



## **The Dynamic Planogram and Mike Process Master ready for Early Adopters**

“Today you can” is the message that MyAv SpA, the innovative Italian start-up, wants to convey to the companies of the large-scale retail trade by participating in Forum Retail on 29-30 November 2018, at UNAHOTELS Expofiera, Pero (Milan).

Mike Process Master, the start-up’s front-line solution, has been operative since January 2018 among customers doing the shopping, already demonstrating experimentally its capacities of support to the distribution process.

From November 2018 to February 2019 a first stage opens of marketing of Mike on the national and international market, with the identification of two authoritative Early Adopters ready to implement Mike Process Master and the Dynamic Planogram in their own stores. And subsequently ready to testify, independently and authoritatively, the results and effectiveness of Mike in the context of their own processes.

The “Early Adoption” stage, which involves retailers and potential customers, thus represents a strategic milestone for MyAv in its innovative development, and a distinctive element in the application to the reference processes.

Mike can integrate simply and flexibly with the management and planogramming instruments already existing in the customer’s concern, to make them more dynamic and, where absent, can be a basis for building evolutive criteria in the process of implementation and control of the planogram. The real-time functionality enables retailers to speed up planning and control of displays and assortments, in order to have quick reaction times and more effective decisions.

Giuseppe Oddo and Luca Liccese, responsible in MyAv for Technological Development and Process Development, referring to the publicly available international information, place the potential advantage at not less than 1% to 1.5%, achievable thanks to real-time control, in terms of greater efficiency and effectiveness of processes.

At the moment, internationally, only a few companies can offer competitive solutions in this application based on leading-edge technologies.

Mike Process Master adds information analysis capacity and possibilities of operative action, in particular in the management of points of sale with a sales-display area greater than 1,500 m<sup>2</sup>.