

Press release

The leading organic retailer Alnatura decides for the JDA Category Management Suite

Düsseldorf, 10/13/2016 – Alnatura, the manufacturer of organic food and operator of more than 100 organic supermarkets, has decided for the integrated space and assortment planning solution from JDA Software Group, Inc in order to develop the existing Category Management infrastructure and produce store-specific planograms. Strategix CFT GmbH acts in this project not only as software provider, but also as an experienced SAP system integrator and consultant for Category Management Best Practices in Retail.

With more than 100 stores in 52 cities Alnatura is said to be the market leader among the German organic supermarkets. Today the branded assortment comprises 1,200 organic products and is available at the own stores in Germany and Switzerland, as well as at various brick and mortar retail partners both nationally and internationally as well as in the Alnatura online shop.

The introduction of the JDA Category Management Suite allows Alnatura to execute an improved assortment, which considers the existing space and local environment. This leads to a more effective allocation of the available space and to reduced inventory. Alnatura has evaluated comparable solutions from multiple providers in this area. The deciding factor for Alnatura was the comprehensive approach of Strategix and the proven SAP competence. The standard interface sLink from Strategix, which is already in productive use at numerous retailers, ensures a seamless information exchange between the solutions of JDA and SAP.

„A Customer oriented approach counts to the central corporate principles of Alnatura. This is why we want to continue aligning the assortment in our more than 100 Alnatura organic markets Germany-wide to the wishes and needs of our customers. We are happy that with JDA and Strategix, we have found experienced partners, that can support us with this critical task", says **Bernhard Sauer, Unit Manager Purchasing, Assortment und Store Marketing, Alnatura.**

„We are very happy about the future cooperation with such an innovative and successful organization as Alnatura and we see ourselves not only as solution provider and system integrator, but as long-term CM partner and consultant. The decision proves how the subject of space and assortment planning is gaining increased relevance, especially in regards to the growing organic food industry. “, explains **Jan Hanussek, Managing Partner, Strategix CFT GmbH.**

ABOUT STRATEGIX CFT

- Specialist in best practice oriented execution of Category Management. Since more than 20 years Strategix integrates complex CM solutions for leading retailers and manufacturers
- Long-term experience in system integration, especially with regards to SAP for Retail
- In-house developed mobile solutions complement the functionalities of JDA and SAP