



Part of the **TechWeb** Business Technology Network

**InformationWeek**

BUSINESS INNOVATION POWERED BY TECHNOLOGY

CMP  
United Business Media

|                  |              |               |                 |
|------------------|--------------|---------------|-----------------|
| NEWS             | TECH CENTERS | COLUMNS       | EVENTS          |
| RESEARCH REPORTS | WHITE PAPERS | SUBSCRIPTIONS | SPECIAL REPORTS |

- WINDOWS
- SOFTWARE
- HARDWARE
- SECURITY
- OUTSOURCING
- MANAGEMENT
- INDUSTRIES

INDUSTRIES | RETAIL/E-COMMERCE

## Software Maker Helps U.S. Retailers Automate Store Planning Dec. 20, 2004

**European vendor Galleria Retail Technology Solutions is selling its automation and optimization technology to U.S. retailers to help them create the right mix of products and store plans.**

By Elena Malykhina

Galleria Retail Technology Solutions Ltd., a European provider of automation and optimization technology, is expanding its software and services to the United States to help retailers better-manage customer, sales, and market data and create optimized demand-planning systems.

Many U.S. retailers still rely on legacy systems that require a lot of manpower to maintain and often don't provide instant access to the information that will let them make key business decisions, says Galleria's CEO Ian Duncan-Lewis. Galleria's Demand Intelligence software can help by analyzing large banks of information and lets retailers integrate sales and market data with retail-execution systems such as replenishment, pricing, and promotion. The software also includes a data courier, a publishing engine that automates printing procedures that can be integrated with SAP's ERP suite, and a document portal that allows instant access to information.

Galleria also offers software designed to help retailers better server their customers. Consumers are becoming more demanding and less loyal than ever before, says Duncan-Lewis, and they expect to get the products they want without having to search for them up and down different store aisles. To address customer preferences, Galleria created Advanced Planning Software, which helps retailers prioritize products based on a store's physical, regional, and customer needs. The software includes planning features that create store-specific physical road maps that help determine the best use of store space and product assortment and display. This way, retailers can organize their stores based on customer's purchasing habits. For example, a box of pasta could be shelved in the same aisle as tomato sauce, spices, parmesan cheese, and other items needed to prepare an Italian dinner.

"The retail world has experienced pressure from customers and has seen a shift toward quality. Retailers need to know how to stock the best mix of goods and most effectively utilize store size and shelf space," says Duncan-Lewis. "Such occasion merchandising makes the shopping experience much less frustrating for customers."

One Galleria customer, Safeway UK, which was acquired by Wm Morrison plc in March of this year to create the fourth-largest supermarket chain, was looking for software to help it choose the right variety of products for each store and incorporate thousands of plans it produces into an automated system that would publish them to the individual stores. Safeway's space managers used to manage a

- EMAIL THIS ARTICLE
- PRINT THIS ARTICLE
- DISCUSS THIS ARTICLE
- WRITE TO AN EDITOR

More Stories on:

- [ERP](#)
- [Industries](#)
- [Software](#)

### RELATED STORIES

[Circuit City To Upgrade Point-Of-Sale Systems](#)

[Upgrading, One Step At A Time](#)

### LATEST NEWS

[EMC Acquiring Systems-Management Vendor Smarts For \\$260 Million](#) 12/21/2004

[Phillips Says It One More Time: PeopleSoft Customers, We Love You](#) 12/20/2004

[Enterprises To Boost 2005 IT Spending 3.9 Percent](#) 12/20/2004

[Microsoft To Tout Office-As-Platform At New Developers Confab](#) 12/20/2004

### LISTENING POST

[Gotta agree with Fred.. Linux isn't ready for prime time yet.](#)

[Fred is right](#)

[Offshore Outsourcing: A Means to an End](#)

[An Indian's msg to US IT Workers...](#)

[MS DirectX vs Linux](#)

[JOIN A DISCUSSION ->](#)

### TECHENCYCLOPEDIA

**Send a J-Greetings e-Card to a pal, co-worker, relative, anyone.**

**Then duck!**

Holidays • Birthday  
Tease friends about their "status quo" network  
...And many more - updated frequently

Send your e-Card, [click here.](#)

**Juniper your Net.**

**Juniper NETWORKS**

Learn more now

multiplicity of plans, which became a problem as the number of stores grew, says Andrew Plews, order-management and systems-development controller at Safeway Morrison's. For example, 400 stores would have 200 product categories, generating 80,000 different plans for space planners to produce and manage manually.

"As the company has grown, one of the difficulties we started to face is that the number of plans we were trying to manage was growing exponentially," Plews says. "We wanted to move away from the hands-on automation in the process but we also wanted to become more store-specific, looking at products based on a store's actual demographic, sales, and the store space."

Safeway began using Galleria's space-planning software two years ago to act as a catalyst between trading, merchandising, and store operations and to generate a targeted assortment of store-specific plans. Additionally, Plews says, by setting parameters against the range of products within the Galleria software, the company has been able to select the right range of products for each individual store, ensuring that the right products are in the right store.

Or get a [random definition](#)

#### CURRENT ISSUE

View all stories from our [current issue](#)

View stories from [past issues](#) sorted by date.



[EMAIL THIS ARTICLE](#)

[PRINT THIS ARTICLE](#)

[DISCUSS THIS ARTICLE](#)

[LICENSE THIS ARTICLE](#)

#### InformationWeek Marketplace (Sponsored Links)

##### [Fighting Spam: Maximum Results with Minimum Cost](#)

Leveraging our deep expertise, proven technology and distributed network, VeriSign Email Security Service reduces the cost and burden of spam. [Learn more.](#)

##### [Backing Up Open and In Use Files Free White Paper](#)

How can you ensure system backups are accurate and complete? Find out how with Preventing Data Loss During Backups Due to Open Files, a free White Paper for industry experts.

##### [Rackspace-The Managed Hosting Specialist](#)

Rackspace offers Managed and Application Linux Hosting with customizable and scalable solutions. 0% downtime and a hardware replacement guarantee.

##### [Microsoft E-Learning Security Clinics](#)

Learn how to implement network security in a Windows environment. Sign up for Microsoft's E-Learning clinics today. [Learn more about the best practices.](#)

##### [Host Your Next Meeting Online - For Free](#)

GoToMeeting is the easy way to organize and attend online meetings. Perform live demonstrations in real time and collaborate on documents with your colleagues. [Try it now for free.](#)

[Buy a Link Now](#)



[About Us](#) | [Contact Us](#) | [Site Map](#) | [InformationWeek Wireless](#) | [Media Kit](#) | [Shop Our Advertisers](#) | [Editorial Calendar](#) | [Privacy](#)

Other CMP Sites: | [Optimize Magazine](#) | [Government Enterprise](#) | [Network Computing](#)  
[Healthcare Enterprise](#) | [InternetWeek](#) | [TechWeb](#)

[Terms of Service](#) Copyright © 2004 CMP Media LLC