

**JDA**

JDA Software Group, Inc.



in collaboration with

Coca-Cola Drycker Sverige AB

INCREASES PROFITS BY 7% AND IMPROVES SALES UP TO 15% WITH JDA SPACE PLANNING

Customer Information:

Customer Name
Statoil Detaljhandel AB

Industry
Retailer

Description
The Sweden-based retail subsidiary of \$50.3 million Statoil ASA, operating approximately 600 service station stores throughout the nation.

Customer Information:

Customer Name
Coca-Cola Drycker Sverige AB

Industry
Soft drinks manufacturer

JDA Solutions at Statoil Detaljhandel & Coca-Cola Drycker

Space Planning by Intactix®

Floor Planning by Intactix®

Business Challenge

Looking to increase its 25 percent market share and grow sales that exceeded \$1.3 billion in 2004, Statoil Detaljhandel launched a new store concept designed to meet the changing lifestyle and purchasing habits of its target markets.

Business Solution

To maximize profitability of its floor and shelf space within its refurbished stores, Statoil Detaljhandel collaborated with key trading partners, including Coca-Cola Drycker, and implemented advanced technologies including JDA's Space Planning by Intactix and Floor Planning by Intactix applications.

Since thirst and convenience are the two most common reasons for unplanned shopping, the two partners could see plenty of behavior opportunities — such as buying for dinners and parties — for setting up stores with the right product in the right place.

Business Benefits

Use of Portfolio Category Management™ solutions enabled Statoil Detaljhandel and Coca-Cola Drycker to:

- Improve profits of the fast-selling soft drinks category by an average 7 percent and increased sales between 6 and 15 percent.
- Significantly reduce inventory by removing poor-selling lines.
- Decrease perishable spoilage.
- Experience faster product turnaround through more efficient shelf planning and configuration.
- Create stores that are easy, fast and convenient to shop.
- Determine where to add new selling points for the soft drinks category.
- Improve customers' impulse buying habits.

"Not only has JDA's space management solution helped us create smarter shelves that are more uniform and appealing, we've aligned convenience with an enticing assortment and made sure that we are giving space to what makes us money."

- Johan Backman, concept manager at Statoil Detaljhandel

"At the end of the day, we need to increase sales. By working together to set and monitor targets, we've maximized profits at the shelf edge and improved customer loyalty by more precisely meeting their needs."

- Mattias Bokvist, category manager at Coca-Cola Drycker

Case Study: Statoil in collaboration with Coca-Cola Drycker Sverige AB Increases profits by 7% and Improves Sales up to 15% with JDA Space Planning Solutions Strategic Systems Replacement Decision

Statoil Detaljhandel AB, the Sweden-based retail subsidiary of \$50.3 billion Statoil ASA, operates approximately 600 service station stores. Since its establishment in March 1985 through Statoil ASA's acquisition of Svenska Esso, the retailer has grown organically and through further acquisition. Looking to increase its 25 percent market share and grow sales that exceeded \$1.3 billion in 2004, Statoil Detaljhandel launched a new store concept designed to meet the changing lifestyle and purchasing habits of its target markets.

To maximize profitability of its floor and shelf space within its refurbished stores, Statoil Detaljhandel collaborated with key trading partners and implemented advanced technologies, including Portfolio Category Management™ applications. Using JDA's Space Planning by Intactix® and Floor Planning by Intactix® in collaboration with Coca-Cola Drycker Sverige AB, Statoil Detaljhandel has improved profits of the fast-selling soft drinks category by an average of 7 percent and increased sales between 6 and 15 percent.

“We've also significantly reduced inventory by removing poor-selling lines and decreased perishable spoilage with faster product turnaround through more efficient shelf planning and configuration,” said Johan Backman, concept manager for Statoil Detaljhandel.

Commenting on the benefits of collaboratively using JDA's category management software with Statoil Detaljhandel, Mattias Bokvist, category manager at Coca-Cola Drycker Sverige, said, “At the end of the day, we need to increase sales. By working together to set and

monitor targets, we've maximized profits at the shelf edge and improved customer loyalty by more precisely meeting their needs.”

JDA Space Planning Helps Increase Impulse Buying Statoil Detaljhandel's new concept stores are built around a “convenience space strategy.” Products consumed or used together are displayed and spaced together on the shelves. Therefore the co-categories are split in the store depending on occasions when they are used.



As part of its joint venture with Statoil Detaljhandel to increase category sales, Coca-Cola Drycker delivered in-depth research on consumer purchasing behavior. Additionally, Coca-Cola Drycker showed that the beverage category in general satisfies a range of needs for many different immediate and future buying situations. Although thirst and convenience are the most common reasons for unplanned shopping, the two partners could see plenty of behavior opportunities — such as buying for dinners and parties — for setting stores with the right product in the right place.

Using JDA's space management software, Statoil Detaljhandel and Coca-Cola Drycker benchmarked and measured the assortment by category, segment and package at the SKU level against POS data.

"Our goal for our new concept was to create a store that is easy, fast and convenient to shop. Not only has JDA's space management solution helped us create smarter shelves that are more uniform and appealing, we've aligned convenience with an enticing assortment and made sure that we are giving appropriate space to what makes us money," explained Backman.



New Selling Points Increase Sales

JDA's space planning also enabled Statoil Detaljhandel to determine where it could add new selling points for the soft drinks category. For example, Statoil Detaljhandel placed soft drinks next to its snack-grill areas. The retailer then added extra modules and displays outside with multi-purchase promotions to encourage shoppers to buy more inside.

"JDA's space planning solution is very easy to use, flexible and integrates well with other systems. In summary, it's helped us to efficiently pinpoint areas of the store that were most likely to improve impulse buying," concluded Backman.

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