

Asda selects 3DVR Solutions to drive 3D visualisation and data automation as part of their digital transformation

LEEDS, UK, and BRISBANE Australia – April , 2024

– Having [selected Blue Yonder to digitally transform](#) its end-to-end supply chain and retail operations, [Asda](#), is continuing its retail transformation journey by selecting Blue Yonder’s Partner [3DVR Solutions \(3DVRS\)](#). 3DVRS will provide automation and operational efficiencies to drive down costs and deliver customer focused stores.

Asda have over 1000 stores from Supercentres to express formats. The retailer also runs petrol filling stations and Asda Living stores, which offer its popular George clothing and home merchandise lines. The company employs more than 140,000 colleagues serving more than 16 million customers who shop in its stores and online weekly.

With the [3DVRS technology suite](#) Asda will be able to:

- Reduce costs with data automation, delivering on their commitment to everyday low price.
- Provide customer first localised ranging.
- Reduce waste.
- Respond to rapidly changing market demands quickly and efficiently.
- Take innovative steps into the metaverse.

“Reducing costs and delivering a better in-store experience for our customers is a key priority. We have been extremely impressed by 3DVRS’ 3D visualisation and automation tools, which we will deploy across our grocery, convenience and general merchandise segments,” said Akash Patel, Digital Transformation Lead for Space & Assortment, Asda.

3DVRS automation tools reduce labour by converting AutoCAD ® data into Blue Yonder floorplans, tasks that might traditionally take hours or days, now takes seconds, resulting in cost savings and improved data accuracy. 3DVRS Retail Visualisation Suite (RVS) delivers life-like 3D representations of shelf sets and stores. No longer do physical test stores or layouts need to be created. These “digital twins” are fully automated through RVS, reducing waste, costs and delivering a better experience for the customer.

“Asda is driving retail transformation with a primary focus on lower costs and an overall better shopping experience. We are excited and honoured to have partnered with Asda and look forward to future innovations in this space. Our technology suite delivers scale, speed and automation enabling Asda to respond to the ever-changing needs of retail,” said Nigel Hemer, CEO, 3DVR Solutions.

About Asda Stores Ltd.

Founded in the 1960s in Yorkshire, Asda is the UK’s third largest supermarket and was acquired by the Issa Brothers and TDR Capital Ltd in 2021.

Each week more than 16 million customers visit over 1000 stores – including Supercentres, Superstores, Supermarkets, Asda Express, Asda Living stores, and standalone petrol stations – and are served by over 140,000 colleagues. www.asda.com and www.george.com deliver to 99% of the UK’s homes and to its 538 click and collect sites across the UK.

Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire.

About 3DVR Solutions

As a global Blue Yonder Technology partner for 10 years, 3DVRS leverages Blue Yonder planogram and store data to create highly visual 3D environments automatically, enabling retailers to plan, design, and respond to rapidly changing market conditions. The unique design of 3DVRS virtual reality solutions deliver scale and growth without costs and time delays. 3DVRS AutoCAD to Blue Yonder Floor Planning convertor automates the movement of data between disparate systems, saving potentially years of labour and cost and freeing up valuable resource. 3DVRS supports Blue Yonder customers around the globe including those on the Microsoft Azure platform. <https://www.3dvrs.com>