



AN UNCOMMON SENSE
OF THE CONSUMER™

MAXIMIZE CATEGORY DEMAND WHILE MINIMIZING OUT-OF-STOCK

NIELSEN OFFERS ASSORTMENT AND SPACE OPTIMIZATION (ASO) AS ONE INTEGRATED PLATFORM

WHAT IS IT?

Nielsen Assortment and Space Optimization (ASO) recognizes the inextricable link between assortment and physical space, bringing speed, accuracy and simplicity to an otherwise complex process.

Our end-to-end solution delivers integrated content, powerful analytics and software applications — from manufacturer strategic planning through store-level execution — to address the breadth of your needs, all in one platform.

HOW IT WORKS

The ASO engine is fueled by Nielsen's comprehensive data services through a SaaS architecture. It seamlessly integrates with your existing enterprise solutions allowing you to quickly gain flexibility and scale in market.

This robust system leverages both retailer and market data while harnessing a combination of capabilities including assortment planning, merchandising strategy, planogram management, automation and workflow services.

KEY BENEFITS

- Accurate and accessible data to drive your business wherever and whenever you need it.
- Create your assortment with the confidence that both retail supply and demand are optimized simultaneously.
- Facilitate stakeholder collaboration through streamlined processes saving you time and hassle.
- Access anywhere tools help your productivity, guaranteeing latest functionality enhancements.
- Just-in-time performance analytics enable adjustments with real-time impacts on your business today.
- Know the efficiency of your plans before you execute against them.



KEY FEATURES

Nielsen ASO offers a user-centered design, offering an easy, intuitive experience for the infrequent user, and unparalleled analytical configuration for the strongest power users out there.

Category Current State helps you become an assortment expert and partner, arming you with intimate knowledge of how the category is performing according to actual data — distribution, sales by segment, trends, etc. — leveraging Assortman model diagnostics. An imported planogram can be used as a starting point.

Scenario Building, Analysis and Comparison allows you to create scenarios and assess potential category versus current category state by testing the impact of different parameter settings before selecting an assortment for recommendation. You can utilize a fully-automated optimization, or choose to make manual refinements to include/exclude products.

Plan Tracking allows you to review progress against approved plans at the individual retailer level or across the broader market landscape.

For more information contact your Nielsen representative or visit www.nielsen.com

