

# 911 Pharmacy

How LEAFIO Expanded  
Planogram Coverage  
10x Across All Formats

100%

Rollout Across  
1,568+ Pharmacies



3x

FASTER  
PLANOGRAM  
CREATION



1,788  
Stores



26,900+  
SKUs



Top  
Pharma Chain

# KEY FACTS

One of the largest pharmacy chains in Eastern Europe. With 1,788 stores and a portfolio of 26,900 SKUs, the company aimed to optimize merchandising and planogram management to ensure consistency and compliance across its vast network.



**Vertical:**  
Pharma



**1,788**  
Stores



**26,900**  
SKUs



## CHALLENGES 911 PHARMACY FACED BEFORE THE IMPLEMENTATION

- **Scalability:** Maintaining and distributing planograms across 1,700+ locations was highly inefficient.
- **Time-consuming process:** Creating accurate planograms in Photoshop required precise manual sizing of products. One planogram took up to 1.5 days to complete.
- **Data inaccuracies:** Errors in product dimensions were hard to identify and correct.
- **Communication gaps:** Assortment updates from category managers often came via email or chat, leading to delays.
- **Limited coverage:** Not all product categories were planogrammed, reducing merchandising consistency.



# BUSINESS PROCESS CHANGES



## Automated planogram generation

911 Pharmacy replaced manual Photoshop-and-Word planograms with AI-assisted generation in LEAFIO, cutting creation time from 1.5 days to just half a day per planogram.



## Unified product hierarchy

Two separate directories — pharmaceutical and non-pharmaceutical — were merged into a single structure, with full ATC/ATX classification compliance built in from day one.



## Mobile-first execution

Planogram distribution shifted from shared folders to instant access through the mobile app, letting pharmacists view or print up-to-date layouts directly from their phones.



Categories that were previously left out of the merchandising process are now all planogrammed, expanding coverage 10× across every store format.



## On-demand updates

Changes that used to happen twice a year now cascade to stores automatically whenever needed, closing the communication gap between category managers and pharmacies.

# IMPLEMENTATION RESULTS

**3x**

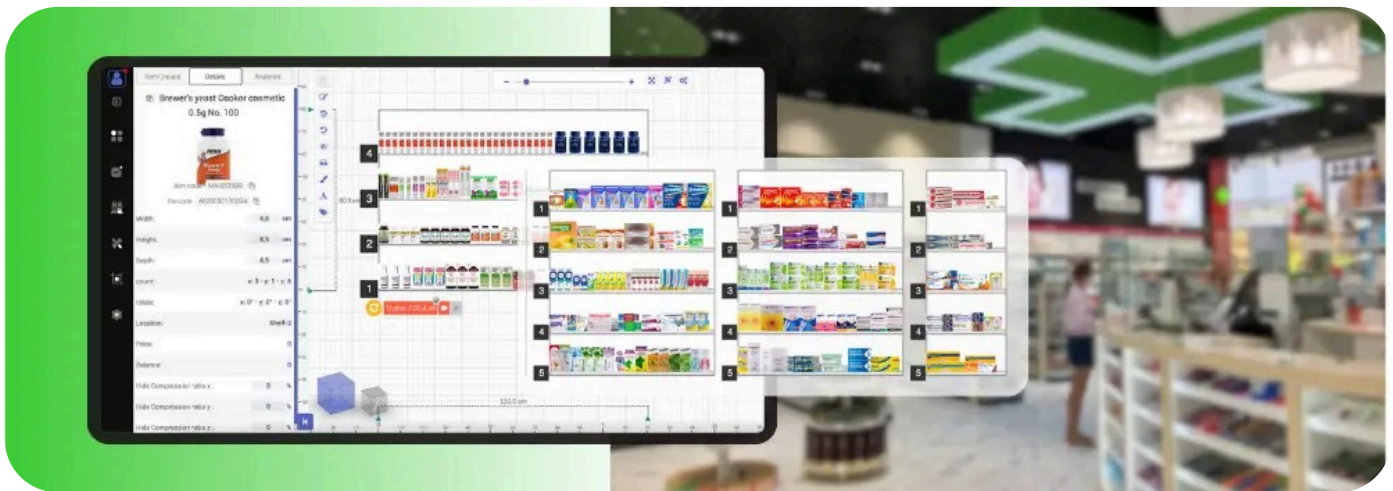
faster planogram creation

**10x**

increase in assortment coverage

**100%**

rollout completed across 1,568+ pharmacies



## KEY BENEFITS:

- **AI-assisted planogram generation:** Manual Photoshop-and-Word workflows were replaced with centralized, automated planogram creation — no physical test layouts needed.
- **Mobile-first execution:** Pharmacists access up-to-date planograms directly from their phones, with format-level changes cascading automatically to relevant stores.
- **Unified product hierarchy:** Pharmaceutical and non-pharmaceutical directories were merged into one structure, fully compliant with ATC/ATX classification standards.
- **On-demand updates:** Assortment changes now roll out whenever needed, replacing the previous twice-yearly update cycle.
- **Data security:** ISO 27001 certification ensures safe, compliant operations across the entire network.



***“That’s when we knew the system wasn’t just useful — it was inspiring our people to work better. Before LEAFIO, planograms were created almost ‘blindfolded.’ Now, the process is faster, more accurate, and covers our entire assortment. The mobile app became a real game-changer for store staff and managers.”*** remarked 911 Pharmacy project team.



Take the next step toward smarter retail automation.  
Request a personalized consultation today.

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