



3DEXPERIENCE

Through the Eyes of the Shopper

*Using Technology to Improve Shopper Insights,
Store Design and Retailer Collaboration*

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“We are the Disneyland for hunters and fishermen,” ...it is as much a wildlife museum and entertainment complex as it is an ultimate place for outdoor gear.

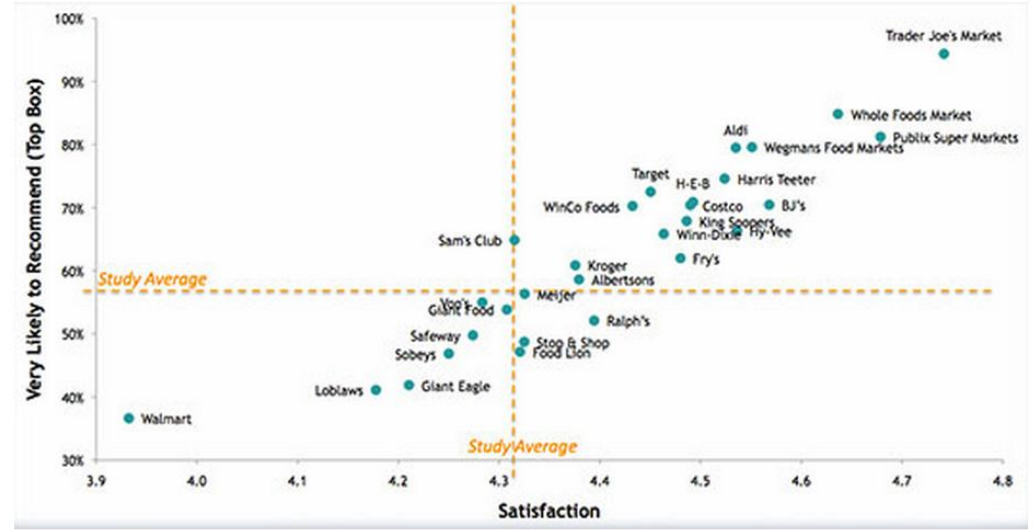
- *Tim Holland, Cabela's Director of Retail*



The Shift to “Shopper Experiences” in Retail

Grocers focused on the shopper experience like Trader Joe's, Publix, and Whole Foods are delivering high single-digit growth and stronger margins while the grocery industry revenues have declined 1.3% over the same period.

Graph 1: Favorite Grocery Store Chains on Delight Index



Why Create Experiences?



Why Create Experiences?



Experiences

Shopping Experiences



Services



Home Delivery



Products



Grocery Store



Commodities



General Store

ADULT ORIENTED HOT SAUCES



RETAIL is an EXPERIENCE...

What happens when we use technology to create “Retail Experiences?”

- ▶ Improve sales 2-5% per category, while improving margins up to 5%
- ▶ Enhance manufacturer-retailer collaboration
- ▶ Improve speed to shelf through accelerated category management and space planning
- ▶ Improve in-store compliance, execution and experience across all channels
- ▶ Lower Total Cost of Ownership



Dassault Systèmes **Perfect Shelf** transforms how retailers and brand manufactures can innovate, design, manage and execute **shopping experiences** across the entire **consumer decision journey.**

Perfect Shelf 3DEXPERIENCE

WIN at Shelf

Customer
Engagement



Space
Management



Clusters & Stores
Adaptation



Store Operations
& Compliance



Market &
Shopper Insights



Category & Assortment
Management



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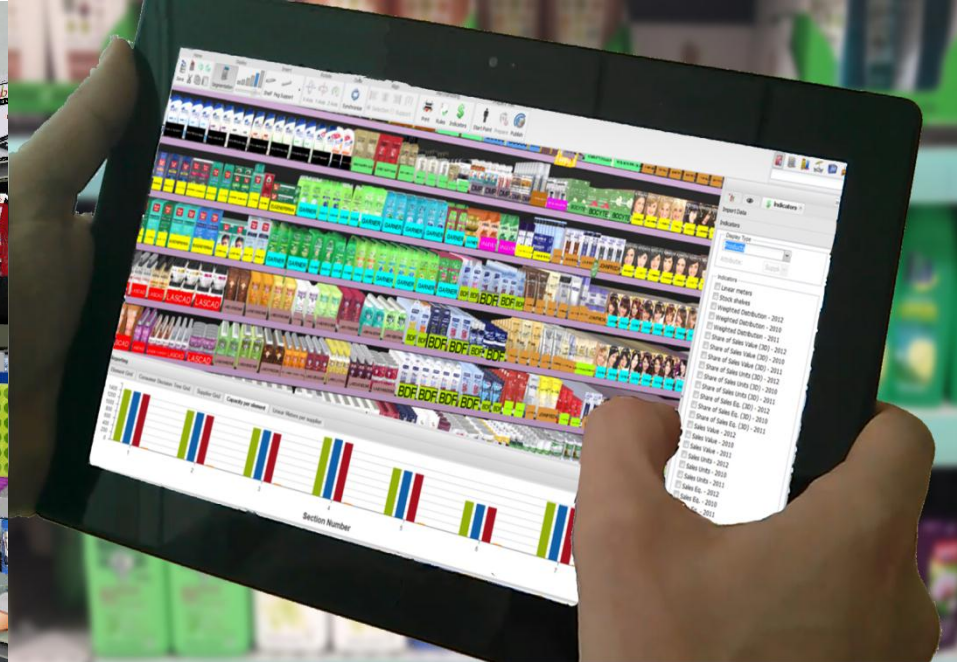
Create delightful
shopping
experiences that
drive loyalty



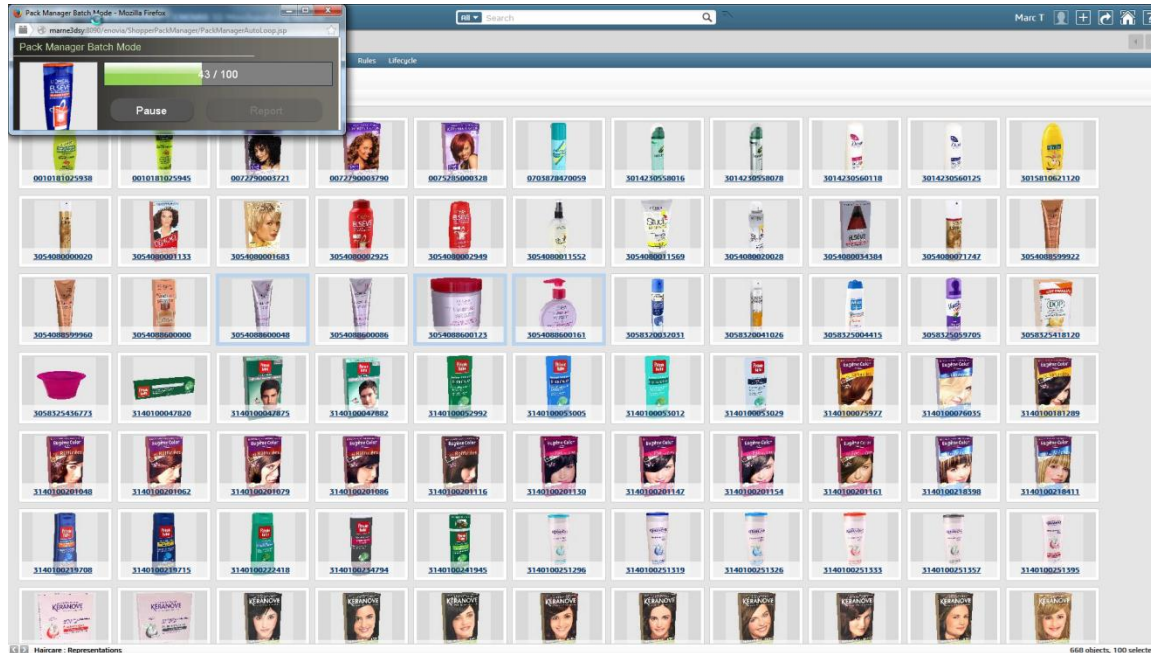
Effectively collaborate inside and outside the organization on a single platform.



Improve compliance through faster and easier execution of merchandising plans



Lower total cost of ownership vs. other merchandising solutions



Forbes



“Clearly, retail merchandising is moving into the next generation of consumer engagement. With today’s consumer being much more informed about the products being offered either online or in the store, retailers will need to adopt technology and solutions that will enable them to better engage and sell to their customers. Building the Perfect Shelf will be a significant step in achieving these goals.”

Dick Slansky, ARC Advisory Group
Forbes.com, May 2014

The Impact of Perfect Shelf



Loss of Shopper Loyalty



Design better shopping experiences
improve sales 2-5% and margins up to 5%



Poor collaboration
& agility



Enhanced manufacturer-retailer collaboration
Improved speed to shelf



Compliance Issues



Improved in-store compliance, execution
and experience by through improved planning



Fragmented IT infrastructure
and shrinking budgets



Lower Total Cost of Ownership

