



Coop City: Efficient planning of Department Stores with P'X5

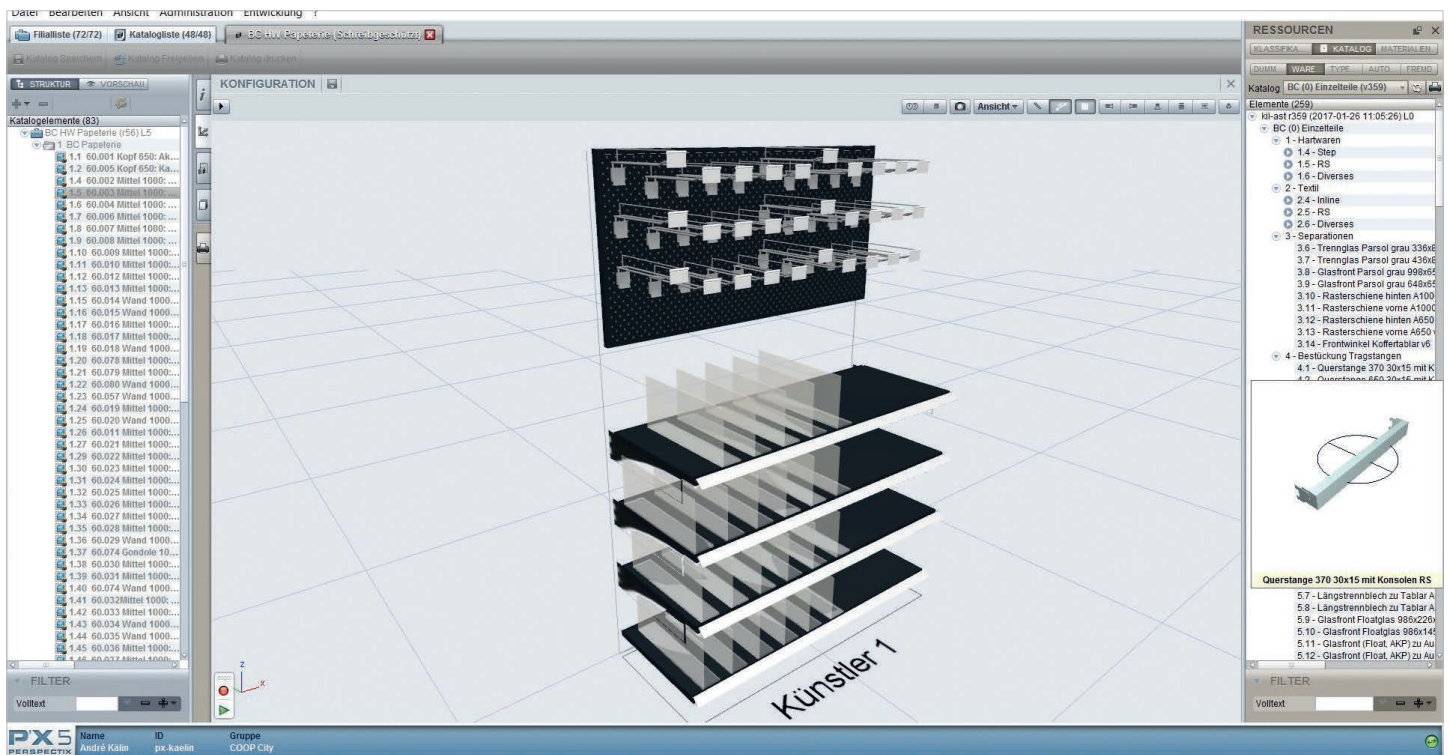
With increasing frequency, new strategies and modified consumer behavior require new interior design concepts in retail, which must be implemented as quickly as possible in all branches. Coop City, a division of Coop Genossenschaft with 31 department stores based in Basel (Switzerland), has found an especially progressive solution for this problem: **In-house employees design the furnishing of individual department stores on a cloud-like IT platform with the help of**

3D catalogs in the P'X5 Store Designer Solution from Perspectix. In a few days they use this to generate a detailed order for a non-food department store of several thousand square meters.

Interior design concepts in retail reflect the spirit of the times and must be consistent with the consumer behavior of the target groups. They should implement current sales strategies and communicate the brand values. And finally, they must be continually adapted to new products and product versions. The



Interview with:
Britta Bächli
Chief Visual Merchandising
Coop City



31 department stores of Coop City in Switzerland present a product range boasting brands, trends and quality, in each case on an area of several thousand square meters. Consumers will find high-quality fashion for ladies, gentlemen and children, household items and electrical appliances and lovely home accessories, cosmetics and perfumes and much more under a single roof. For everyday needs there are well positioned food departments with fresh foods and fine wines. The offer is often completed by a restaurant. The stores, primarily located in urban centers, appeal to an urban, brand and quality conscious public. This public needs to connect with current interior design concepts.

Generation change on the horizon

The Coop Genossenschaft recently opened a first large supermarket in Zumikon, built in accordance with a new store concept: „Shopping is an emotional experience“, explained Joos Sutter, chairman of the executive board Coop. „In recent years the world of shopping and customer needs have changed radically. With our new store concept we take this into account, above all by putting the focus back on the customer.“ A change in the interior design concept was already on the agenda in 2013 for the department stores of the division Coop City. The new „Bella

Casa“ concept will be implemented gradually in the refurbishment of all 31 department stores. On a team with two other employees, Britta Bächli, from the central office in Dietikon, is in charge of the implementation: „Such a task cannot be managed without a modern IT solution“, says the head of Visual Merchandising, PR, Internet and Sales Promotion (TDS). She first became aware of the P'X5 Store Designer from Perspectix AG in 2012 at a renovation project in Zurich. In the following year she started a project in which the software was adapted to individual requirements and subsequently updated with real data.

Digital shopfitting via „Drag and Drop“

This comprehensive software program for store planning, assortment planning and merchandising is based on powerful 3D technology. Rooms and their furnishings are also spatially represented and designed. This improves communication and eliminates numerous error sources. The pre-requisite for this are libraries with 3D elements representing all the basic furniture, racks, drawers, hooks and shelves of a concept. These catalogs can be continually reinforced in the planning process and tailored to individual locations. Then it is no longer necessary for the planner to resort to scissors and glue to create the templates



for the CAD technicians. Conceptual planning works without CAD knowledge from the numerous objects of the setup libraries. Furnishing modules, decorative elements or product displays can be quickly dragged into the floor plan – optionally in a 2D or 3D view that is based on the original architect’s drawing. Subsequently viewers enter the store virtually in 3D, before the first rack has been manufactured.

Extensive preparatory work necessary

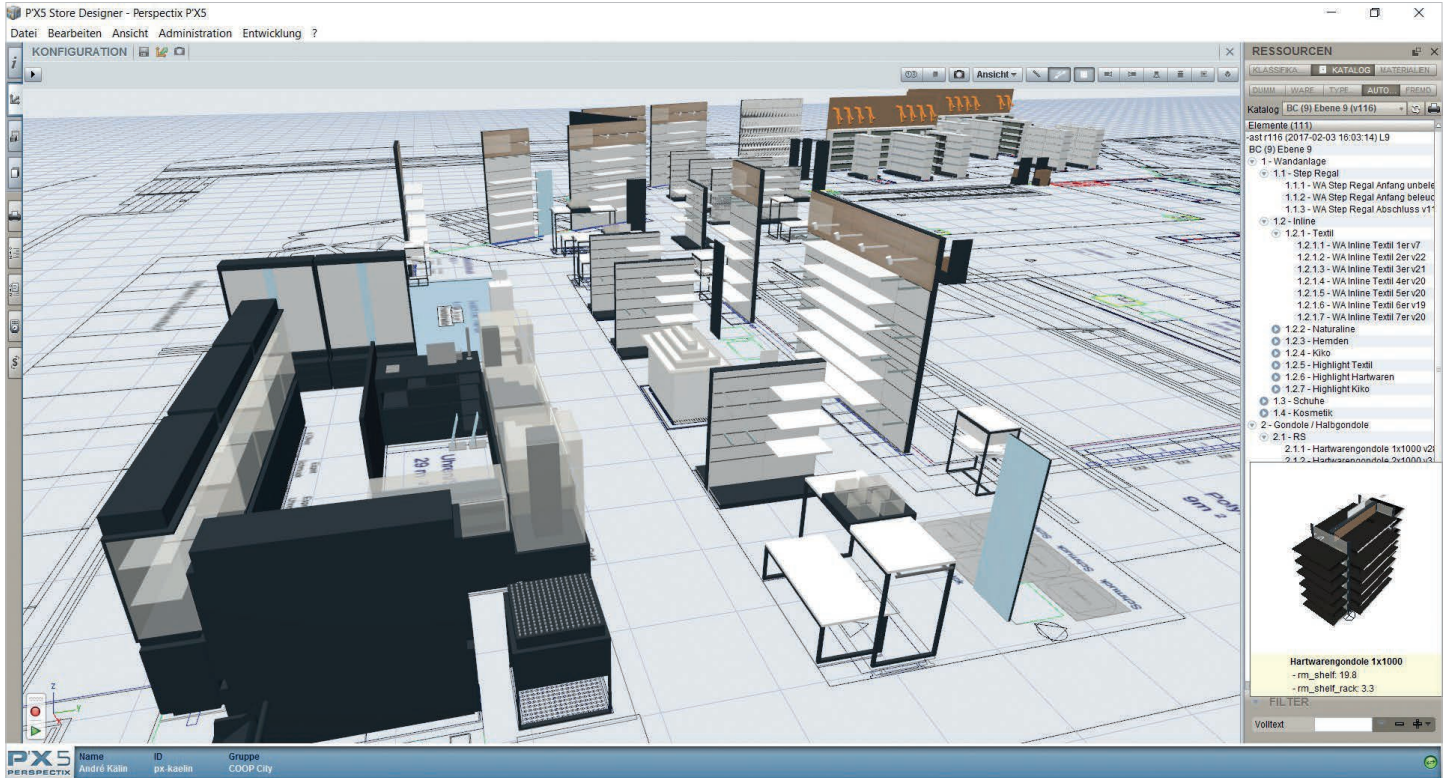
To be able to use this convenient, fast and secure planning method, the interior design concept of the stores must be digitally represented. Thus two employees in the central office of Coop City started filling the 3D catalogs with all the components of an interior design concept. „Every handle, every drawer with height and depth for all the furniture in a department store must be simulated in 3D-DWG files”, Bächli reports. Over a period of two years, this hard work enabled the company to perform structural refurbishments as though from a modular construction kit.

Perfect Ordering Process

„For a renovation we can rearrange all of the furnishings of a store in the architect’s drawing in accordance with the new specifications”, says Britta Bächli. „At the press of a button we then get an Excel spreadsheet with the exact quantities for everything that the supplier has to manufacture.” To this end, detailed drawings and 3D views of furniture can be printed, floor plans can be drawn up and order lists of several hundred items can be generated. „In this way an order for the complete furnishing of a department store with 3,000 square meters can be processed in a few days”, says Bächli.

Connecting suppliers

To be able to process the order perfectly, the supplier likewise receives access to the planning platform. As a result, the supplier has all the detailed information at his disposal at all times. Tedious synchronizations and consultations are no longer necessary. The supplier gets read access for the actual order data. However, the shopfitter can load updates of individual



About Perspectix

Perspectix AG in Zurich implements sophisticated software solutions for technical sales and distribution and retail design.

Since its foundation in 1996, the company has been continuously evolving into a cutting edge solution provider for the distribution and development of multi-variant products. Users of the P'X5 Sales Solution benefit from the company's experiences in complementary electrical engineering, furnishing, store building, warehouse and logistics systems.

With the P'X5 Store Solution users get a customized solution for store planning, product range configuration and branch evaluation. Due to the combination of sales optimization, graphical project planning and Product Lifecycle Management in future-oriented technology, today Perspectix is a strategic supplier to well-known manufacturers and chain stores as well the partner of leading IT companies.

Perspectix AG is a company of the BORM Group.

objects or entire concepts to the platform on his own. Thus the planning effort for the future and for additional branches can be reduced: In the ideal case the vendors create complete sample catalogs for a new concept, which can be used for the central planning. „The initial expenditure cannot be underestimated“, reports Britta Bächli.

First sow, then reap

Meanwhile the first department stores have already been successfully rebuilt with the P'X5 Store Designer and several suppliers are connected. Additional projects are in the planning stages for the current year, in which Coop City can benefit from the extensive preparatory work. „We are convinced that cooperation with Perspectix was the right move“, says Britta Bächli. Now consideration is already being given to whether further function modules can be used for merchandising.