

Press Release

Russian Grocery Leader O'KEY Selects JDA to Drive Higher Sales and Profits and Strategix CFT as experienced Implementation Partner.

Düsseldorf – July 8th, 2016. O'KEY, a leading grocery retailer in Russia, is currently in the implementation of the JDA Category Management Suite — including JDA Space Planning, JDA Floor Planning, JDA Planogram Generator, JDA Web Publisher, JDA Space Automation Pro and JDA Category Knowledge Base. The system integrator Strategix CFT is leading and supporting the implementation.

O'KEY Group owns one of the largest grocery chains in Russia, which currently consists of 70 hypermarkets and 37 supermarkets. As Russia's fourth-largest national hypermarket chain by revenue — and a national leader in terms of revenue per square meter of selling space — O'KEY has realized steady growth. However, now the company needs to make serious changes in its processes to manage its sophisticated category management tasks. Strategix CFT is managing the implementation of the JDA Category Management solution, including training and knowledge creation.

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

CONTACT

Strategix CFT

Joanna Hanussek

Sales & Marketing Manager DACH

Tel.: +49 (211)758474-0

joanna.hanussek@strategix.de