



Infor Retail Category Management for Grocery, Health, and Beauty

Differentiate and grow your business

Selecting the right products for your customers has always been at the core of retailing. Customers today have infinite choices and information online and in-app, so quickly creating and updating the right assortments for your customers is more important than ever. Get the information you need keep your assortments fresh, unique, and tailored to each location or segment's changing expectations with Infor® Retail Category Management.

Drive sales, margin growth by 5%

Infor Retail Category Management does more than provide informational decision trees. With this solution, you can begin thinking about products as portfolios of substitutable items—the way your customers do—which can drive sales and margin growth by up to 5%.

Keep assortments fresh

Infor Retail Category Management is highly configurable; start with our out-of-the-box best practices and make the changes you need to reflect your approach. You get support for the most common assortment process activities, in addition to unique, profit improving capabilities that you will not find anywhere else.

Benefits

- Achieve higher turnover.
- Lower shrink due to expiration.
- Improve sales and margin.
- Boost return on space (ROS).
- Improve return on inventory (ROI).
- Gain insight into how item attributes (such as utility price, brand, etc.) impact demand.
- Determine which assortments are better tailored to how and where customers shop.

Complementary applications

- Infor Retail Demand Forecasting
- Infor Optiva PLM
- GT Nexus Global Network
- Infor Retail Merchandise Financial Planning
- Infor Retail Everyday Pricing
- Infor Retail Supply Chain Optimization

Advanced tools for better assortments

With Infor Retail Category Management for Grocery, Health, and Beauty, you get unique, profit improving capabilities that you will not find anywhere else.

Category-level recommendations

- Match the customers' buying preferences, including locally distributed brands and varieties.
- Enable a combination of centralized and decentralized approaches.
- Provide a robust assortment portfolio with minimal redundancy.
- Maximize category objectives for sales, units, and profit.
- Fit in the space with the specified product facings.
- Recommend additional facings.
- Identify both redundant items and gaps in the range.
- Identify gaps between the current assortment and the market place.
- Use all available third-party data.

Automated tools based on machine learning

- Leverage science to recommend a draft assortment for each store.
- Combine science with business objectives, merchant intuition, and art.
- Consider cannibalization and incrementality in projecting individual product movement.

- Establish a weighted performance index aligned with category role and performance objectives for each current and potential item.
- Simulate the response of customers to, and project the results of, proposed assortments.

See results quickly

With Infor Retail Category Management for Grocery, Health, and Beauty, you can begin improving your assortment process quickly, without making an enormous upfront investment and waiting 18 months to find out if it works.

With this unique machine learning driven application you can:

- Take advantage of a global network and next-generation retail apps.
- Link all levers in a single plan (assortment, space, price, and fulfillment).
- Use machine learning to uncover the underlying drivers of demand.
- Read and respond in near real time.
- Automate manual tasks and execution.
- Deliver value early and often.

Infor can show you how our solutions can improve the profitability of your business. With our agile approach to deployment, you can begin improving your assortment process quickly, without making an enormous upfront investment and waiting 18 months to find out if it works.

[Learn more about Infor Retail Category Management >](#)



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