Quant

Case Study

NOTINO

Largest beauty-specialist online retailer in Europe

---

Jérôme Poussin / **International & Retail Director**

What made NOTINO decide to look for a category management, planogramming and space planning system?

Notino is the largest online store with perfumes and cosmetics in Europe. We are gradually expanding our network of brick-and-mortar stores, where we connect the world of online shopping with a personal experience. At the beginning of 2019, we came to the point that we finally needed category management and that we should clarify our merchandising rules. Moreover, we wanted to track our performance at furniture level.

Due to authorization process from brands and different levels of profitability per category, we needed a tool to manage all these aspects at once.

- 24 brick-and-mortar shops in 8 countries
- 5000 products on display
- 200+ suppliers
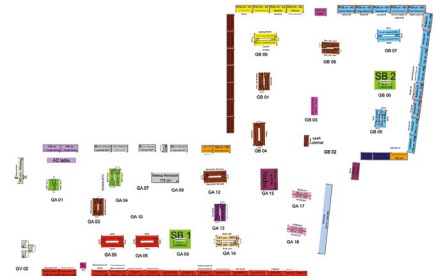
Why did you choose Quant?

We were looking for a solution that we could implement effectively. This means minimal resources on our side and strong support from the software vendor. During discussions with the Quant Retail team, I felt they understood our needs.

How was the implementation of the system and what were the first benefits?

The first steps regarding cooperation between IT specialists, like data collection on a daily basis, were very easy. The initial training also started quickly and allowed our colleague to understand the steps.

Firstly, we created a floor plan with fixtures, then we filled the shelves.

How do you upload data to Quant? Have you managed to set up automatic data transfers between Quant and your ERP?

Yes, it was very easy. We transfer huge amounts of data and output is tailor-made, so it is a very smart solution.

Markéta Vojáčková
Category Specialist
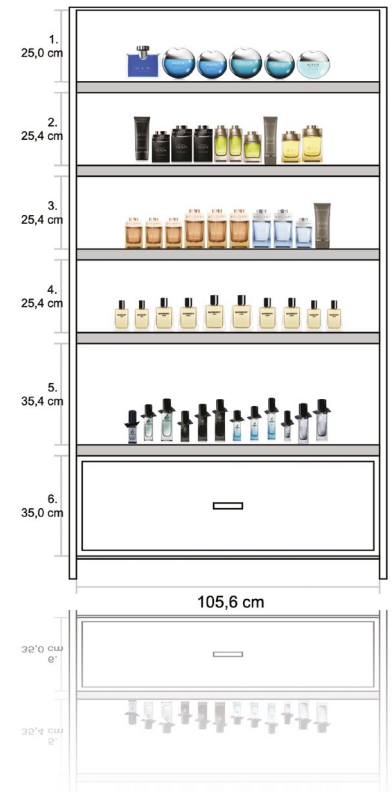
"Thanks to the introduction of planograms and the optimization of store layouts, we were able to unify the displayed assortment and reduce the overstock of stores by 30%. Quant also helped us to significantly reduce the time needed to open new stores."

How has Quant Web proven itself to you as a tool for publishing planograms and communicating with stores?

Each store has access to web version of Quant. Every time we publish a new planogram, stores receive a notification. The chat for communication between stores and headquarters is also very popular. We can check the actual implementation in the stores by photos.

NOTINO also makes extensive use of the ability to upload photos to confirm the implementation of planograms. Did you find this procedure successful? What devices do your stores use for taking photos?

Our stores currently use mobile phones and they share pictures each Monday. In the near future, we expect to be more responsive and upload pictures on a daily basis based on the needs.

You have opened several new stores in the last year. How has Quant helped you?

The best example is our new flagship in Brno (850 m²). We spent only two days implementing our merchandising instead of six. Thanks to Quant, we designed the planograms in advance. The products then arrived from the central warehouse packaged together for each piece of fixture with the exact number of pieces.

"We spent only two days implementing our merchandising instead of six."

What are your favourite reports and analyzes?

Performance between brands and between types of furniture.

### What were the biggest pitfalls of the whole project?

To set up from the very beginning our roadmap and our goals. We lacked internal rules.

Can you describe the main benefits of using Quant more than a year after its deployment?

- Standardization and professionalization of merchandising rules.
- The display of the goods is handled professionally with the stores.
- Performance measurement by equipment type.
- It is easier to open new stores.

What are your plans for the future?

We want to continue with Quant, using this tool for automatic orders and for automatic planogram checks based on store photos.
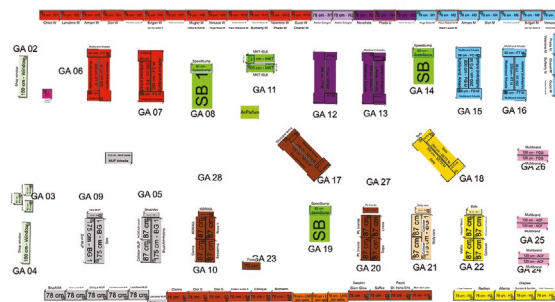
Andrea Pavelková
Retail Category Manager

"Communicating with stores through Quant blog has proven more effective than sending emails. Thanks to the evaluation of space, sales and the ability to easily show the spatial layout of a particular store, negotiations with suppliers have also been simplified."

www.quantretail.com

For further information please contact:
E-mail: sales@quantretail.com