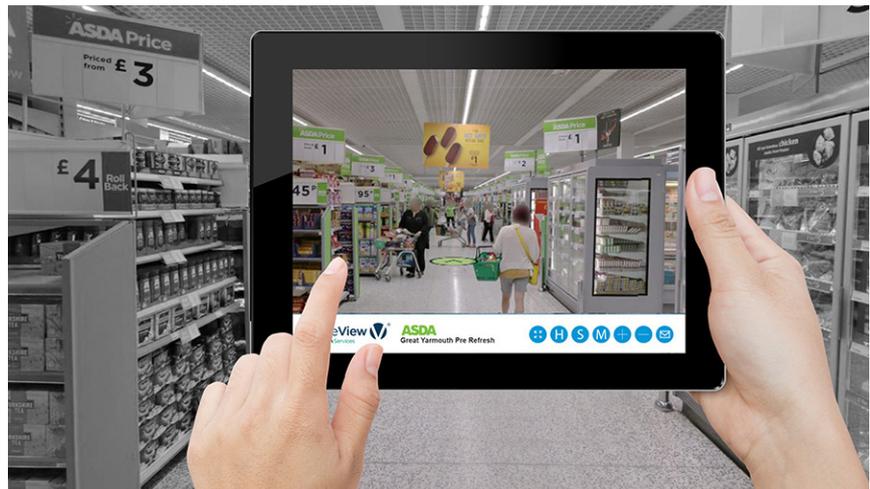


## Case Study

### Asda Uses StoreView® 360 Virtual Tours for Annual Store Investment Programme

**Services Employed:**  
StoreView®

**Location:**  
National



### C A Design Service's StoreView 360 Virtual Tours helps improve communication and save money

Since 2010, supermarket chain ASDA has been using [StoreSpace®](#), C A Design Services' (CADS) retail planning software that helps companies optimise their retail space by linking together planning information, space hierarchy and AutoCAD drawings to a web-based reporting portal

Following the success of StoreSpace, ASDA has subsequently adopted CADS' complementary 360 virtual tours and data hosting service [StoreView®](#) to assist with their store investment programme review and sign-off process.

### Cost Effective Stakeholder Approval of Store Investment Programme

As ASDA invests in its store estate, various internal and external stakeholders need to review a store and its contents. Equipment types need to be identified, along with store layouts, access arrangements and existing equipment conditions. The challenge was to find an easy way to reduce costs by avoiding store visits and sharing information easily with the project team and other ASDA colleagues.

### Evaluating Benefits and ROI of StoreView Implementation

CADS has a comprehensive understanding of a retailer's requirements so recommended a trial implementation of StoreView to assess the return on investment and benefits of the service. StoreView models were created using specialist equipment in-store by CADS' survey department. Each StoreView was linked back to a CAD plan of that store and made accessible to staff through a standard web browser using ASDA's existing StoreSpace cloud platform.

## Before and After Virtual Tours of Asda's Annual Store Investment Programme

Since 2018 ASDA has used StoreView as an integral part of its on-going annual store investment programme. CADS create StoreView models of each store involved delivered online within a six-week period. Asda also commissioned a second visit to each store to allow dynamic switching between the 'before' and 'after' refurbishment time points. This allowed the Store Planning team to assess the impact of their investments by reviewing the pre-refurbishment images in tandem with a live walk-through of the updated store.

"Being Web-based, ASDA will be able to share the 'wow' factor of each store's refresh as the work was completed, to both colleagues in store and at ASDA House." - Guy Moates, Director at C A Design Services.

### What the client said

"When C A Design Services suggested using their StoreView 3D virtual store tours we could immediately see an opportunity to both save money and enhance our store planning process. The tool allows us to review customer journeys, layouts, branding and other physical aspects of our stores remotely from our desktops, reducing the need for multiple team members to visit sites. StoreView brings our stores to life, and with these superior visuals we can now make more informed decisions during our scheme approval meetings, saving costs on unnecessary work as well as time visiting site."

**Ian Brackenbury**  
Senior Manager, Store Planning at ASDA

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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