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Press Release Distribution Report

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Distribution Report

PlanoHero Launches Wizora, an AI Assistant Built to Fix How Retailers Manage Planograms End-to-End

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PlanoHero, a cloud-based planogram platform for modern retail operations, today announced the availability of Wizora, its built-in AI assistant designed to help retailers manage every stage of the planogram lifecycle from one connected system.

Wizora addresses a long-standing gap in retail shelf management. Most retail organizations run planning, design, in-store execution, and performance reporting through separate, disconnected tools. Data gets duplicated between systems, context is lost at each handoff, and by the time a planogram reaches the store shelf, it may already be working from outdated information.

Wizora changes that by giving category managers and merchandising teams the ability to ask direct, operational questions and receive answers in seconds — based on their own store data, not generic benchmarks.

A category manager can ask, "Which stores haven't executed the Winter 2026 planogram yet?" or "Which SKUs are taking up the most shelf space but delivering the lowest returns?" Wizora responds with specific store lists, compliance statuses, and shelf recommendations without requiring the user to filter through dashboards or pull reports manually.

The assistant also understands context. When a user views a specific store layout, Wizora tailors its analysis to that location automatically. A question like "Which planogram is the most profitable here?" returns results scoped to that store — no manual filters, no additional steps.

Beyond surfacing problems, Wizora proposes concrete adjustments. Rather than flagging that a planogram is underperforming, it might recommend: "Add two facings to SKU X, reduce one facing from SKU Y, and move high-margin products to eye-level shelves." Those recommendations are drawn from patterns in the retailer's own historical data.

"Retailers have been managing planograms with tools that don't talk to each other for too long," said Antonina Filinska, CEO at PlanoHero. "Wizora is built to close that gap — not by adding another layer of software, but by connecting planning, execution, and analytics in a single place and making the data immediately useful."

PlanoHero's platform also includes mobile access for store managers, allowing them to view, confirm, and report on planogram implementation from any device. This shortens the feedback loop between headquarters and store teams from days to hours and improves execution rates across multi-location retail chains.

Retailers interested in seeing how AI-powered shelf management works in practice can download PlanoHero's guide to AI merchandising at <https://planohero.com/en/guide/ai-merchandising-in-retail/>

About PlanoHero

PlanoHero is an end-to-end planogram platform built for modern retail operations. From space planning and visual creation to in-store execution and performance analytics, PlanoHero connects every stage of the planogram lifecycle in a single cloud-based system - accessible from any device, including a dedicated mobile app for store managers. Its AI assistant, Wizora, enables retail teams to analyze planogram performance and compliance across individual stores or entire store chains in minutes, using the retailer's own data.

Learn more at <https://planohero.com/en/>

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