Case study

Danone achieves planogram automation across multi-categories



Situation

Danone's space planning team was spending too much time stitching, formatting, and cleaning up planograms – limiting their ability to support customer teams and focus on big-picture category planning. As demand for speed and scale increased, their legacy processes couldn't keep up.

Solution

Danone streamlined key planogram tasks using scalable automation with Crisp, and created the foundation for intelligent space planning and assortment optimization. The team has improved consistency across planogram deliverables, enabling faster turnaround and stronger support for category initiatives.

Key results

- **50% reduction** in time spent on planogram processes
- **2x productivity boost** across the team
- **100%** automation of repetitive workflows

> **We cut relay time in half and can now focus on analytics with less stress and better work life balance for the team.**

Lisa Faulkner,
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Danone