

Press Release

myPG – JDA Planogram Generator now available as single-user version

Düsseldorf – Aug 3, 2015 – Strategix makes myPG, the “light” Version of the market proven JDA Planogram Generator now available in Central and Eastern Europe. In today’s increasingly crowded, omni-channel marketplace, retailers and manufacturers can win by creating highly customized space plans that cater to local customer needs. Having the right product mix available — even in a very limited space — reduces stockouts, cuts inventory costs, improves shopper satisfaction and maximizes margins. However, scaling to the high volume of planograms necessary to achieve localization can typically lead to additional headcount and compromised quality.

To answer this challenge, JDA has created a new single-user software solution called JDA Planogram Generator Client — or myPG — which delivers the automated space planning capabilities of JDA® Planogram Generator Enterprise™ in a client version. Like the industry-leading JDA Planogram Generator Enterprise, myPG from JDA automatically creates large numbers of optimized, store-specific planograms, taking into account user-defined merchandising instructions, fixtures, assortments and performance data. In a single batch effort, high volumes of planograms can be quickly produced and distributed, freeing planners to focus on category analysis, studying market trends and other activities that have a strategic impact.

To get to the original press release of JDA, please click [here](#).

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