

HallmarkLink Space Planning - Everyday Floor Plans Frequently Asked Questions

Who do I contact if I have questions or need help?

Card Specialty Team	Contact your sales trainer
Wal-Mart Team	Contact your assigned Department Category Planning Analyst
Walgreens Team	Contact your sales trainer
Mass Channel Team	Contact your sales trainer

How do I view a floor plan? Click on the underlined floor plan name, for example, C-08/06/2008-Remodel.

How do I download a floor plan? Click in the box to the left of the floor plan name and then click the Download button at the bottom of the screen. You may download multiple floor plans at one time.

What is the naming convention that the system uses for floor plans? Floor plans that are created or updated by Customer Development (CD) personnel have four parts:

1. One or two letters (C, P, PR, R, H)
 - a. C = Current
 - b. P = Pending
 - c. PR = Proposed
 - d. R = Recommended
 - e. H = Historical
2. A date (mm/dd/yyyy)
 - a. For Current floor plans, the date is when the floor plan became the Current
 - b. For Pending floor plans, the date is the Go Live Date of the floor plan (that is, the day it will become the Current floor plan)
 - c. For Proposed floor plans, the date is when the floor plan was created
 - d. For Recommended floor plans, the date is when the space planning recommendation was created
 - e. For Historical floor plans, the date is the last day the floor plan was Current before becoming Historical
3. The words "CD Update" for Pending and Proposed plans that Customer Development created or updated. (Note: Floor plans created by Order Management Services do not have the "CD Update" in the floor plan name. This allows identification of floor plans created by Customer Development).
4. The text entered by CD in the Floorplan Name field

Some sample floor plans names are:

C-12/08/08 CD Update – Remodel.

P-01/15/09 CD Update – Fixture Conversion

What are the definitions of the different floor plan types, and how long are they on HallmarkLink?

Current - the active floor plan for each account. When a floor plan is promoted from Pending to Current, the previous Current becomes Historic. Current floor plans are always available on HallmarkLink.

Pending - a floor plan that becomes Current on the Live As Date. For floor plans based on an upcoming revision or other department change, the Live As Date is either product arrival date or installation date. For field updates to the current floor plan, the Live As Date is when the floor plan changes were made on HallmarkLink. Pending floor plans are always available on HallmarkLink if they exist.

Proposed - a floor plan that represents a future footprint of an account. These may be used for space planning or SMART recommendations. Pending floor plans are kept for twelve months.

Recommended - a floor plan that is recommended as a result of a Space Planning analysis. All recommendations have a corresponding data sheet on HallmarkLink. Only Wal-Mart, Walgreens, CVS, Kohl's, Longs, and EFH use space planning and will have Recommended floor plans. Recommended floor plans are kept for six months. If the floor plan that the space planning recommendation is based on changes, the recommendation gets deleted.

Historic - the floor plan prior to the current floor plan. Historic floor plans are kept in JDA for one year, unless an account only has one historic floor plan, then it is kept indefinitely.

Why do I only see the Current floor plan for my stores? Initially only the Current floor plans are shown. To see the list of other floor plans for the store, click on the Expand All button.

Why are some action buttons gray instead of black? Action buttons that are gray are not available for the floor plan type. For example, Customer Development may not delete Current or Pending floor plans, so these buttons are grayed out.

What does the date on the pdf floor plan file in the lower right-hand corner above the floor plan type mean? This is the date the pdf file was last generated by the system. It is not the date the floor plan was created.

Why can't I see the floor plan that I created or updated? Your floor plan should appear within 5-10 minutes. If there are many floor plans being created at once, this time could be longer. If you have to wait longer than 30 minutes for a floor plan, contact your chain operations manager, because the pdf generator may be down. They will contact the Category Management Systems Group or IT to resolve the issue.

What should I do if I see an incorrect fixture footage on HallmarkLink (for example, a 48" fixture shows only 2' of product instead of 4')? Sometimes there are fixture width errors. These should be sent to OMS for fixing. You can still make any product label and/or insert updates necessary for the fixture before sending OMS the fixture footage error.

How do I create a space planning Recommended floor plan? Click on the Rec (Create Recommendation) action button for the Current, Pending or Proposed floor plan for which you want to create a space planning recommendation. Within 5-10 minutes the Recommended floor plan and data sheet will appear on HallmarkLink.

How can I tell what floor plan the space planning recommendation was based on? The data sheet indicates in the Based On field (cell J7) the floor plan type that was used to create the recommended floor plan.

How do I simulate changes to the Recommended floor plan? If you want to analyze the forecasted sales impact of changes to the space planning recommendation, enter footage changes in the Simulation Footage column of the data sheet that is highlighted blue (column AG). The Simulation Estimated Sales and Simulation Estimated Dollars Per Foot fields will update automatically.

How do I edit a space planning Recommended floor plan? Click on the Cr/Upd (Create/Update) action button beside the Recommended floor plan. Proceed to make the product line label and/or insert changes desired, and submit your changes. Within 5-10 minutes, a Proposed floor plan will appear that reflects the space planning recommendation plus any changes you made.

Is there a fast way to create a lot of space planning recommendations? If you have a lot of space planning recommendations to create, you can avoid creating these one-by-one by contacting your chain operations manager and requesting that they have the Category Management Systems (CMS) group create your Recommended floor plans for you.

What types of floor plans may I use to create a space planning recommendation? A space planning recommendation may be created from a Current, Pending or Proposed floor plan.

What do I need to know about space planning recommendations created from Pending plans? The sales history of the store is used to forecast sales. So if the Pending floor plan represents a remodel or relocation that significantly changes the department footage, the space planning recommendations may not be reasonable. The Current columns of the data sheet (columns D through L) will reflect the Pending floor plan footage.

What do I need to know about space planning recommendations created from Proposed plans? The sales history of the store is used to forecast sales. So if the Proposed floor plan represents a remodel or relocation that significantly changes the department footage, the space planning recommendations may not be reasonable. The Current columns of the data sheet (columns D through L) will reflect the Current floor plan footage, but the Best Mix and Recommended columns on the data sheet will reflect the Proposed floor plan footage.

Why is the data sheet button grayed out for the Current and Proposed floor plans? Current and Proposed floor plans do not have data sheets. Only Recommended floor plans have data sheets.

Why did my Recommended floor plan go away? Recommended floor plans will disappear from HallmarkLink for three reasons:

1. It was deleted by someone using the HallmarkLink Del (Delete) action button.
2. The floor plan that it was based on changed, so it was automatically deleted. A new recommendation should be created.
3. It was deleted by an automated purge process, because it was created six months ago.