Aldata Category Optimization Release 2012 | Product Names

April 2012, Aldata is proud to announce the new release of a full suite of products designed to support each step in your Category Management and Merchandising process. Over the past three years, Aldata has acquired solutions that support Space Management (Apollo), Range Management/Assortment Management (Cosmic), and Macro Store Planning.

With the 2012 release we have synchronized the delivery schedule and the naming of all Category Optimization products. With this in mind, certain solutions are now referred to by names you are not familiar with.

To assist you in identifying those changes please note the reference table found below:

Previous Name	New Solution Name	Description
Range Manager	**Aldata Range Manager**	Strategic assortment planning including category assessment, identify ranging opportunities, optimize distribution and assortment. Benchmark performance against competitors, evaluate effects of cannibalization and incrementally of new items and de-lists within a category
Customer Account Tool	**Aldata Customer Manager**	Manage internal account planning & forecasting, trade profitability and promotional evaluation
Insights Explorer	**Aldata Category Insights**	CATEGORY LEVEL: EPOS Analysis, Market v Account benchmarking, consumer insights, identify category trends, evaluate promotional activity
Store Explorer	**Aldata Store Insights**	STORE LEVEL: Measure Execution, monitoring of category strategy, promotional performance and gap analysis
ProMatch	**Aldata Product Match**	Easily match product names and information between varied data sources either by employing this solution or through Aldata's services offering
Planogram Manager	**Aldata Planogram Manager**	Manage and maintain planogram estates efficiently and effectively
Category Database	**Aldata Category Database**	Consolidate and clean your different data sources and connect that information to category optimization solutions (space, range etc.)
Apollo	**Aldata Shelf Planning**	Micro space management solution including product and fixture visualization, analytics and reporting
Designer Workstation	**Aldata Space Automation**	Automated rules based shelf planning solution, tactical assortment, visualization, analytics, cluster or store specific planogramming
Web Publisher	**Aldata Web Publishing**	Automated rules based shelf planning solution, tactical assortment, visualization, analytics, cluster or store specific planogramming
Apollo Total Store	**Aldata Store Planning**	Macro space utilisation and facilities management solution including visualization, analytics and reporting
Apollo Enterprise Db	**Aldata Category Database**	Consolidate and clean your different data sources and connect that information to category optimization solutions (space, range, etc)
ASO/Factory	**Aldata Space Optimization**	Manipulates data from the Enterprise database, scheduling of space allocations and item maintenance, publishing of store estate plans and reporting
Pricing Tool	**Aldata Price Manager**	Model price elasticity, positioning and the ability to model and manage the impact of price changes
Clustering Tool	**Aldata Clustering**	Identify relevant store clusters through product and store attribute based correlation analysis by employing this solution or through Aldata's services offering

www.aldata.com | info@aldata.com

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