

Press Release

REWE DORTMUND decides for the JDA Category Management Suite

Dusseldorf, October, 30th 2015 - Strategix today announced that REWE DORTMUND will implement the integrated solution "JDA Category Management Suite" by JDA to build and execute their Category Management processes. From the start Strategix acted as an advisor and is going to assist the company in the future from implementation through to roll-out and support.

REWE DORTMUND is an independent, regionally active retailer belonging to the REWE Group. It comprises of nearly 300 independent retailers and supplies 512 markets. North Rhine-Westphalia is the main distribution area with a strong focus on regions Ruhr, Niederrhein, Sauerland and Münsterland.

With the JDA Category Management Suite, REWE DORTMUND has got the appropriate tools to plan and execute Category Management. They enable REWE DORTMUND particularly to meet local needs in the store by applying customer-oriented space and assortment planning. Furthermore the automation and standardization of many basic processes spares time that can be then used for strategic activities.

„The combination of an integrated Category Management and the consideration of local conditions of our stores was of particular importance to us.“, says **Martina Reisch, Executive Board Goods, REWE DORTMUND.**

„We are happy that REWE DORTMUND has decided for the market leading solutions from JDA, and positioned itself alongside 83 of the world's 100 biggest retailers, that have already been using JDA successfully.“, explains **Jan Hanusseck, Managing Partner, Strategix Enterprise Technology GmbH.**

ABOUT STRATEGIX

- We are specialized experts in the field of Category Management and its execution – over 20 years of experience in implementing integrated solutions.
- We offer subject-matter knowledge and profound technical skills for large scale system integrations.
- By combining our large experience and in-depth business knowledge, Strategix offers unique and bespoke service.

CONTACT

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