

Case study

Australia's #1 pet retailer advances automation and store planning with Crisp

PETBARN

Situation

Petbarn operates 267 stores across Australia and is expanding quickly, with planograms stretching up to 70 bays. Resets every 6 to 9 months bring discontinued products and numerous new introductions. Before Crisp, manual planogram production for pet food alone consumed up to 120% of one Space Planner's time.

Solution

Petbarn adopted Crisp to automate repetitive planogram work at scale, on top of its Blue Yonder CKB foundation. Mass product changes now process across every planogram at once, with new lines automatically positioned in the right brand block and color-coded for clarity. With hours of manual labor returned, the team shifted its focus to merchandising decisions grounded in store-level sales insights.

Key results

- 3 Weeks to 1 Day – to build complex planograms
- 240+ automatic planogram updates processed per hour
- 30 Minutes to apply updates across hundreds of stores

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Before Crisp, we struggled to build planograms to hit a deadline. Now we're building them to perform.

Wadieh Sawires

Senior Space Planner, Petbarn