



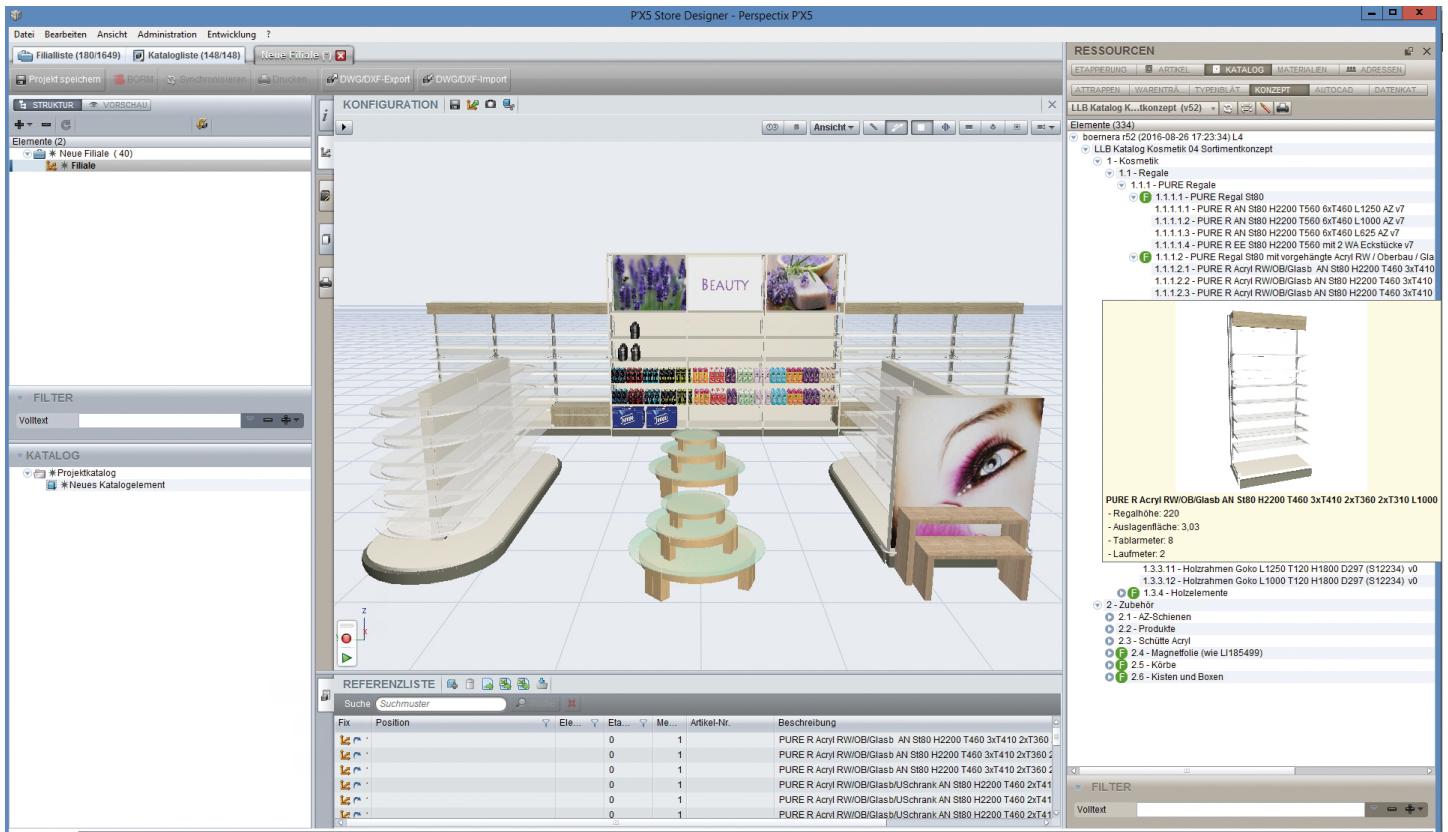
## Digital Transformation of Store Planning

**By using the Retail Solution P'X from Perspectix AG for 2D/3D-design of food markets Linovag Ladenbau GmbH is revolutionizing its distribution processes. Three-dimensional planning based on the store layout and the precise visualisation of their flexible system solutions for retail trade and consumer markets improves communication with partners and customers.**

Linovag Ladenbau is linking a flexible interior design program for merchandise presentation with consulting, planning and assembly services for functional store design – from shelving systems for grocery discounters to professional structuring of large area consumer markets to the feel-good atmosphere in premium supermarkets. At the main plant in Bad Hersfeld 190 employees develop and mass produce highly flexible steel systems, which must precisely comply with customer requirements.



Interview mit:  
Jan Kuhse  
MDG, Head of Project Division  
Linovag Ladenbau GmbH



### Convincing offers for demanding customers

Along with structural conditions and the various goods specifications such as weight or size, aspects of the assortment policy and the corporate design of the customer are also incorporated into the concept of the furnishing systems. In addition, for effective assortment presentation the specialist must also consider frozen foods or non-food items and ensure the integration of third-party systems. „Success with a System“, Linovag’s guiding principle, has made it possible for the product portfolio to grow since 1961 to 6,500 basic products and approx. 22,000 colour variants, which simultaneously illustrates the complexity of the store planning. Each customer should get a custom solution with maximum benefit. In the process the company wants to promote innovations and explore new territory.

„With P’X we offer customers visual 3D specification of their market and with it creates maximum transparency in the preparation of offers. The individual elements of the offer become visible in detail and customers see what they are getting. Our customers are excited. High efficiency in order specification. Digital order handling up to and including ERP is an integral part of our process. What CAD revolutionised in the area of drawing is perfectly complemented in digital specification through the use of P’X.“, says Jan Kuhse MDG, Head of Project Division.

### Custom solutions from standard products

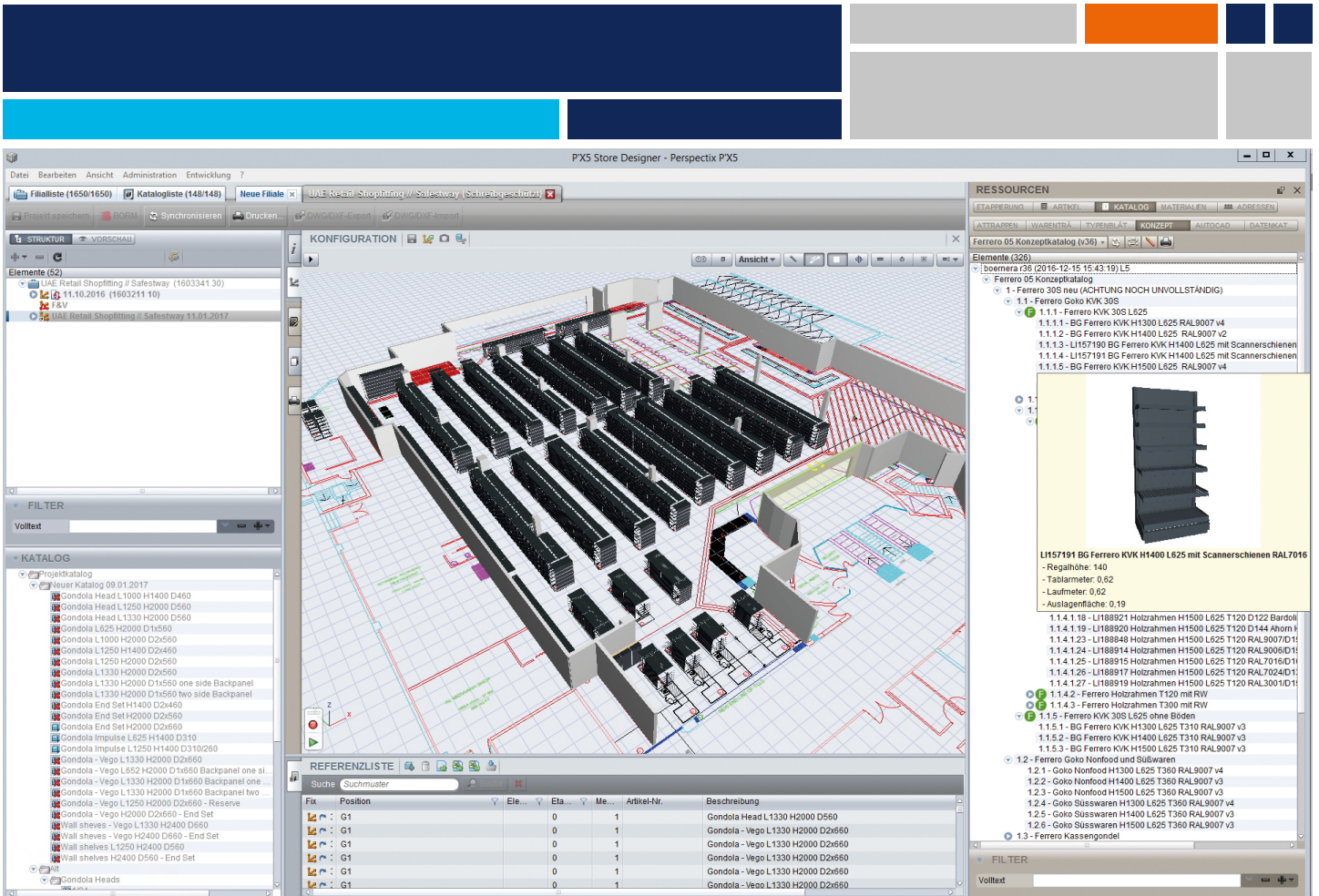
Ordinarily 2D ground plans from the CAD system of the customer are used as a basis for the furnishing proposal; usually enriched with modules and components of the shelving systems. Until recently, the planning of a supermarket took four weeks, calculating the bill of materials alone lasted for days. Due to the multitude of parameters to be considered, errors or inaccuracies easily crept in, which had to be dealt with in inquiries. Therefore the company began searching for ways to increase efficiency in planning and order processing.

### New Partners, New Vision, New Project

In the process of integration into the Swiss Dolma Holding AG at the start of 2006 the company took a new direction. Dolma was looking for a uniform, standardised marketing tool for their competence network in store design, which at the time included the companies Bida SA, Bolliger Söhne and Pendt. Inspired by office furniture manufacturer USM with its configuration system based on P’X technology, in late fall of 2007 the IT Department organised in Dolma Project & Services initiated its own project with Perspectix AG. Within this Dolma project the former Linde Ladenbau GmbH assumed the role of the pioneer. This project was promoted as a strategic investment with the highest priority. The introduction of P’X Retail Solution led to far-reaching changes in the

### About Linovag

Store designs and merchandise presentation systems from Linovag Ladenbau are the professional foundation for a successful market presence for all distribution channels of the food retail sector. A common “learning curve” connects Linovag Ladenbau to retail and ensures that we have always our finger on the pulse of solutions, products and processes. With around 5,000 orders from customers and 10,000 t steel consumption/year Linovag Ladenbau is one of the leading manufacturers in Europe. The medium-sized organisational structure and about 200 well trained employees ensure maximum professionalism and absolute reliability.



entire company, from the structuring of processes to the overall elevation of the level of project handling, standardisation and quality.

### More sales with efficient processing

The Perspectix solution establishes an enterprise-wide centrally maintained product database, containing all of the basic products as three-dimensional visualised components. At the same time these models include all product knowledge such as necessary components, their installation logic, dimensions and geometry, material, available colours and prices. This information is centrally maintained. On the basis of these components specific customer catalogues are created, so that in-house sales staff as well as dealers always have a current basis for planning on hand. After scanning the ground floor of the store in AutoCAD format users can configure the pre-defined system elements from the customer catalogue to a complete furnishing layout via mouse click. 3D representation and automatic plausibility checks support solution design, so that projection proposals can be executed significantly faster with considerably lower number of errors. Special solutions and additional components can be added via an icon bar or freely definable generic parts. If up to this point planning and bill of materials calculation constituted two separate process running successively, P'X performs both operations simultaneously. During configurati-

on the Retail Solution automatically calculates the bills of materials with both commercial and technical data. In the event of changes in the layout the system automatically adjusts the parameters. This way Sales & Marketing, Production and Assembly always get consistent, extremely precise information. This saves time and creates capacities.

### Visual Product Selling

The three-dimensional visualisation functionalities of P'X consistently enhance the sales competence of Linovag Ladenbau. 3D layouts of a supermarket set up are no longer a rarity today. However, the deciding factors are efficiency in time and expenditure. P'X creates this nearly in the blink of an eye and the representation goes into greater detail. The intuitive product configuration enables the realistic presentation of tailored layout variants for customers without loss of time. Already in the consultation P'X demonstrates precise, needs-based and above all error-free implementation of individual customer requirements. „Thus, with the visual 3D specification the client obtains maximum transparency in the preparation of the proposal; all individual elements can be seen in detail and the customer chooses precisely what wants to have“, continues Kuhse. 2D specifications can also be performed directly on the customer plan and enable automatic counting and adjustment of the bills of materials. Zone plans as well as filling



with created merchandise groups can be virtually positioned and thus illustrate different options for using the proposed furnishing. With customer-specific databases specifications of the corporate design of a grocery supplier can be effortlessly implemented and maintained. In addition P'X goes far beyond digital store design planning and constitutes a radical revolution of the entire process structure, from consulting competency to assortment planning. This creates intelligent processes and new digital business models for the future.

#### **More intensive customer relations**

For Linovag Ladenbau, this is just scratching the surface of the potential of P'X. The interface to AutoCAD opens up the possibility of integrating third-party elements into the furnishing layout to make customer relations more intensive. The external CAD data are imported into the system, placed and linked to article information. This assures the customers that their concept for food and non-food items are maintained across the board.

#### **Standards: Transcending borders and partners**

International business via competent partners confronts Linovag Ladenbau with the challenge of communicating current product knowledge clearly and providing it around the clock. To this end P'X establishes a common language, making communication with international clients considerably easier and building uniform standards within the entire distribution chain. „P'X is a team building measure – not only in combination with our international sales partners, but rather also within the Dolma Group. The Perspectix solution connects the individual units across the collaborative projection environment into a powerful unity.“

#### **About Perspectix**

Perspectix in Zurich implements sophisticated software solutions for technical sales and store planning. Since its foundation in 1996, the company has continuously developed into the leading technological solution provider for sales and project planning of products with many variants. Users of the P'X Industry Solution benefit from experience in complementary user industries: Engineering, plant engineering, electrical engineering, furnishing, store fitting, warehousing and logistics systems. The P'X Retail Solution provides users with a customized solution for store planning, product range design and store evaluation.