



Intelligent Retail Platform



Fashion retailer in Brazil

Case Study

Summer 2025

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What was your main motivation to look for a space and category management system?

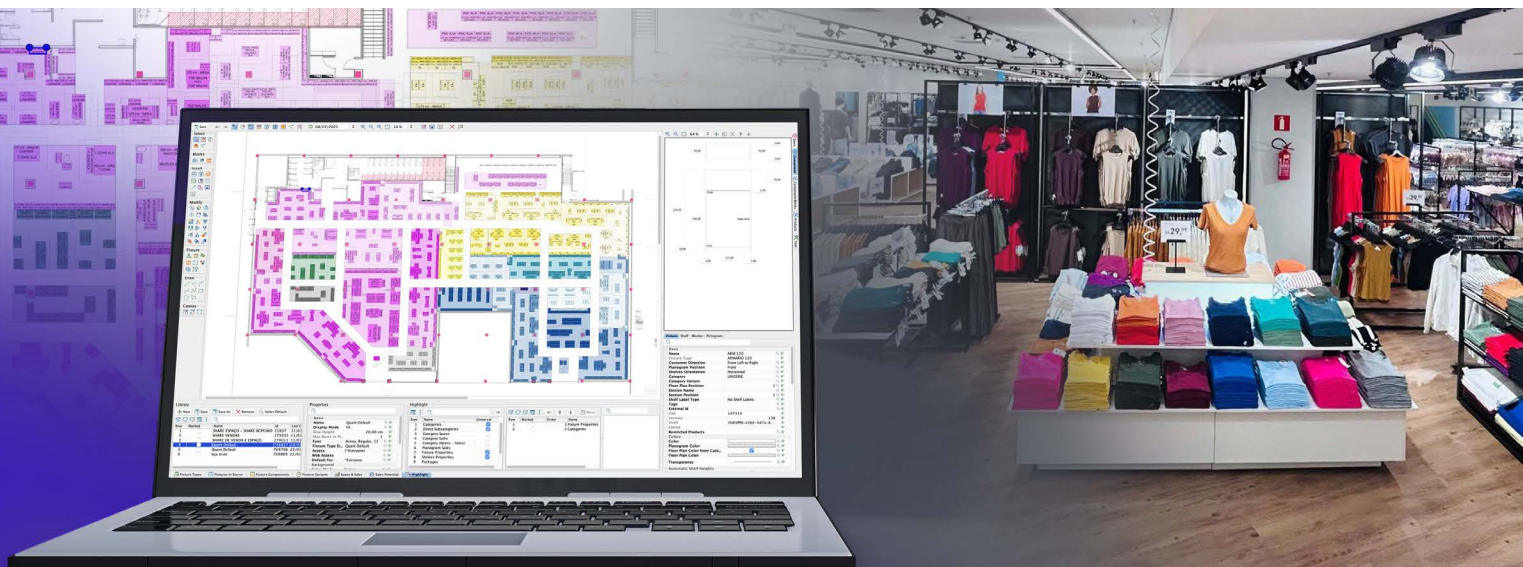
My main motivation was the lack of reliable data on the actual space categories we were using in the stores. We are a very dynamic company, our commercial strategy is always changing. While using AutoCAD, we encountered issues with keeping all the floor plans up to date and we were unable to extract any data from it automatically.

Why have you decided for Quant?

One of the main reasons I decided for Quant was the fact that it is very user friendly. This was a very important quality for the process that I planned to implement.

Another important decision factor was Quant Retail's approach of using client's needs to improve the system. All the major adjustments and features I needed were created and are now available to all Quant users.

- Customer since 2023
- 334 stores that range from 1 000 m² to 5 000 m²



🚀 When did you start using Quant?

I started testing Quant almost a year before we did our first round of implementations in June 2023. We started with our latest store model at the time, which represents almost 80% of our stores. In January 2024 we implemented Quant in all of our stores.

The testing time was very important to learn, adjust and configure everything to make sure it would work as expected.

🚀 Do you remember your expectations from that time?

My main expectation was to be able to keep our floor plans updated and to be able to extract data, including basic space, equipments and exposition capacity.

🚀 What were the worst obstacles? How did you succeed in overcoming them?

Creating a data culture for any company is always challenging. It requires more discipline and it is a process that does not happen from one day to another.

Training people to recognize the benefits that data generates is a good way to go.

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

The implementation was challenging because of the large number of stores and different types of furniture.

We spent a lot of time setting up the system and planning how to implement it.

In the end it worked pretty much the way we planned, and we can now generate a set of data that is helping us to identify a wide range of opportunities.



Have you managed to integrate Quant with other systems like ERP and automate the data flow?

We use the API to integrate Quant with our existing systems. Currently we are just extracting data from Quant, but we intend to progress with other integrations as it is necessary to progress in testing of other modules of Quant.

How have your stores adopted Quant as a space planning system?

Our stores have adopted Quant as our floor planning system. We almost eliminated AutoCAD usage when it comes to sales area layouts. Productivity has increased and all decisions are based on space and sales data.

How many users currently manage store layouts in Quant? How many times a year do you update the layouts?

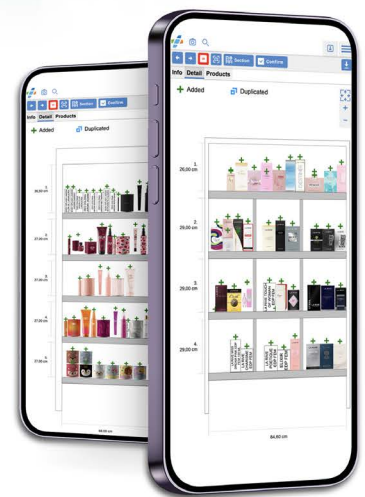
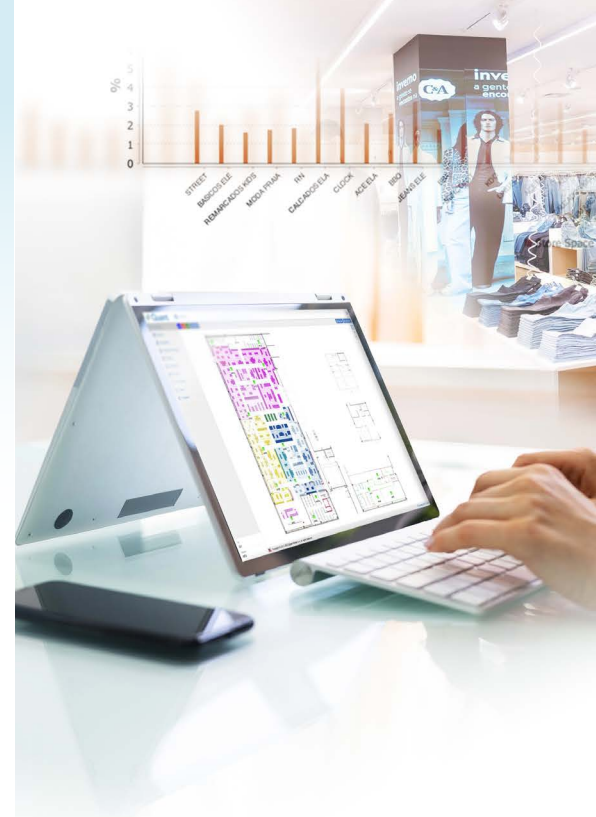
We have five architects who are responsible for creating layouts and validating proposals that store managers (334) built in Quant. The frequency of updates depends on many factors: New furniture projects, changes in commercial strategy, and opportunities identified by store managers or by store layout areas (based on performance data). Last year, we made 1459 floor plan updates.

You have recently started creating planograms in Quant. What are your first impressions and experiences?

It is too early to tell. The application of planograms is a complex process and we have a lot to learn about it. However, we are excited about the potential outcomes.

What are your favourite reports and analyses?

Our business has some peculiarities so for now we primarily utilize Quant's integrated data to develop our tools and analysis in Power BI. Basically, any data related to space and equipment are very useful for us.





How would you rate the quality of the support?

We had all the support we needed to implement the tool. The approach is a little different than what we are used to in Brazil, where suppliers tend to do it for you instead of showing you how to do it, but this approach worked very well for us. The rare instances of instability or emergency that did arise were resolved very quickly.

What are the main results of the project so far?

The first big change is having data to analyze.

Consequently, we developed key performance indicators (KPIs) and analyses that are helping us identify opportunities to optimize our sales per square meter.

What are your future plans and targets in area of space planning and category management?

Our plan for the future is to continue exploring data and developing models to support our sales and provide enhanced and more personalized experience for our diverse client base. Planograms may be a way to get there.

Would you recommend Quant to other retailers?

Yes, I would. The system, as far as we are using it, delivers what it promises to do. Quant team's approach of leveraging clients' needs as an opportunity to improve the system and to listen and evolve collectively makes the difference.



Interested in a presentation?

We would be happy to give you a personal presentation of Quant with the full scope of features which might be interesting for your company.

www.quantretail.com

For further information please contact:
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