

## Case Study

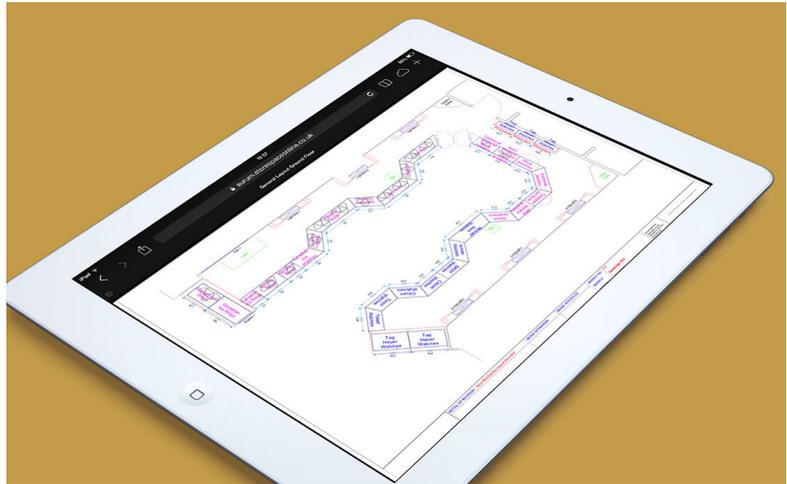
### Floor Plan Data Feed Integration with Aurum's SAP Platform

#### Services Employed:

StoreSpace®  
Laser Surveys

#### Location:

National



### Obtaining an Accurate Store Plan Data Feed

When Aurum Holdings began integrating SAP's Enterprise Planning Software platform into their business they realised they needed accurate information on the floor plans of their Goldsmiths, Mappin & Webb and Watches of Switzerland stores.

They needed to capture and manage details on the amount of linear space allocated by range and assortment in each store; together with how and when these changed as a result of range reviews throughout the year. Aurum Holdings approached C A Design Services to find an effective way to link the data held and managed within their [AutoCAD store plans to a centralised database](#).

### Creating & Sharing Accurate Floor Plans for all Aurum's Stores

CADS quickly established that there was not a complete set of accurate floor plans of the store estate available for any space planning software to use. We therefore included within our proposal various options for a complete measured survey of every Aurum site in the UK. Options included both 2D and [3D measured surveys](#) using traditional and laser scanning techniques. Aurum commissioned a 3D laser survey delivered as 2D floor plans via StoreSpace's online portal with automated links to their SAP platform via secure web services. Each plan also contained a version referencing system so that seasonal range changes could be updated on each store plan in a single, efficient process.

### Developing an Integrated Property Portal and Space Planning System

A team of surveyors using 3D laser scanners surveyed all 154 stores in the UK in a 15-week period. A questionnaire was completed for each store using iPads to capture information and photographs for each site. A new AutoCAD floor plan was created for each store identifying the dimensions of all display cabinets, POS and poster sites in each store. The collected store information was then added to the StoreSpace online database via the AutoCAD floor plan.

## Developing an Integrated Property Portal and Space Planning System

Using StoreSpace CADS delivered an integrated space and planning system complete using an online property data portal containing accurate details for every Aurum site in the UK, accomplished within a six-month period.

### What the client said

"It was quite clear to us as part of integrating SAP into our business processes that this needed to include a reliable and accurate feed of space into the system. We knew of C A Design Services who gave us the confidence from an early stage that they had the right experience and software to help us achieve our goals.

Their StoreSpace® software directly feeds the SAP database from our CAD drawings of each branch. StoreSpace® proved to be flexible enough to accommodate the way we plan our stores (linear, by season, by brand) and deliver productivity improvements from a planning perspective.

Another key factor in choosing C A Design was their turnkey approach in being able to undertake all the surveys in-house too.

The innovative approach of capturing each site in full 3D is very exciting and provides us with a rich data set for use both with StoreSpace® and as a technology platform we can build on in the future."

**Tim Bennett**  
Head of Store Planning, Aurum.

**If you'd like to discuss your Store Planning requirements, please contact Guy Moates or Pete Humm on 01493 412806 or email [sales@cadesignservices.co.uk](mailto:sales@cadesignservices.co.uk)**

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