OBJECTIVE

3D Merchandiser simulates a realistic store environment that helps brand manufacturers and retailers improve their financial and operational performance, customer relations and business partnerships.
OVERVIEW

3D Merchandiser enables simulation of retail settings realistically inside immersive, lifelike 3D environments to better imagine, validate and deploy improved shopping experiences. Brand manufacturers can significantly enhance their ability to express their view of the category, be validated by the consumer, and influence their retail business partners. Retailers can better design a superior shopping experience that is faster and cheaper for consumers while driving compliance across their stores.

HIGHLIGHTS

Key features and capabilities include:

Improved Decision-making and Competitive Differentiation

With 3D Merchandiser, virtual shopping experiences are easily created, allowing companies to visualize ideas and see them through the eyes of consumers. High quality, realistic visualization is used to improve decision-making and communication with business partners. From category structure and brand architecture to packaging impact, users can discuss, optimize and interact with their ideas in 3D. In just a few clicks, options can be explored more efficiently by eliminating the cost and time required to develop physical mock-ups. Merchandising precision can be increased by taking into account store-specific data such as fixtures, assortments, and sales history. Retailers and store employees are delivered a more accurate Merchandising Implementation Strategy down to the in-store guides, which provides substantial savings in time and labor.

Transform Insights into In-store Execution

3D Merchandiser maintains respect for the design intent by creating reusable merchandising templates driven by category management decisions. Results are easily adapted to best meet store-specific requirements including product assortments, space and furniture. Merchandising best practices are validated and optimized in accordance with an automated rule checker. Merchandising instructions that are easy to understand can be generated and printed for successful in-store deployment.

Democratize the Use of 3D

Leverage the power of 3D with applications that can be easily used by non-technical users. Interactive 3D content is deployed through a web browser to connect with end users wherever they are. Unique technology to quickly and easily transform 2D pictures into 3D virtual products leads to significant time and cost savings. Users can more clearly discuss, improve and interact with branding and packaging ideas using the universal language of 3D.

Integrated Merchandising Processes

Leverage the powerful 3DEXPERIENCE® platform to integrate merchandising processes around the shopping experience. Quickly adapt and deploy processes using a pre-defined set of business objects to connect packaging, shelf and store design for efficient commercial operations. Improved information sharing and engagement across global and local organizations will result through real-time, 3D virtual shopping experiences.

Collaboration & Approvals

Users can benefit from a wide range of capabilities for global enterprise collaboration. Those capabilities include the ability to manage and organize shared documents and structured product data. They also enable the creation of digital workspaces for virtual teams to work together. Users can easily raise issues, organize meetings and track decisions. Any object lifecycle modifications can be formally approved using routes defined by end-users or from standard route templates.