

JDA Category Management Cloud

Plan for a Fast, Easy Implementation — and a Significant ROI

JDA® Category Management is the industry-leading solution for maximizing category sales and margins via localized assortments and planograms. Backed by data streams that detail shopper behaviors, along with powerful analytics, JDA Category Management enables the world's leading retailers and manufacturers to develop highly effective space and assortment plans that lead to profitable growth.

Today, JDA® Category Management Cloud delivers powerful functionality with JDA® Space Planning and JDA® Category Knowledge Base in a flexible, cost-effective on-demand format. With JDA hosting and administering the software, customers can enjoy a rapid implementation — and the scalability they need for busy planning periods, without the need to increase their user licenses.

Based on its years of experience in JDA Category Management implementations — and thousands of successful customer engagements — JDA has designed this cloud offering to reflect the real-world needs and best practices of space planning teams. Customers enjoy all the functionality they need in a user-friendly cloud environment that's up and running significantly faster, leading to a rapid return on investment.

Partner with JDA to Easily, Cost-Effectively Generate Localized Assortments

It's no secret that retail success today depends on understanding consumers' needs at the store level — then generating localized plans and assortments that meet those needs. However, generating hundreds or thousands of customized plans requires a high computing capacity to process and store them.

◆ JDA Category Management Cloud: Real Results

JDA's cost-effective, flexible, cloud approach for Category Management enables customers to achieve these and other results:

- **Rapid deployment.** Begin using JDA Category Management solutions quickly by turning implementation over to the experts at JDA
- **Cost-effective software access.** Eliminate software licenses — with flexible cost structures based on the actual number of planograms generated
- **Easy creation of targeted, localized assortments and plans.** Automatically generate thousands of customized plans in mere hours, saving the time and costs associated with manual generation
- **Faster payback.** Increase planner productivity and create customized assortments easily, leading to rapid top- and bottom-line financial results
- **Reduction in administrative costs.** Turn IT infrastructure management, planogram storage, software upgrades, routine maintenance and other tasks over to JDA's Cloud team
- **A first step toward the Autonomous Supply Chain™.** Achieve native integration with JDA's artificial intelligence (AI) and machine-learning (ML) capabilities, creating a foundation for a cognitive, self-learning supply chain



More and more retailers and manufacturers are relying on software as a service (SaaS) to manage this challenge. Some have invested in internal cloud resources or contracted with third-party hosting companies. Today, by leveraging JDA Category Management Cloud, retailers and manufacturers can partner with the industry's category management expert for software, hosting, administration and support.

This approach only makes sense. After all, who knows JDA Category Management better than JDA? With a cloud approach designed for the way real-world planning teams actually work — as well as scalable cost structures that eliminate software licenses — JDA Category Management is the obvious answer for generating, storing and managing thousands of planograms, as well as easily updating them.

In addition to eliminating IT investments such as processors and hardware, JDA's cloud resources include dedicated experts who manage software upgrades, batch loading of data, new features and functionality, and system maintenance. The JDA Cloud team works behind the scenes to ensure customers can fully leverage the power of JDA Category Management 24 hours a day, seven days a week and 365 days per year. Instead of focusing on software maintenance and planogram storage, existing staff can focus on higher-value work, significantly increasing overall productivity.

1.3 Million Stores and Counting: Proven Results

JDA Category Management Cloud is already the go-to resource for more than 20 leading retailers and manufacturers. They rely on the powerful combination of JDA software and JDA Cloud resources to manage:

- More than 1.3 million stores
- Nearly 2 million individual planograms
- More than 300,000 floor plans
- More than 3.5 million specific products
- More than 1,200 concurrent users

Just how robust is JDA Category Management Cloud? This innovative solution is capable of automatically generating 300,000 customized planograms and reports in as little as seven hours. By utilizing JDA Category Management Cloud, one customer was able to quickly grow from 500 planograms per day to 23,000.

Moving Toward Supply Chain Autonomy

In a recent survey¹, only 41 percent of retailers responded that they were “somewhat successful” in mining the wealth of big data available to them — and using those insights to strategically drive sales. Enter JDA Category Management Cloud. This forward-looking solution provides real-time connectivity to key market data streams, and advanced analytics transform this information into personalized offers, localized assortments, targeted promotions, socio-economic profiles and other competitive advantages.

JDA's best-in-class data and analytics for category management offer native integration to JDA's AI and ML capabilities. This is an important first step toward the Autonomous Supply Chain, in which real-time data is gathered and analyzed from across the global network — then decisions are automatically enacted via AI.

Accessing JDA Category Management in the JDA Cloud environment will position retailers and manufacturers to capitalize on these advanced capabilities in the future — minimizing the need for human intervention and making their entire supply chains much more agile and responsive.

Using JDA, you can plan to deliver.

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¹ JDA, “Voice of the Category Manager Survey,” 2017.