



one
DOOR

MERCHANDISING CLOUD

The visual merchandising platform built for today's retail.

For years, planograms have been the standard way to communicate and execute space plans and promotions in-store. Until today. With Merchandising Cloud, you'll plan faster, execute flawlessly in-store, and gain new insights into merchandising performance.

Merchandising Cloud is an **end-to-end visual merchandising platform**. It consolidates your store information, including the store layout, marketing attributes, fixture inventories, and product and POP. Merchandising Cloud is 100% cloud-based so that you can access it from anywhere in the world.

Create planograms in Merchandising Cloud's Planogram Editor or import them from other space planning software and attach additional context like reference materials, fixture instructions, and price cards. Merchandising Cloud gives your stores everything in one place, optimized for tablets, and tailored to each store. Merchandising Cloud converts your space plans into a **step-by-step, guided workflow** so that every associate can execute your plans perfectly.

Merchandising Cloud helps close the gap between merchandiser intent and reality. With Merchandising Cloud, you can measure promotion compliance, audit and share store compliance photos, and respond to issues to maximize store performance.

At One Door, we believe in the power of stores to deliver a unique and immersive customer experience. We also believe in the power of new technology like mobile, cloud, and AI to improve the way retailers create great in-store customer experiences. We work with leading retailers to transform their visual merchandising and how they communicate with their stores. Our software enables frequent store re-sets, localization, and higher levels of compliance with a simpler experience for in-store teams.

Experience what One Door can do for you. Schedule a demo today.



End-to-end visual merchandising solution to plan, execute, and analyze faster



Paper planograms turned into step-by-step, guided merchandising plans



Audit compliance tool to ensure flawless execution

PLAN

Localize products & promotions



Plan 5 - 8x faster

EXECUTE

Set every shelf & display perfectly



Save 10 - 20% / labor hrs wk per store

ANALYZE

Apply X-ray vision into store locations



Increase compliance by 9%

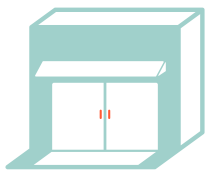
Findings based on a retailer with 5,000+ stores using Merchandising Cloud.



Merchandising Cloud's Smart Containers combine powerful business rules with a guided user experience so that you can create a single planogram with multiple, automatically localized outcomes. The best part? You don't need to learn a scripting language to use Smart Containers - get ahead of in-store promotions and give stores planograms with dynamically localized product assortments or signage with just a few clicks.

Smart Containers **dramatically reduces your time spent building localized planograms** by combining a list of prioritized products and POP with store clusters to seamlessly create multiple plans for each of those clusters.

By using Smart Containers, you eliminate hours of repetitive planogramming and make localized merchandising a reality without working overtime.



Automatically localize your planograms to target your customer needs by market



Reduce steps in the planogram creation process by 20 – 40%



Get ahead of trends and save time on planogram creation



Convert your optimized assortment decisions into store-specific plans

FEATURES

- Simple, guided process requires minimal training
- Support for prioritized product assortments, 1:1 item replacement, and item/POP localization
- Import prioritized product assortments from predictive analytics or AI sales analysis software via a simple CSV spreadsheet
- Repeat priorities on a single plan, skip priorities in certain store clusters, and span assortments across multiple planograms
- Preview localized versions of plans to visualize Smart Containers' dynamic facings before launching them in stores
- Easily customize and manage rules

MERCHANDISING ASSISTANT

MERCHANDISING CLOUD FACT SHEET



PLAN



EXECUTE



ANALYZE

Merchandising Cloud includes a **mobile-optimized merchandising assistant** for in-store execution. This isn't just another task management app – it's the software that empowers associates to be an active partner in the merchandising process while saving you up to **10 – 20% labor hours a week per store**. It's designed to help stores get their initial merchandising set right the first time, every time, maximizing promotional and product ROI.

Merchandising Cloud **dynamically converts** each of your **planograms into simple steps**, with intuitive swipe and tap gestures, and a guided workflow that requires minimal training. This gives store associates interactive, step-by-step merchandising instructions that are specific to their store, fixtures, and inventory, eliminating guesswork and improving merchandising execution – without binders or PDFs.

Everything your associates need is at their fingertips, including planograms, instructions from HQ and vendors, shipment tracking, and more. Merchandising Cloud **allows HQ and stores to communicate and collaborate**. Stores can upload compliance photos, report issues, order replenishment items and parts, and

respond to questionnaires to provide immediate, actionable feedback to corporate teams, ensuring that retailers can be 100% confident in the execution of their merchandising plans.

STORE USER EXPERIENCE

Modern, mobile gestures like pinch to zoom and swipe-based actions make it quick and easy for store associates to find and execute planograms in the form of actionable tasks. **Each planogram is accompanied by** its list of **SKUs and POP**, while highlights call out **action items**. Tapping on SKUs provides photos and details to locate them quickly and place them onto the fixture. Users swipe away items as they go, and mark compliance when completed. Compliance reports are available to track progress and success rates.



Execute store merchandising tasks faster with fewer resources



Ensure merchandising accuracy with easy, actionable task and compliance tracking



Promote clear and consistent communication between HQ and stores



Improve customer experience and sales through accurate store merchandising

EXACT STORE FOOTPRINTS

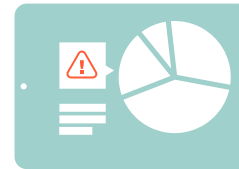
The **localized floorplan** matches the exact store location. No guesswork for store associates to loosely match planograms to fixtures, or to determine where SKUs may belong on the floor. Fixtures that need attention are highlighted on the floor plan, and a quick tap guides the user into the planogram to begin working on the reset.



*Fixtures merchandised correctly,
every time*

REPORT & TRACK ISSUES

Store associates can **report issues directly through the app**, notifying corporate teams immediately of any problems with the planograms, fixtures, POP, or other relevant items. Corporate teams can respond quickly to problems, while also tracking issues to identify trends, and make continued improvements.



*HQ and Store identify and report issues
in real time*

FEATURES

- Interactive, store-specific floor plans, planograms, POP and SKU lists
- Each planogram is dynamically converted into task-based instructions for every reset
- Support for completion and compliance measurement, including photo compliance
- Scalable structured workflow through all in-store merchandising tasks across all stores
- Touch and swipe gestures to confirm POP and SKU placement or flag an issue
- Real-time communication between HQ and field teams: announcements, questionnaires, issue tracking, and replenishment ordering
- Integration with supply chain and fulfillment partners for ordering replacement POP, parts, and even SKUs, as well as shipment tracking
- Barcode reader to easily identify and locate SKUs
- Print floorplans and planograms for additional use and sharing outside the app

PLANOGRAM CONNECTOR

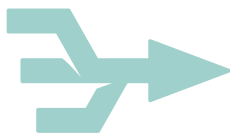
MERCHANDISING CLOUD FACT SHEET

Planogram Connector allows visual merchandising teams to take advantage of Merchandising Cloud’s unique localization, collaboration, and store communication capabilities while continuing to planogram in Blue Yonder’s CKB.

Planogram Connector imports data from CKB to Merchandising Cloud, including floorplans, planogram assignment, and SKU data including item name, size, and position. Users can also configure business ‘guardrails’ to **analyze Blue Yonder planogram data**, and prevent any mistakes from reaching stores.

With Merchandising Cloud and Planogram Connector, visual merchandising teams currently using Blue Yonder for product planograms can create complete merchandising kits for stores, including promotion/POP planograms, instructions, or any additional information and context.

Instead of paper planograms, stores get **easy-to-follow, step-by-step instructions** for completing all their merchandising tasks, reducing confusion, and enabling store associates to spend less time merchandising, and more time serving customers.



Integrates with existing Blue Yonder space planning software



Drive higher sales through improved planning & execution



Localize SKU and POP counts for each individual store



Save time and increase accuracy with automation tools

FEATURES

- Integrate Merchandising Cloud with Blue Yonder space planning software to use guided planograms to plan, execute, and analyze
- Unified planogram data with detailed store information to create localized and targeted plans for each store
- Optimized mobile app delivering planograms in a guided, step-by-step application for easy in-store execution
- Utilize powerful automation tools for placement of POP and specialty displays within Blue Yonder planograms

REFERENCE FILES

MERCHANDISING CLOUD FACT SHEET



PLAN



EXECUTE



ANALYZE

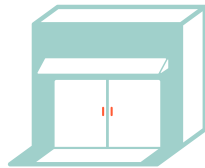
Merchandising Cloud includes an **intuitive file management system** that enables you to manage your in-store communication and share files easily and transparently with each and every store.

Today, store associates and managers rely on multiple drives, SharePoint sites, and emails to gather all the relevant content and communications for their merchandising responsibilities. With Reference Files, all resources are in one place, whether they're price cards, fixture instructions, sales associate training videos, and more – making it **faster and easier** to access all necessary communication for effective merchandising. Best of all, this information is available to associates right on their mobile devices and tablets. You can attach this information to planograms so associates can see the context of the information that you're providing.

Reference Files make it **simple** and **more efficient** for corporate teams to manage and distribute their files without worrying about file size. Using a transparent structure to improve user confidence on how and who files are shared with.



The right content for the right people at the right time



Improve in-store execution through efficient content sharing



Centralize store merchandising resources in one place



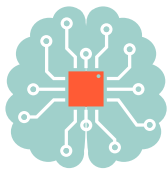
Elevate communication through transparent file management practices

FEATURES

- Reference Files can be included in Planograms, Announcements, or Comments so that associates can see each file in the right context
- Share folders with specific roles and locations to ensure the proper audience has access to the content
- Customizable reference file properties dictate where a file is located, when it is available, and when it expires
- Dynamically replace reference files without creating new communications
- Easily search, archive, and delete files to help with organization

Merchandising Cloud's Store Gallery gives you **X-ray** vision into every store to see what's happening on every fixture and on every shelf. And we've given it an upgrade with Computer Vision!

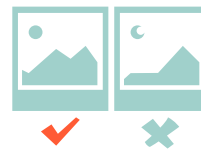
With Store Gallery, it's easier for Corporate Merchandising Teams, Visual Merchandisers, and Store Planners to ensure that their stores are executed right. Using image recognition and artificial intelligence, Store Gallery's Computer Vision automatically flags **bad compliance photos** like blurry photos, photos of the floor and even the "Store Associate Selfie." We know that reviewing bad compliance photos is a waste of time when you're racing against the clock to drive sales. Store Gallery with AI helps you **review compliance photos faster**, giving you the time to focus on the next merchandising initiative.



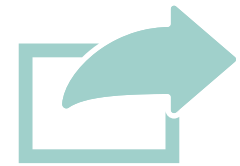
Identify bad photos using AI trained on visual cues



Search 1,000s of photos quickly



Complete audits with planograms and photos, side by side



Easily share photos with brand partners

FEATURES

- Store Gallery's Computer Vision can begin identifying bad compliance photos immediately without any training on your data
- Photos that don't clearly include a merchandised fixture, including photos that are blurry, photos of the floor, or even selfies are flagged as bad photos
- Automatically compare planograms and photos, side by side
- Revoke compliance on bad photos with a few clicks, immediately asking stores to take new photos and re-mark compliance
- Over time, Store Gallery becomes even smarter by being trained on visual cues at the pixel level to assess a good photo from a bad photo
- Conduct merchandising compliance audits in real time providing immediate feedback, and guidance to stores

STORE EXPLORER

MERCHANDISING CLOUD FACT SHEET



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ANALYZE

Store Explorer is your **store data search engine**, providing instant and accurate answers to virtually any question about what is currently in your stores.

Using an intuitive search interface, you can create powerful queries that bring together store, fixture, product, and promotion information to search by any attribute to understand how your stores are currently merchandised. You can mix attributes to expand your search results, save your queries for repeated use, or download results for further analysis and sharing.

Questions that used to take hours to chase down can now be **answered in seconds**. No more scripting languages, downloading data sets from multiple sources, combining spreadsheets, and then manually sorting through information to find what you need. The time-consuming and error-prone work of data mining is now automatic, and gives you confidence in the data behind your strategic merchandising decisions.



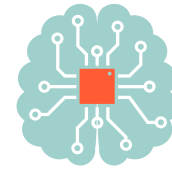
Brings together critical merchandising information in one easy-to-use tool



Up-to-date, unified data gives you confidence in your results



Get answers to your toughest questions in seconds



Make informed business decisions with full data transparency

FEATURES

- Combine products, promotional display, fixture, and store attributes into a single result in a single search engine
- Pivot your results by merchandising category to see how invested your stores are in specific product categories or brands
- Create powerful queries that can be saved for future use and used as clusters for more localized planogram and communication targeting
- Export results for further analysis, use, and sharing