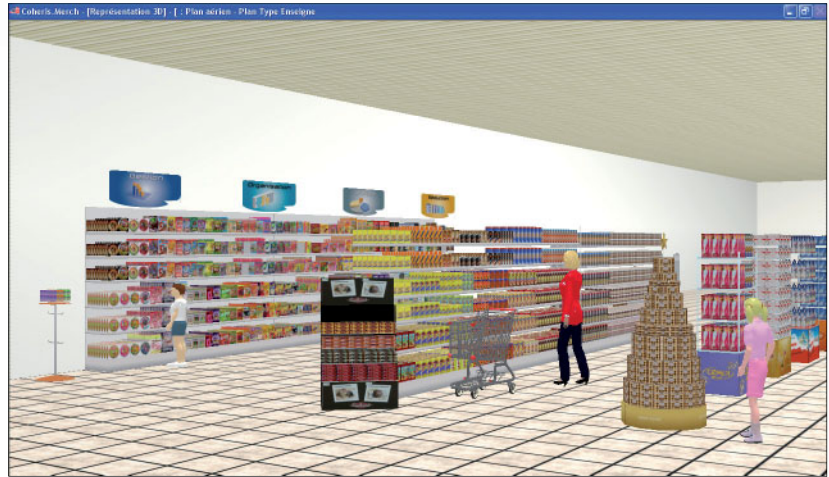


Coheris Merch is a dedicated tool for negotiation and decision-making meant for various players in the merchandising sector. Coheris Merch optimizes the layout of the shelving unit in view of developing visibility and the market share of products.



## References

Many French and international companies capitalize on Coheris Merch.

Some of our references:

- Aoste
- Brossard
- Cadbury
- Conserves France
- Coty Beauty Lancaster
- Danone
- Ferrero
- Giropharm
- Hary's / Barilla
- Heineken
- Inbev
- Johnson & Johnson
- Lesieur
- L'Oréal
- Mapa Spontex
- Merck Médication Familiale
- Nespresso
- Nestlé Waters
- Nutrition & Santé
- Osram
- Parashop
- Pierre Fabre Dermo Cosmétique
- Sanofi-aventis
- Saupiquet
- Sony

## Managing the category approach

Coheris Merch helps players from supermarkets and selective circuits add value to the layout of products at the place of sale. The management of merchandising business processes lets you develop category strategies in highly competitive environments. Coheris Merch gives merchandising players the means:

- to propose an efficient merchandising strategy,
- to handle the shelving unit and product line levers,
- to develop the market shares for product categories,
- to conduct reasonable negotiation,
- to manage the operational teams.

## Clarification of the offer and the shelving unit

Coheris Merch helps build the sales universe by positioning categories, special operations or new commercial concepts. The layout sequence is determined by simplified designing of floor plans, integrating the market shares, the special objectives of the shelving unit.

The product line is established with respect to the floor plan for maximum productivity.

The clarification of the offer and the shelving unit is based on the integration of dramatization elements. The user moves in a 3D environment, visualizes the impact of the POP, promotional islands and other sales supports to experience the shelving unit as the consumer would view it

The optimization and analyses functionalities of the shelving unit utilize the explanatory performance factors (market data, consumer data, ...) and conduct a motivated economic analysis of categories. Compatible with other merchandising tools in the market, Coheris Merch offers high flexibility in terms of data import and export.

## Functionalities

### Information management

Coheris Merch centralizes in a single database, all the information necessary for establishing an operational merchandising strategy: administration of products, hierarchies and multi-segmentation, furniture, decor libraries, management of user profiles, client data, market data,...

### Global organization of point of sale

Coheris Merch allows you to work the category in the store universe with the aerial plan, to formulate a layout sequence with the help of the floor plan and to manage an operational merchandising recommendation via the reference plan.

### Dramatization of the point of sale

With Coheris Merch, the user visualizes the shelf in 3D to increase the attractiveness of the shelving unit. It maintains the organization of the category by including tags and deliberates its layout with the help of the merchandising guide: management of orientation of shelving units, integration of environmental elements (checkout counters, consumers,...), cross-merchandising furniture and communication elements.

### Optimization and analysis of planograms

Coheris Merch enables the user:

- to identify action levers by comparing different sources of information (plans, market data...),
- to optimize the range and shelving space by reallocating faces according to performance and management and yield constraints (optimization of shelving unit, simulation of optimum re-layout, highlighting the differences in product lines,...),
- to analyze the universe of place of sale with the consolidation of studies (summary of plans by company name, region,...),
- to manage teams according to the shelving unit, presence, performance objectives
- to edit PowerPoint presentations automatically.

## Strengths

### Easy to use

Coheris Merch has an intuitive interface ensuring quick learning. The ergonomics facilitates execution of operations performed by different teams. The flexibility of its configuration is adapted to the different requirements of users.

### Innovative technical architecture

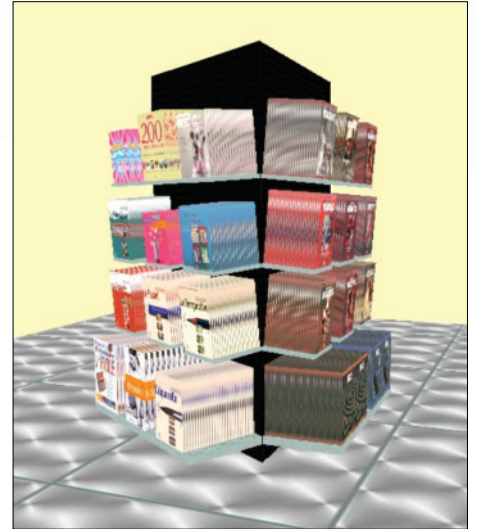
Coheris Merch is a real asset for improving the efficiency of teams with the help of information management in a single database, multi-country/multi-market management and data synchronization between the strategic and operational teams.

### Integrated solution

Coheris Merch offers management of the category approach in its entirety: position of categories in the universe, organization of families and sub-families, optimized layout of product range, integration of different environmental elements,...

### Analysis power

The reporting functionalities allow the user to consolidate the place of sale universes and to integrate external data (data sharing, panels,...) for decision-making.



## Technical characteristics

- Architecture: Client/Server
- Application servers: TSE/Citrix
- Operating systems: Microsoft Windows XP, Microsoft Windows Vista
- Databases: Microsoft SQL Server, Oracle

## Coheris: A Brief Overview

A French publisher on topics in the areas of customer relationship management, analytical control, and predictive analysis, Coheris places actionable knowledge in the heart of its uses and business strategies.

More than 1,200 companies, from SMEs to multinational corporations, have already placed their trust in Coheris in over 80 countries.

Coheris supported by an extensive network of consulting and integration partners and its own experts to provide its customers with solutions that are at once operational, analytical and predictive of the service rendered by their performance.

Coheris has been listed on the NYSE Euronext Paris exchange compartment C since June 30, 1999 (ISIN: FR0004031763 / ticker: COH) and is eligible for FCPI.

More information about Coheris can be found at: [www.coheris.com](http://www.coheris.com)

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