

Pressrelease

sMobile – „WE FIGHT THE SHELF-COMPLIANCE PROBLEM DIRECTLY AT ITS ROOTS“

Düsseldorf, 15th June 2015 – At its annual conference **sxConnect 2015**, for the first time Strategix presented its in-house developed application **sMobile**. The solution is part of the Strategix designed **P4** Category Management portfolio and not only provides the answer to the compliance problem, but also allows an optimal on-site adaption. For all those who are interested, **sMobile** is available as of now.

Nowadays the focus is still too much on measuring planogram compliance rather than preventing discrepancies in the first place.

sMobile is a cloud-based solution that provides organization with maximum adaptability online, as well as offline. By using a smartphone or tablet you can edit product information and also add new products to the planogram and floorplan. The application is independent of location, thereby allowing a great flexibility in executing CM tactics, as well as speeding up the reaction time to unforeseen situations.

The communication between headquarters and the store or field personnel is an essential part of implementing CM strategies. Because what is the point of creating planograms, when the HQ does not know the store floor and more importantly the store personnel cannot implement the given instructions? sMobile provides a feedback mechanism, that not only supports a seamless two-way communication, but also enables fast in-store adjustments.

Please find more information [here](#).

ABOUT STRATEGIX

- We are specialized experts in the field of Category Management and its execution – 20 years of experience speak for themselves.
- We offer subject-matter knowledge and profound technical skills for large scale system integrations.
- By combining those two areas of excellence we can provide you with unique and customized service and consulting capabilities in the area of Category Management.

CONTACT

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