



3DEXPERIENCE

CONSUMER GOODS & RETAIL **MY STORE**

Deliver a unique customer experience
across all channels



**AN INDUSTRY
SOLUTION EXPERIENCE
TO VISUALIZE THE BEST
PRODUCT ASSORTMENT
AND CREATE THE BEST
CONSUMER EXPERIENCE
TO TURN EVERY VISIT
INTO A PURCHASE**

Consumers have an exceptional shopping experience when they have that “wow” moment. It can occur from the moment a consumer catches a glimpse of a store to the pleasure they experience when inside.

It is what ensures repeat visits and loyalty. Today’s merchants have to work harder than ever before to communicate a compelling brand persona to shoppers.

They must have a vision for how they want their stores to look and deploy that look in a multi-channel environment. Considerable thought goes into defining what the ideal product mix is and how to best display that to enhance brand equity at every store location.

The goal? Delivering a unique shopping experience that will drive sales and have a direct topline impact.

A picture is worth a thousand words

With **My Store** the shopping environment is represented as a 3D virtual model with impressive realism. This effective way of representing, editing and even finalizing an assortment before actually distributing physical products throughout the store improves ROI through early visibility of store layout and contents and avoids expensive and time-consuming re-dos. It also enables you to make informed decisions on assortments and store layout early.

Enhance collaboration between your teams

Brands and Retailers now have a 3D environment where management can collaborate visually with their merchandising, assortment, space planning and store design teams regardless of location. Together they can come up with the best product assortment and create the best consumer experience that will turn every visit into a purchase.

Once planograms are ready, they are instantly shared across the entire retail chain. Store managers can make reviews on their mobile device directly inside the store and provide feedback to their management.

Create the ultimate consumer experience

Whether in a physical store or any environment in which the consumer encounters the product you want to sell, **My Store** is the answer to showcase your products in a compelling and enticing manner. Get the merchant's vision of how products should be displayed in the store and to implement this vision effectively. Connect with consumer groups and link their feedback directly into the store layout and even product assortments. As a Brand manufacturer you can show your products displayed in the best combinations to influence retailers and thus increase your presence and sales. As a Retailer you can deliver the store that will delight your customers.

KEY BENEFITS

- Make informed decisions on assortments and store layout earlier in the process
- Maximize sales productivity with an intelligent use of space
- Connect with consumer groups and link their feedback directly into the store layout and even product assortments
- Deliver a shopping experience that enhances your brand equity and connects with your consumer
- Share and Review Planograms in 3D from anywhere using mobile devices



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Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

