

Press Release

Strategix CFT is partnering with Dassault Systèmes to move virtual reality in the retail industry forward

Düsseldorf, August 16, 2017 – Strategix CFT GmbH, an internationally working boutique consulting company in the area of Category Management, is partnering with Dassault Systèmes, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, to work together on the efficient implementation of virtual reality in category management (CM).

Virtual Reality enables new possibilities for retail and industry, such as the simulation of category management concepts, the presentation of products, and the ability to work together efficiently on innovative projects. However, the future of virtual reality does not solely lie in high-resolution pictures, but mainly in the operability. From the collaboration between Strategix and Dassault Systèmes, two solutions have been developed to make Virtual Reality simpler and easier to implement:

- By means of a standardized interface between market leading space planning systems and the Dassault Systèmes industry solution experiences "Perfect Shelf" and "My Store" based on the 3DEXPERIENCE platform, existing planograms and floor plans can be directly visualized as a realistic three-dimensional store. There is also the possibility to take a virtual tour and take products from the shelves and rotate them. Until now, category management and 3D visualization were only feasible in two different systems. This changes with the new solution. Adjustments in the placement or in the store floor planning are automatically carried out in the 3D store.
- In order to make the use of the 3D visualized store even easier, especially for working in projects, the planograms and floor plans can also be adapted via the tablet.

The combination of twenty-year experience in category management and the most modern virtual reality technology creates a unique solution that can drive digitization in the retail market. A completely digitized retail environment, where there is no visual difference between physical store and virtual shop, has become possible!

"We're very excited to have this strategic partnership with Strategix. We are convinced that the combination of Strategix experience and Dassault Systèmes solutions are going to help retailers overpass today's challenges and frame the future in their domain." commented Aurore Furlanetto, Consumer Goods & Retail Industry Sales Senior Manager, Dassault Systèmes.

"About 20 years ago I was fascinated by the article 'Do You See What I See? The Future of Virtual Shopping' in the Journal of the Academy of Marketing Science by Prof. Raymond Burke. This article has inspired and prompted me for 20 years. At last it has become a reality!" said Jan Hanussek, CEO, Strategix CFT GmbH.

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ABOUT STRATEGIX

Strategix CFT is a global organization that provides integrated and market proven solutions as well as consulting and services in the areas of Category Management and Supply Chain Management. Strategix CFT relies on a deep subject matter expertise of technical and business process themes, as well as the required IT infrastructure. The organization has already assisted leading retailers and manufacturers worldwide to implement comprehensive environments supporting CM and SCM.

Strategix CFT has emerged from the consolidation between the German boutique consulting firm Strategix Enterprise Technology and the Chicago based IT service company CFT Inc. and shows over 25 years of experience in CM and SCM. It employs over 250 people worldwide, with offices in Germany, Poland, Russia, Turkey and the USA. Learn more at <http://strategix.eu/en/>.

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