

# Structured Showroom Management to Boost Brand Visibility & Sales

In the building materials industry, showroom networks, including exclusive dealer showrooms and multi-brand outlets, are primary influence points for buyer decision-making. Experience centers function not only as sales spaces but as product education and brand trust hubs, where display quality directly impacts sell-out. Categories such as tiles, bathware, electricals, finishes, and surfaces depend heavily on physical display, mockups, and samples to drive conversion. Trade marketing investments in display boards, POSM (Point-of-Sale Materials), and branded zones are significant, yet execution quality varies widely across locations. Without structured governance, it becomes difficult to sustain showroom merchandising and branding consistency, at scale.

## Current Showroom Management Challenges



### Manual Audit & Reporting Processes

Showroom audits are conducted through spreadsheets and informal image sharing, with no standardized structure.



### Fragmented Evidence via Chat & Email

Display photos and compliance proof are shared across messaging channels without linkage to audit records.



### No Centralized Showroom Master Data

Showroom profiles, layouts, branding assets, and display configurations are not centrally maintained.



### Display & Branding Compliance Gaps

SKU placement, display boards, and mockup zones are not regularly validated against guidelines.



### Outdated SKU & Sample Displays

Supply chain and SKU lifecycle updates do not consistently reflect in showroom displays.



### Slow Issue & Task Resolution

Display gaps, damaged samples, and branding deviations lack structured task routing and closure tracking.



### No Real-Time Leadership Visibility

Regional and head office teams lack live dashboards on merchandising and compliance status.

# A Modern Showroom Management Solution

It is critical to pivot showroom operations to structured governance and centralized visibility to drive brand consistency, display effectiveness, superior customer experience, and an increase in sales.

With Alletec's Showroom Management Solution, every showroom is connected with a master record covering layout, branding zones, display assets, and merchandising standards. Audits follow standardized checklists with mandatory evidence capture. Display and branding deviations generate tracked tasks with defined ownership and closure timelines. Leadership teams gain region-wise compliance views, turning showroom execution from a subjective assessment into a measurable control process.

## Capabilities

### Central Showroom Master Layer

Structured showroom profiles covering location, format, layout zones, branding assets, and display categories.

*Impact: Single source of truth for showroom network control*

### Digital Audit & Compliance Workflows

Standardized audit checklists with structured data capture and image evidence.

*Impact: Consistent compliance measurement across dealer displays*

### Merchandising & SKU Display Tracking

Monitoring of SKU placement, mockup zones, and category display coverage.

*Impact: Reduced outdated or missing display risk*

### POSM & Branding Asset Governance

Tracking of display boards, signage, and POSM deployment by showroom.

*Impact: Higher trade marketing ROI and brand consistency*

### Issue & Task Resolution Workflows

Structured task creation, routing, reminders, and escalation for display and branding gaps.

*Impact: Faster compliance closure cycles*

### Leadership Visibility Dashboards

Region, brand, and showroom-wise compliance and execution scorecards.

*Impact: Proactive intervention by channel and trade marketing heads*

## AI & Advanced Compliance

On top of the structured audit data, advanced compliance capabilities can be layered to enhance audit quality and reduce manual review load without replacing field validation.

- ✓ AI-based image validation of display standards
- ✓ Automated compliance scoring by showroom
- ✓ Auto-generated audit summaries
- ✓ Exception detection across regions
- ✓ Display gap and outdated SKU alerts

### Take the First Step

Alletec is a Microsoft AI Business Solutions partner that brings deep industry-tested experience in streamlining showroom operations for building materials companies. With proven capabilities across dealer platforms, sales force automation, showroom management, and core process modernization, Alletec helps organizations shift to intelligence-led showroom operations that protect brand standards, improve merchandising accuracy, and strengthen showroom-driven revenue outcomes.

[Request a Personalized Demo →](#)

**USA** - 5605 North MacArthur Blvd., Ste 1000, Irving, TX 75038 | +1 469 767 9753  
**CANADA** - 181 Bay Street, #1800, Toronto, Ontario, M5J 279 | +1 289 763 5998  
**KENYA** - The Westwood, Vale Close off, Ring Road Westlands, Nairobi | +254 725 074 589  
**UAE** - IFZA Business Park, DDP, PO Box 342001, Dubai | +971 58 248 0169  
**INDIA** - A-1, Sector - 58, Noida - 201 301 | +91 120 3000 300

