

Press Release

LEADING TURKISH HOME IMPROVEMENT RETAILER KOÇTAŞ GOES LIVE WITH JDA CATEGORY MANAGEMENT SUITE

Duesseldorf, 16th July 2015 – Strategix today announces that Turkey's leading home Improvement retailer Koçtaş, one of the companies of Koç Group, went live with JDA Category Management Suite integrated with SAP for Retail. Koçtaş needed to be more efficient in managing planograms and floorplans, while at the same time offer a more competitive assortment. The system was implemented by Strategix, who continues to support Koçtaş.

Koçtaş is the leader in the home improvement retailing industry in Turkey and one of the first companies of Koç Group, which is Turkey's largest investment holding company. Koçtaş operates 45 stores in 22 provinces and continues to enhance homes and increase consumer's life standards.

By implementing the JDA Category Management solution Koçtaş will be able to improve decisions on category and store assortment selection and automate product to store listing processes. Moreover the suite enables Koçtaş to integrate category and space management related information into one accessible environment for all Koçtaş users. Early June Koçtaş started rolling out to its pilot stores and finally went live.

"The JDA project gives us the ability to fully optimize our planograms and store Layouts based on actual sales data automatically taken from SAP. Moreover, the store specific print outs, performance reports and automated product listings give the stores a much deeper understanding on the planograms and store layouts they receive." **Matthew Wyles, Merchandising and Store Planning Manager, Koçtaş.**

"We are delighted that Koçtaş has selected Strategix to support the implementation of the JDA Category Management solution. Thanks to outstanding cooperation with the professional team of Koçtaş, we have delivered on time and according to customer's requirements. This is a very strategic win for us as we focus on entering the Turkish market," said **Jan Hanusseck, Managing Partner, Strategix Enterprise Technology GmbH.**

ABOUT STRATEGIX

- We are specialized experts in the field of Category Management and its execution – over 20 years of experience in implementing integrated solutions.
- We offer subject-matter knowledge and profound technical skills for large scale system integrations.
- By combining our large experience and in-depth business knowledge, Strategix offers unique and bespoke service.

CONTACT

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