

Presserelease

sxCONNECT 2015 - STRATEGIX CELEBRATES 25 YEARS OF CATEGORY MANAGEMENT

Düsseldorf, 20th May 2015 – On May 12, Strategix held its annual client event sxConnect 2015 in the Castle of Garath in Düsseldorf. This year the event marked the 25th anniversary of Category Management.

In a retrospective the invited guests were able to see how technologies, methods and customer preferences have changed over the last years. Yet that is not all - Like every year, an overview of interesting news and trends from the CM world were presented. In addition to the innovative **P⁴ Category Management** concept of Strategix, that combines all four tactics of the traditional Category Management (product, placement, price and promotion) into a powerful integrated solution, partner solutions around the planning and optimization assortments and spaces were shown.

One of the partner solutions that was of great interest was „Shelf Recognition“ from **eLeader**. On basis of a mobile picture, the application provides within minutes a comparison between planogram and real shelf-situation. No less exciting was the presentation *“Efficient data capturing at the POS“* from **Replay**, that demonstrated how the combined solution using Smart Glass and the application sMobile made by Strategix enable you to capture real shelf-situations on a whole new level.

The absolute highlight was the presentation *“iRobots in Retail“*, that presented among other innovative solutions, the mobile application from **RFspot**. The solution not only scans the entire store overnight, but also determines, compares and controls prices, placements and out-of-stocks.

It is no surprise that while enjoying a couple of cocktails on the castle terrace, visitors made associations to Star Wars and iRobot quickly became R2-D2. With this in mind:

„May the Force be with You“

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