



**3DEXPERIENCE**

# CONSUMER PACKAGED GOODS & RETAIL **PERFECT SHELF** Industry solution experience



## **CHANGING PRODUCT WAREHOUSES INTO RETAIL EXPERIENCES**

The retail landscape is shifting from a place where you just purchase products to a place where you experience them. To move shopping from a perceived chore to a delightful activity requires retailers and brand manufacturers to rethink the shopping experience and design it around their shopper's wants. Dassault Systèmes Perfect Shelf powered by the 3DEXPERIENCE® platform creates an immersive, real-world virtual 3D store environment. You can design new retail experiences in one-third the time and cost and delight shoppers while improving sales, margins, and store compliance.

## CREATING HIGHER GROWTH WITH SHOPPING EXPERIENCES

We are seeing an accelerating evolution of the shopping experience. When the first self-serve food stores were opened in the early 20th century, the concept of grocery warehouse shopping was born. This model has remained relatively unchanged for close to 100 years, but now finds itself threatened.

Today, stores that focus on creating an in-store experience are growing revenue in the high single digits, while the majority of the industry has declined 1.3 percent over the same period.

Shoppers demand experiences, not transactions. This means thinking beyond product assortment and price. Retailers and brand manufacturers need to view the store with the eyes of the shopper, simplifying and building the shopping experience around them. That includes improving store layouts and navigation, and designing the atmosphere and branding to create an emotional bond with shoppers.

In the past, it was too costly and time consuming to conduct shopper research in the context of the shelf and store. Silos of different departments designing the store, planning the assortment, and managing planograms in shelves are hampered in their ability to design strong, unified retail experiences.

What if we could break down these silos and work together using an integrated business platform to design and test shopping experiences?

## INTRODUCING PERFECT SHELF

Dassault Systèmes Perfect Shelf is a 3D Industry Solution Experience that enables organizations inside and outside your company to innovate, design, manage, and execute shopping experiences across the entire consumer decision journey.

Moving store design and retail collaboration from the physical to the virtual world can help you:

- Improve sales 2 to 5 percent per category, while improving margins up to 5 percent
- Enhance manufacturer-retailer collaboration
- Improve speed to shelf
- Improve in-store compliance, execution, and experience across all channels
- Reduce time and cost of visualizing store layouts and designs by up to 66 percent while creating three times more options for testing

Learn more about how Perfect Shelf can help your business grow at [www.3ds.com/perfectshelf](http://www.3ds.com/perfectshelf).



### Create delightful shopping experiences that drive loyalty

- See designs through the eyes of the shopper
- Reuse existing virtual 3D product, shelf, and store designs to create new design and layout options
- Rapidly iterate to discover the best shopping experiences

Create new conceptual designs and store layouts better and faster using 3D and use shopper insights to guide your efforts to manage assortment, design space, and create planograms that help drive stronger results.

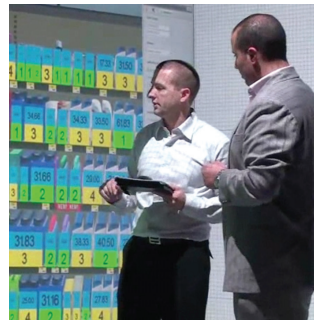


See the shopping experience virtually through the eyes of the shopper and accelerate research and validation efforts while reducing costs and time by up to one-third versus traditional methods.

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

- See shopper insights and real-time business data in the context of the shelf
- Visualize and share recommendations in 3D
- Quickly adapt designs based on shelving changes and space constraints

Companies can collaborate with partners, suppliers, and stakeholders to manage the assortment, space plan, and promotions to help drive stronger results.

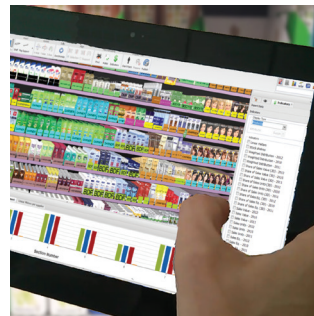


Display internal and external data in the context of the store to enable teams from the retailer and brand manufacturer to design optimum shopping experiences.

### Improve compliance through faster and easier execution of merchandising plans

- Use 3D to manage irregular-shaped and nested products to maximize facings and inventory on shelf
- Anticipate potential operational and compliance issues before deployment
- Use 3D so store employees can see the shelf as the shopper would

Stores can execute new plans faster and more easily by using precise 3D visual merchandising guides.

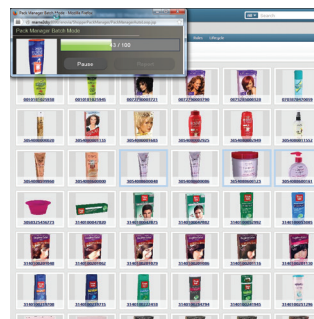


Creating merchandising plans in 3D allows teams to better optimize space over 2D merchandising solutions and prevent delays and issues in the store.

### Lower total cost of ownership vs. other merchandising solutions

- Manage a common product referential across all categories, channels, and stores
- Generate 3D packages from archived 2D images and dimensions in a few clicks
- Eliminate solutions in silos through a common collaborative and social environment

Virtual products and shelves can be easily reused, helping drive down the cost and time of merchandising efforts while supporting expansion across all brands in your portfolio.



New virtual 3D packages can be created in a few clicks using existing 2D images and dimensions. One person can create 500 to 700 packages per day to create the products needed for testing.

## WHY CONSIDER DASSAULT SYSTÈMES FOR YOUR SHOPPING DESIGN NEEDS?

Dassault Systèmes works with leading retailers and brand manufacturers to help win at shelf. Our customers have driven significant value using the Perfect Shelf **3DEXPERIENCE** solution to discover shopper insights, design and validate new retail experiences, collaborate with their retail and brand manufacturer partners, and validate new store layouts and package designs.

### The Power of the 3DEXPERIENCE Platform

The **3DEXPERIENCE** platform connects people, ideas, data, and processes in a single solution so everyone, both inside and outside the enterprise, can work together to create great retail experiences. It can bridge the silos involved in store design, assortment management, space planning, and retail operations, as well as support collaboration between the retailer and brand manufacturer.

Perfect Shelf provides an intuitive, unified navigational interface and social collaboration applications built around the entire store from "assortment to shelf." Teams across all departments and organizations can review the same business dashboard across multiple sources of data, share packaging assets, and collaborate in a project specific community.

Teams can work concurrently on store design efforts on the **3DEXPERIENCE** platform using the latest assortment, space, and packaging. It turns what has been a serial development process plagued by multiple rounds of rework, resulting in sub-optimal designs, into a concurrent design process integrating internal and external organizations to create breakthrough retail experiences in record time.

### The Flexibility You Need: On premise or on cloud

Perfect Shelf provides unique capabilities to meet your needs with the configurability of an on-premise solution or the flexibility of the cloud. Both provide the ease of use and power of the **3DEXPERIENCE** platform to help teams work together to win at shelf.

Perfect Shelf on-premise provides maximum control and configuration to run your business, enabling you to integrate Perfect Shelf into your existing IT infrastructure, security model, and business applications.

Perfect Shelf on-cloud provides breakthrough simplicity, where implementation can be done with just a few mouse clicks, and allows you to purchase the application you want, when you want it. It also centralizes your data while providing stringent security and proven technologies of experienced cloud providers.

## Win in Store with Perfect Shelf

Join leading Retailers and Consumer Packaged Goods manufacturers in redefining retail experiences for their shoppers. Perfect Shelf **3DEXPERIENCE** solution can cut the design time and cost of new store planning efforts by up to one-third while improving revenue, margins, and store compliance.

Learn more about Perfect Shelf at [www.3ds.com/perfectshelf](http://www.3ds.com/perfectshelf).

## 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 210,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).



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