

## Press Release

---

# Austria's #1 Retailer REWE International has Decided to Work with Strategix to Develop an Agile and Integrated Space and Assortment Planning by means of JDA Category Management

**Düsseldorf, May 2018 – Strategix CFT GmbH announces that the most successful food retailer in Austria REWE International AG replaces its existing space management system to overhaul its floor and space strategies to best address consumer expectations.**

The biggest Austrian food retailer REWE International AG operates around 2,500 stores through the retail brands BILLA, MERKUR, PENNY, BIPA and ADEG and is part of the German REWE Group, one of Europe's leading retail and tourism companies. From its headquarters in Wiener Neudorf, REWE International AG not only manages its Austrian business, but also via retail brand BILLA in seven Central and Eastern European countries: Bulgaria, Czech Republic, Russia, Slovakia, and Ukraine.

Since many years REWE International has been very active and successful in space management and already optimized store plans with JDA Floor Planning. Now the system will be extended with the JDA Category Knowledge Base, JDA Space Planning and other components. Due to changing business environment, the cross-national footprint and increasing complexity in customer demand REWE International needed an integrated solution for micro and macro space optimization. Most importantly a solution that supports an end-to-end process thereby gaining increased agility, responsiveness and efficiency. In selecting JDA Category Management solution, REWE is able to leverage the company's long-term experience with a set of comprehensive tools with strong analytical and automation capabilities.

The prerequisite for any end-to-end solution is a seamless integration between and this is where Strategix comes in. As system integrator and consulting boutique company in the area of space and assortment management Strategix works closely with the REWE IT Team to ensure a smooth transition and a streamlined execution.

“With the solution from JDA we now have an integrated system for shelf and space planning and optimization, which can be integrated much closer to the RIAG ERP system. Through this capability the solution provides also future opportunities for improvement”, explains Peter Schmalek, IT Director – Development & Organization, REWE International AG.

“We appreciate to be part of this challenging initiative and the opportunity to work with experienced professionals of REWE International AG. REWE is a very demanding client but I am looking forward to this implementation project. The clear demands at the beginning mean clear success in the end” says **Jan Hanussek, Managing Director, Strategix CFT GmbH.**

### CONTACT

Strategix CFT GmbH  
Tel.: +49 (211)758474-0  
[contact@strategix.de](mailto:contact@strategix.de)

## **ABOUT REWE INTERNATIONAL AG**

REWE International AG operates around 2,500 stores through its retail companies BILLA, MERKUR, PENNY, BIPA and ADEG. It is market leader in Austrian food and drugstore retail and part of the German REWE Group, one of Europe's leading retail and tourism companies. From its headquarters in Wiener Neudorf, REWE International AG not only manages its Austrian business, but also via the retail brand BILLA the Central and Eastern European business in Bulgaria, Czech Republic, Russia, Slovakia, and Ukraine.

## **ABOUT STRATEGIX**

Strategix CFT is a boutique consulting company and system integrator in the areas of Category Management and Supply Chain Management. With more than 20 years of experience Strategix CFT relies on a deep subject matter expertise of technical and business process themes, as well as the required IT infrastructure. To ensure that customer's needs are put at the forefront Strategix works vendor independent and provides a portfolio of market proven solutions. Strategix has already helped leading retailers and manufacturers worldwide to execute a seamlessly integrated space and assortment management among them 15 of the Top 50 European Retailers.

Whether you are just starting out, need to optimize what you have or are in need of a major change to your category and space management practice, we are ready and able to help.

Find out more at [www.strategix.eu/de/](http://www.strategix.eu/de/)