



# StoreView® improves Asda's store design process

Following the success of StoreSpace® within its retail planning process, ASDA has subsequently adopted CADS' StoreView® 360 virtual tours.



Retail case study by  
**Clare Montgomery**  
Marketing manager  
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## StoreView® brings store changes to life

### Virtual tours improve communication and saves money in Asda's design process

Since 2010, supermarket chain ASDA has been using StoreSpace®, 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 design review and sign-off process.

### Cost effective stakeholder approval of store development programme

As ASDA invests in its store estate, various internal and external stakeholders need to review a store and its contents as part of the design review process. 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 had a comprehensive understanding of the retailer's requirements so recommended trialling the virtual visits as part of their design review process 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 virtual tour 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® store planning platform.



## Ian Brackenbury, Senior Manager, Store Planning, ASDA

"When CADS 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



**STOREVIEW®**

## Before and after virtual visits of Asda's annual store development programme

CADS creates StoreView® models of each store involved delivered online within a six-week period. Asda also commissions a second visit to each store to allow dynamic switching between the 'before' and 'after' refurbishment time points.

This allows 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.



with its 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."

# Ready to get your project started?

Call  
**+44 (0)1493 440444**

Email  
**[sales@cadsonline.com](mailto:sales@cadsonline.com)**