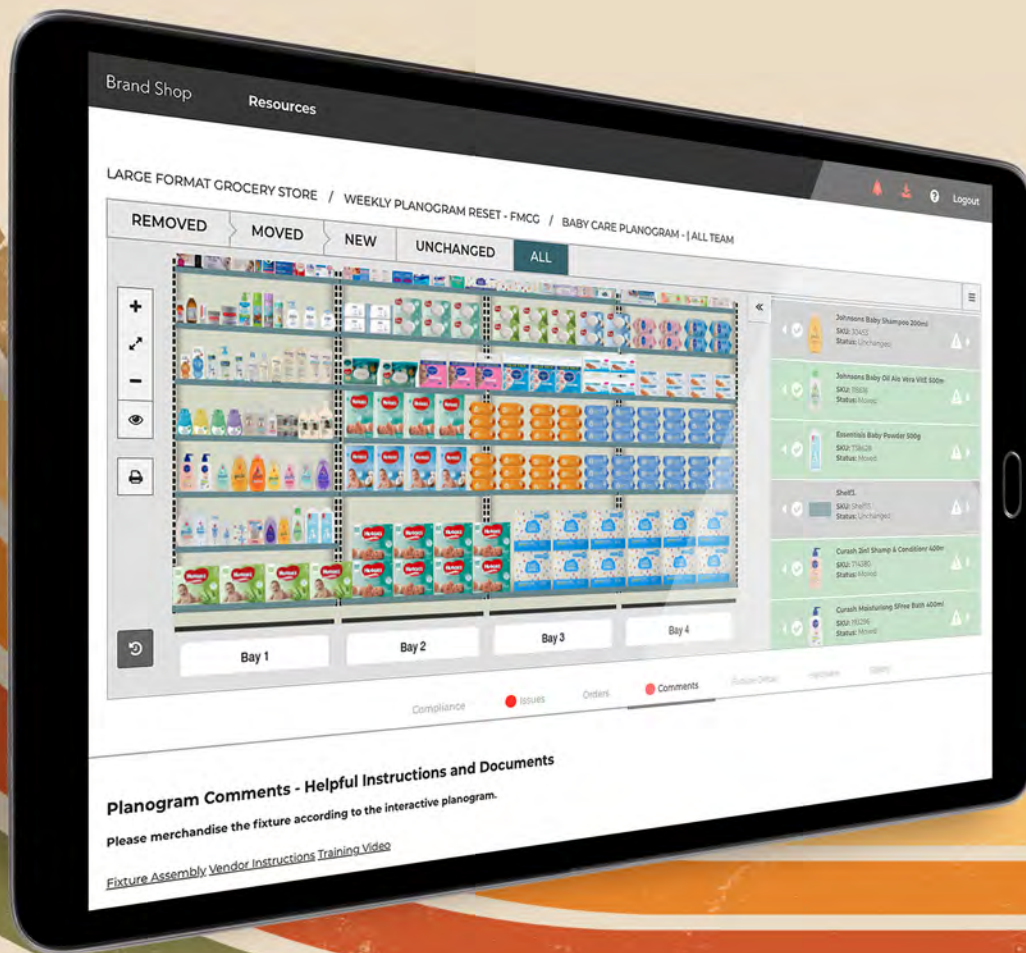


# ***the dynamic digital planogram is here.***

## OUTTA SIGHT!



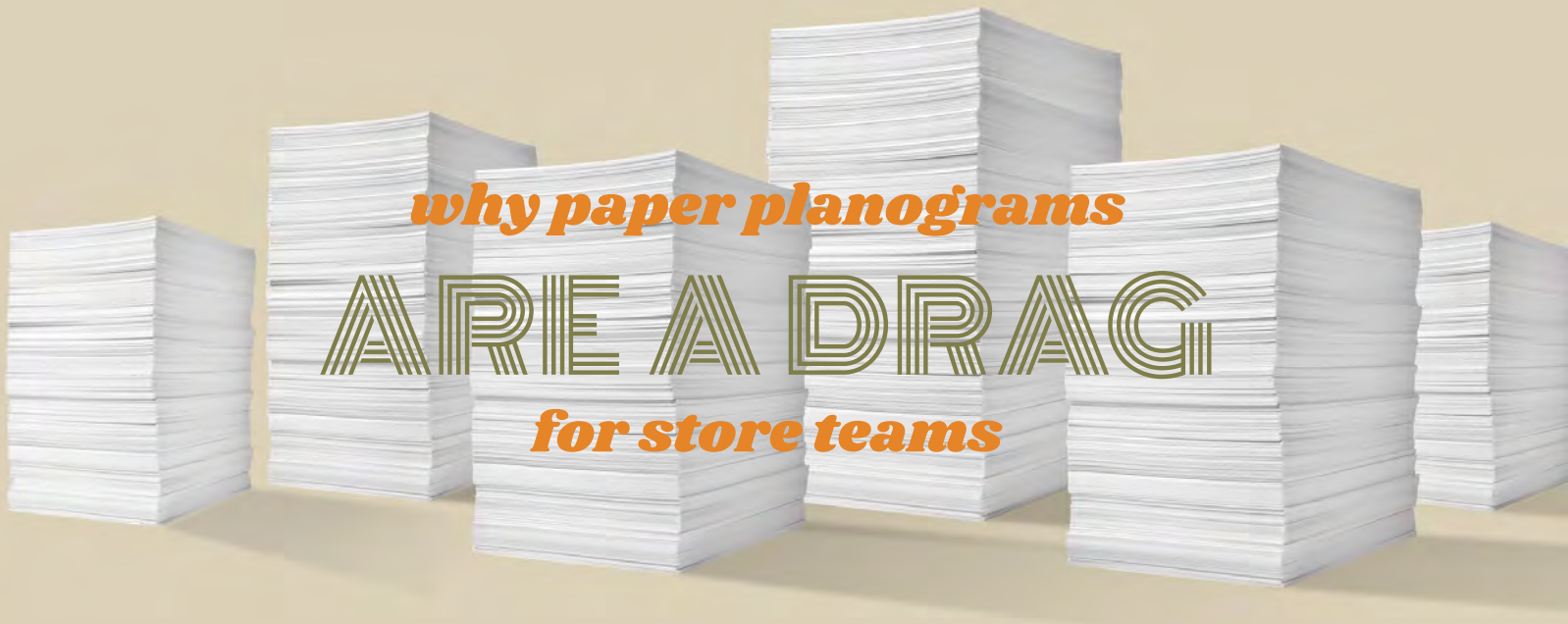


The seventies were pretty mellow when it came to merchandising. Retailers only managed two to three major resets per year, executed by skilled field merchandising teams, and floor layouts were fairly consistent. Paper planograms, new on the scene at the time, were all the rage. But so were bellbottoms, fondue pots and transistor radios.

Needless to say, a lot has changed since then. Retailers' HQ teams have invested heavily in big data tools to optimize and localize assortments and the art of visual merchandising has been honed to a science. Omnichannel retail, professional shoppers and ecommerce—things nobody had even imagined fifty years ago—are all part of the mix. Store layouts and fixtures, meanwhile, are much more varied and are constantly changing.

And yet, many businesses still rely on that old standby, the paper planogram. But while retro may be fun when it comes to your leather jacket or your LP collection, it's not such a good thing when it comes to increasing sales. Simply put, planograms just aren't up to the pace and complexity of today's retail.





# *why paper planograms* **ARE A DRAG** *for store teams*

For accurate and effective merchandising execution, store teams need to actively engage with merchandising plans, bringing HQ's merchandising decisions to life on the shelves. But more often than not, paper planograms hinder that process instead of help it.

***“Nobody told me there was a new planogram.”*** There's a lot going on in today's busy, large-scale retail environments, and ever-increasing demands on store employees. Planograms can easily get lost in the shuffle. If they're posted to the company intranet or sent via email, they may go unopened or get buried in inboxes or long email threads. Sending new versions or updates can cause confusion, and associates may end up working off outdated documents as a result.

***“Printer's down again.”*** Or it's out of paper, or out of ink, or it's too hard to get the planogram to fit on the paper while still being large enough to be legible. Whatever the case, the upshot is that, instead of printing out your PDF planograms, store associates run back and forth from the sales floor to the computer to refer to the planogram.



***“Where’s our store?”*** Stores often receive binders full of documents and have to pore over them to find the planograms that best fits their store layout. It’s all too easy for teams to inadvertently start working off the wrong planogram, rendering all that time and money HQ put into localization data a waste.

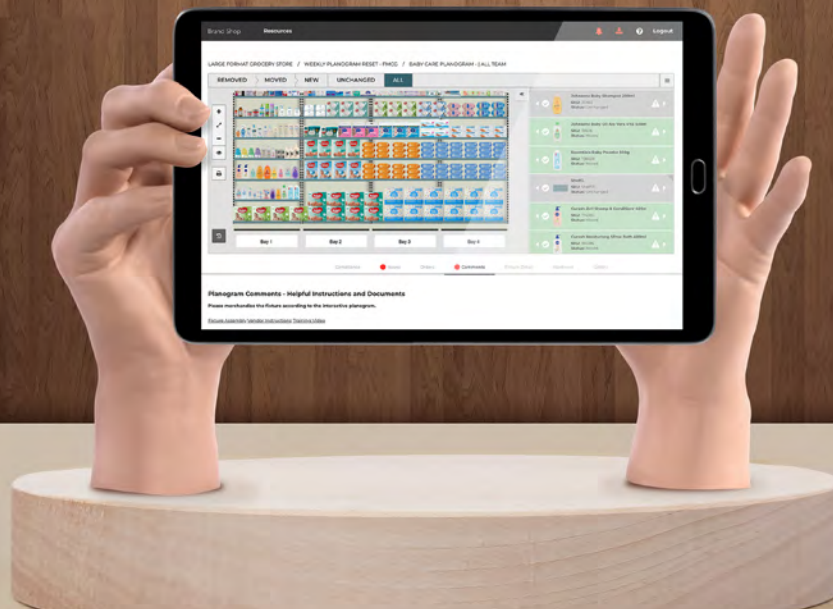
***“How am I supposed to read this thing?”*** Planograms that may seem clear and self-explanatory when they’re being designed at HQ are often far from it when it comes time to actually use them. If they’re designed in color, they may be indecipherable when printed in black and white. Schematics may be too miniscule to see and understand. Or they may require that in-store associates to cross reference other documents or instructions, making the whole process slow and unwieldy.

***“Guess we’re on our own.”*** Paper planograms are a one-way transmission from HQ to store teams. If store associates want to ask questions, get clarification or report issues, they’re out of luck. They don’t have time to wait on responses via email and phone. More likely, they or their managers will wing it. This means that if, for example, there’s a mismatch between the size of the shelf in the planogram and the size of the actual shelf in the store, a store associate might either leave some products back in the stock room or squeeze them all onto the shelf, out of alignment with prices and signage. It’s hard to say which is worse.

Of course, the above challenges don’t only make life harder for store teams. They have a direct impact on your bottom line.







## ***The Solution***

# DYNAMIC, DIGITAL PLANOGRAMS

There's no reason for retailers to stay stuck in the age of the Pet Rock and the paper planogram. [Merchandising Cloud](#) from One Door is a mobile platform that equips store teams with interactive digital planograms, accessible via mobile device, giving them the clarity and up-to-date information they need to set shelves accurately, right on the sales floor.

***“One complete, localized plan per store.”*** Retailers are spending big money on data analytics to localize store assortments and promotions. With Merchandising Cloud, it doesn't go to waste. Store teams see only the plan for their specific store, populated with the right product assortment, fixtures and visual merchandising guidelines. And because that plan is fully digital and cloud-based, teams are always seeing and working from the most up-to-date version. If HQ makes changes, teams are alerted accordingly.



***“Simple and easy to follow.”*** Give confusing, hard to read documents the boot. Merchandising Cloud’s interactive mobile-optimized planograms provide store teams with a guided visual experience that doesn’t just tell them what to do but shows them how to do it.

***“Two-way communication.”*** Merchandising Cloud lets HQ and stores communicate and collaborate from right within the platform in real time, to resolve merchandising issues, make changes, and place orders. No more inefficient back and forth or missed signals via email or phone.

***“Gather feedback, analyze and move forward.”*** 86% of employers believe that merchandising execution in store has an impact on sales. With Merchandising Cloud, you can track work completion and compliance to make sure plans are being executed correctly and on time. Store employees can take photos to validate work and complete surveys right in the application, and you can step in to take corrective action if there are execution issues.

One last upside: Retailers who ditched paper planograms for Merchandising cloud reduce their print production spend by 20-40% on average.

**“Ready to retire the paper planogram?”** Right on! [Get in touch with us today](#) to learn more about Merchandising Cloud or schedule a demo. We’ can’t wait to help you take your in-store merchandising to the next level.



## ***Resources to Share With Your Team***

- [With Cloud and Mobile, Retailers Can Finally See What's Happening on Every Shelf](#)
- [3 Questions to Ask About The State of Your Visual Merchandising Platform](#)
- [Introducing the Interactive Planogram](#)
- [Turn Your Retail Associates Into Merchandising Rock Stars](#)

To learn what's new in the industry and how other experienced retailers are navigating today's most pressing retail challenges, visit One Door's blog at [onedoor.com/blog](https://onedoor.com/blog)

***“How One Door Can Help.”*** Start living in the present with Merchandising Cloud. Now you can plan, execute, and analyze your visual merchandising in an intuitive cloud-based platform. This is visual merchandising for today's retailers. Far out. With Merchandising Cloud, you can:

- Raise execution compliance >98.5%
- Reduce merchandising labor +20%
- Eliminate printing of POGs and instructions
- Access compliance metrics with photos in real time

***“Ready to sharpen your view?”*** Welcome to the new generation of dynamic technology for the new frontier in merchandising. Find out how Merchandising Cloud from One Door can help you create and execute high-impact, localized promotions that drive sales in every store. Please visit [onedoor.com/demo](https://onedoor.com/demo) you can:

