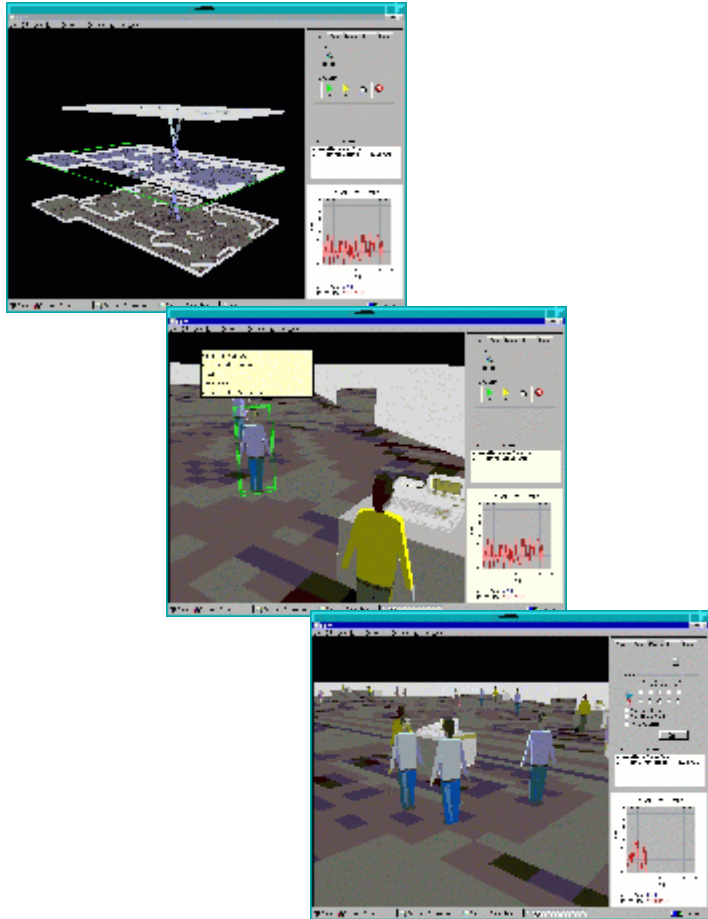


PwC Consulting

ABM and Microsimulation Projects



- **Client Need**

- Macy*s felt that they could change store layout to increase sales, but they wanted to try different options and examine the impact of layout changes before they actually called the carpenters.

- **PwC Solution**

- In response, PwC developed a virtual store for Macy*s based upon the plans of a real store in Aventura, Florida. The store was populated with both shopper and worker agents who would interact and react to changes in their environment. Display cases, clothing racks and even cash registers were objects in the store environment with which agents could react.
- PwC used the Simulation and Visualization Modeling Language (SVML), Open GL, and C++ to develop the 3-D representations of the virtual store.

- **Benefits to Client**

- Macy*s could alter the virtual store layout and see how different layouts might impact customer behavior, attitude and sales.