



ECCnet Planogram Content

Powered by TrueSource™

Standardized Content for Accurate and Effective Retail Shelf Displays

Robust planograms drive sales, increase brand awareness and optimize every centimetre of retail space. But even the most innovative shelf design is ineffective without accurate and complete product data captured consistently across brands and manufacturers. ECCnet Planogram Content catalogues the standardized bilingual product images and precise packaging weights and dimensions required for successful in-store planograms.

How ECCnet Planogram Content Solution Can Benefit Your Business



Standardized Planogram Data

Provide trading partners with planogram images and data that have been captured using the same consistent methodology for accurate, reliable shelf management. Data for weights and dimensions are captured under shelf-ready conditions, reflecting changes that can happen during shipping and storage, such as product settling or swelling.



Optimize Business Opportunities

When retailers have product data that's inaccurate, incomplete or captured inconsistently, the result can be product out-of-stocks and lost listings. Prevent the problems that can occur when settling and swelling isn't accounted for, or trading partners can't access updated packaging data. Account for new products with proof-of-intent to trading partners through a pre-registration option for inclusion in planograms prior to the physical product being available.



Increase Operational Efficiencies

An efficient one-to-many capability enables you to share your planogram content with multiple trading partners from a centralized location, rather than dealing with each individually. This saves time and resources, ensuring trading partners are using consistent and current data.



At-a-Glance



55 data recipients across Canada are accessing their planogram data through ECCnet Planogram Content solution.

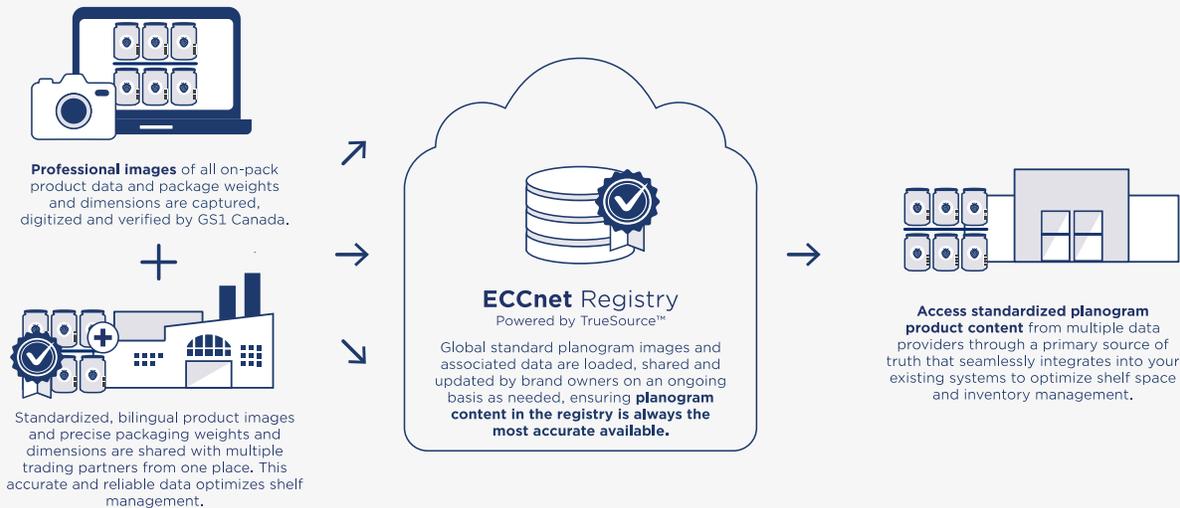


Third-party verified data means added confidence in accessing **accurate and complete data.**



A **pre-registration option** provides proof-of-intent to trading partners for inclusion in planograms prior to the physical product being available.

How the ECCnet Planogram Content Process Works



Tools and Services Available



Flexible Capture Options for Global Standard Images and Data

Our flexible content capture service means you can provide global standard planogram images and the most accurate, complete and reliable bilingual product data. Planogram images and associated data are loaded into planogram software to generate a replica of a store shelf or layout for efficient shelf space planning. You'll get 5-6 low-resolution technical images, package weight and dimensions, and verified bilingual data (brand, size and variant, category, Global Product Code [GPC]). Retail-ready packaging and tray images can also be captured as part of a by-request premium feature. The **two options** available for Planogram content capture and loading are Product Submission and On-Site Capture.



The Vault

The Vault is a secure online storage and distribution tool that is your central hub for organizing, managing and sharing content. Through a one-to-many sharing process, you can provide product images to multiple trading partners through a single reliable source.



Planogram Content Extract

Planogram Content Extract offers customizable FTP feeds that increase the reliability of planogram content by providing retailers and other data recipients with ongoing access to your data updates. The automated feed provides content according to the criteria you specify. If you build planograms for your trading partners, you can use the extract to access images and data for third-party and competitor products to build more accurate planograms using reliable content.



TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet Planogram Content including how to register by visiting www.gs1ca.org/planogram-content or call **1.800.567.7084**.