

One shared view of the shelf for Co-op and its suppliers

VST's Planogram Publisher gives Co-op and its suppliers access to the same planogram data, in one place.

Challenges we solve

Planogram data is not accessible to brands, so they rely on static PDFs and in-store photography

Without accurate planogram data, brands can't make credible recommendations to retailers

It's impossible to see if stores have implemented changes correctly or the category impact

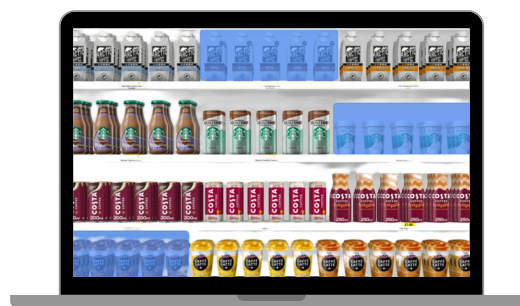


What Planogram Publisher enables



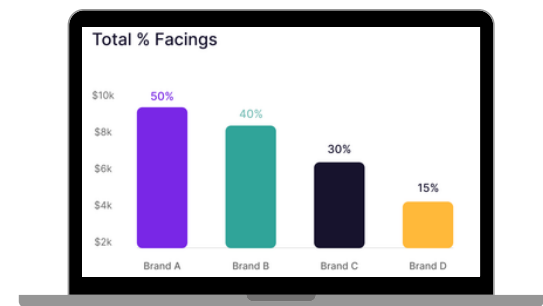
Single Source of Truth

Suppliers can make accurately informed recommendations based on real planogram data that aligns with Co-op's customer model



Visualise Shelf Plans

Visualise every planogram as the shopper would see it and overlay performance to ensure the right product is in the right place, at the right time



Grow Category Sales

Suppliers & GCL teams can track range changes quickly at a total category level ensuring better alignment and collaboration to drive sales growth

Suppliers who subscribe to Planogram Publisher will be able to:



See how the category looks across the Co-op estate



Understand space to sales vs competitors

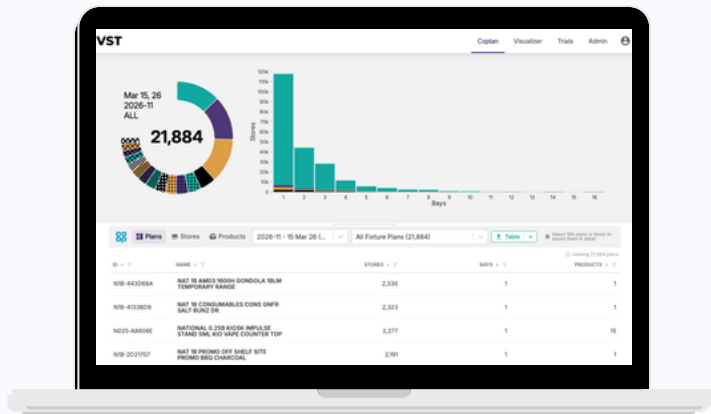


Identify merchandising gaps before range reviews



Bring clearer, more relevant recommendations

Feature Overview



Explore

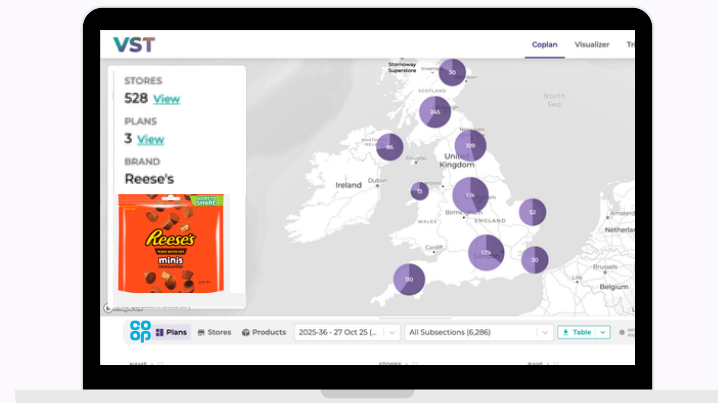
Understand how the category is structured across the estate

- Identify the most common plans and weekly sales performance
- Understand how plans vary by store and region
- Track product distribution and where listings are missing
- Focus store visits and compliance checks where they matter most

Map

See where plans and products exist across stores

- Identify regional differences and store-specific issues
- Check whether stores have the right plans for their cluster
- Quickly locate stores for targeted action
- Improve communication with in-store teams using clear location context



Visualizer

Visualize every plan with high-res product images and easy in-app editing

- Visualise every plan with real product imagery
- Build and edit layouts in minutes using drag-and-drop
- Bring category visions to life in a realistic way
- Collaborate and iterate quickly with internal teams and suppliers



Analysis

Track share of space metrics across every planogram by any custom segmentation

- Track share of space across brands, segments, and plans
- Compare space vs sales to identify imbalances
- Measure the impact of range and layout changes over time
- Identify where the biggest growth opportunities exist

