

Press release

Strategix CFT announces cooperation and successful go-live of the leading cosmetics company L'Oréal

Dusseldorf, 1. November 2016 – The leading cosmetics company L'Oréal has decided for the solution of JDA Software Group, Inc. and Strategix CFT GmbH to improve the planning and execution of their Category Management strategies. Shelf plans are now created and managed in JDA Space Planning and sCentral.

The L'Oréal-Group is the world market leader in the cosmetics sector and currently present in 130 countries on all five continents. Germany is for L'Oréal the fifth most important market after the USA, France, China and UK. With a revenue of more than a billion euro, the German daughter company is the leading cosmetics company on the German market.

In other countries L'Oréal already implements JDA Space Planning successfully. Now L'Oréal Germany followed the lead and decided for a replacement of the formerly used software and the introduction of a web-based database – sCentral. The integrated solution simplifies the planning and creation of shelf plans as well as the management and assignment of the created shelf plans, products and customer. During the entire implementation process, L'Oréal has been supported by Strategix CFT who also continues to provide service and support.

„The introduction of the new software is an important step in building a fair cooperation with our retail partners and increases our customer focus and efficiency.“ explains **Patrick Schiele, Category Manager, L'Oréal Deutschland GmbH**.

„We are happy that L'Oréal has decided for the solution from JDA and our in-house developed database sCentral. The solution aligns very well with the current strategy to strengthen their Category Management competence.“, says **Jan Hanussek, Geschäftsführer, Strategix CFT GmbH**.

ANOUT STRATEGIX CFT

- Specialist in executing practice-oriented Category Management. Since more than 15 years Strategix CFT integrates complex CM solutions for leading retailers and manufacturers
- Long-term experience in the area of system integration, especially with regards to SAP
- In-house developed mobile solution complements JDA functionality