SALES FORCE
AUTOMATION
for mobile trading and merchandising

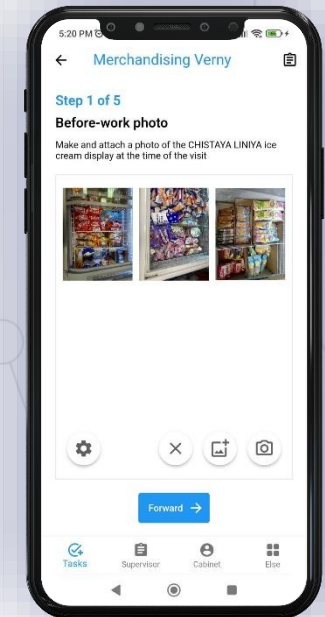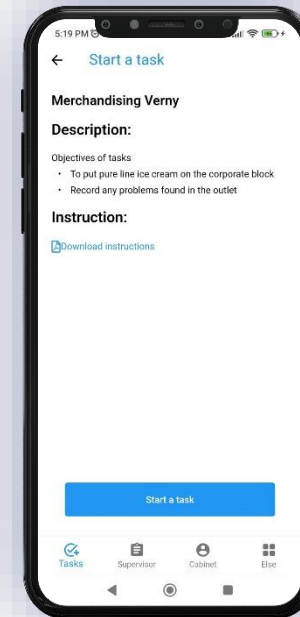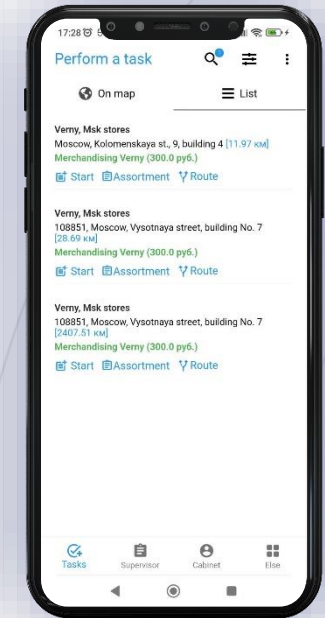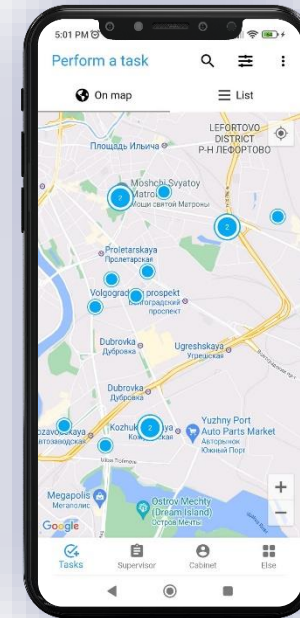### SOLUTION FOR ORGANIZATIONS WORKING IN THE WHOLESALE TRADE WITH FMCG PRODUCTS

— Increases sales volume

— Increases employee productivity

— Provides monitoring of visits to retail outlets

— Enables efficient optimization of business processes

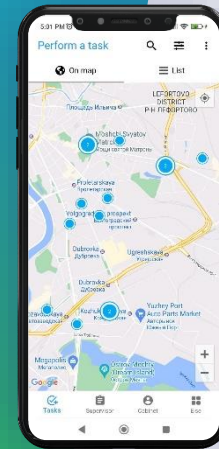Easy planning, management and control

SOFTWARE FUNCTIONALITY

A mobile application for manufacturers, distributors and wholesalers to organize maximum efficiency and control of sales representatives.

● **LIVE DATA-FEED TO BACK-OFFICE FOR INSTANT ANALYSIS**

● **GPS TRACKING OF EMPLOYEE MOVEMENTS**

● **A BUILT-IN SET OF BASIC SOLUTIONS:**
Order picking, distribution, merchandising, audits, surveys.

● **PRODUCT CUSTOMIZATION**
for your company's specific needs.

● **FREE ECONOMY OF SCALE**
by utilizing employees' personal devices.

● **INCREASE IN THE NUMBER OF RETAIL OUTLETS VISITED PER DAY**

● **BUILT-IN RECOGNITION SYSTEM:**
to speed up staff work and digitize results.

● **STEP-BY-STEP INSTRUCTIONS**
mandatory and optional steps of the visit.

● **EASY TO WORK In the app**
convenient user interface.

● **DIGITAL CATALOG**

OPPORTUNITIES AVAILABLE TO THE MOBILE WORKER

RESULT

- **ORDER GENERATION :**
  — order picking;
  — sending orders to the office in real time;

- **DIGITAL CATALOGS AND PRICE LISTS:**
  — classification of goods into segments and sub-segments;
  — setting up a system of discounts and promotions for clients.

- **ACCOUNT CONTROL**

  uploading reports on clients and the amount owed.

- **MERCHANDISING:**
  — monitoring your prices and those of your competitors;
  — monitoring the display (SKUs) of their goods and competitors' goods;
  — Leftover stock removal;
  — shipment of trade equipment and POS materials;
  — a photo report tied to each visit.

- **ONLINE EDUCATION**

- **POINT-TO-POINT SEQUENCING**

- **MORE TIME TO VISIT RETAIL OUTLETS**

  Sales representatives don't have to manually enter sales data, that time can be spent visiting other outlets.

- **SHORTENING THE TRANSACTION CYCLE**

  Sales representatives use digital catalogs and process transactions and returns in a mobile app. As a result, the transaction cycle is shorter, the distributor ships goods faster, and the distributor gets paid faster. and get paid faster.

BENEFITS AVAILABLE FOR THE SUPERVISOR IN THE OFFICE

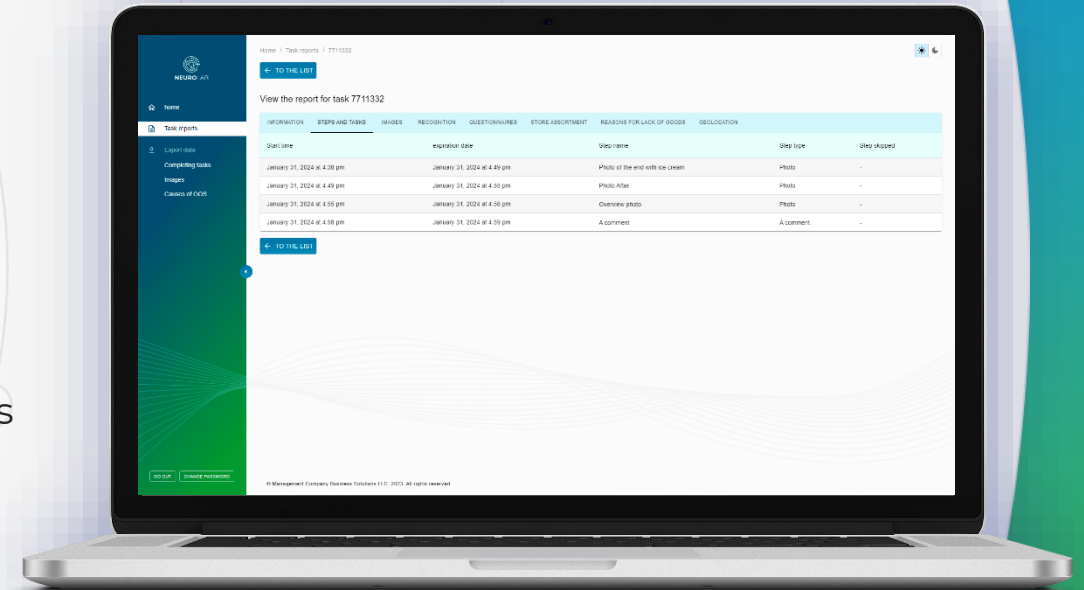**FOR THE ADMINISTRATOR**   **FOR THE AUDITOR**

● **WORK PLANNING :**
— setting up parameters of sales agents' work;
— setting tasks and visitation plans;
— messaging;
— formation of sales plans.

● **WORK CONTROL**
Online and stored in the cloud

● **ANALYZING THE RESULTS:**
— detailed reports on the results of the work;
— control of route and task fulfillment;
— analysis of sales through agents;
— photo reports;
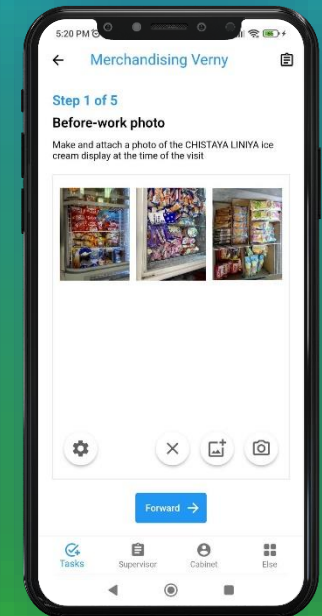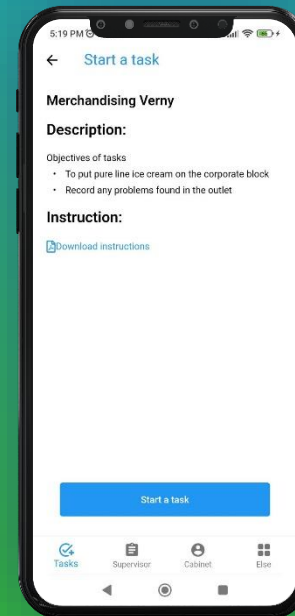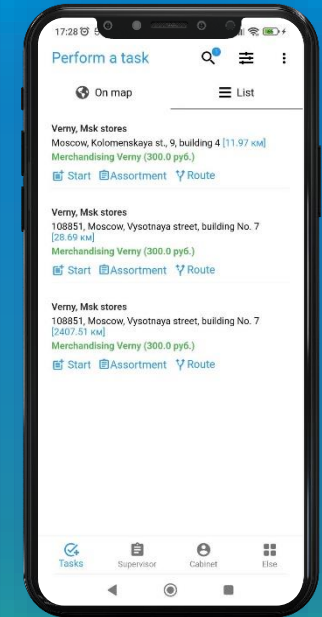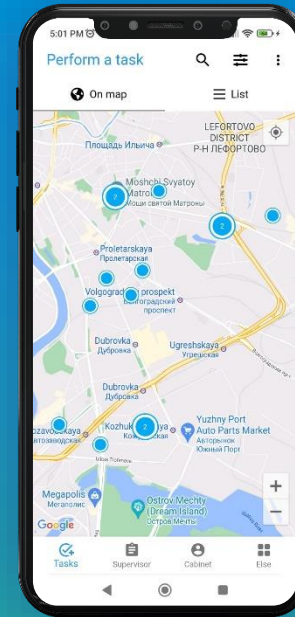— tracking agent movements on the map.

RESULT - increased work efficiency. Planning and optimizing the work of mobile employees, controlling task completion, monitoring real location with the help of GPS leads to a comprehensive increase in work efficiency at all levels.

MERCHANDISING AUTOMATION

A MODERN TOOL FOR MANUFACTURERS, DISTRIBUTORS

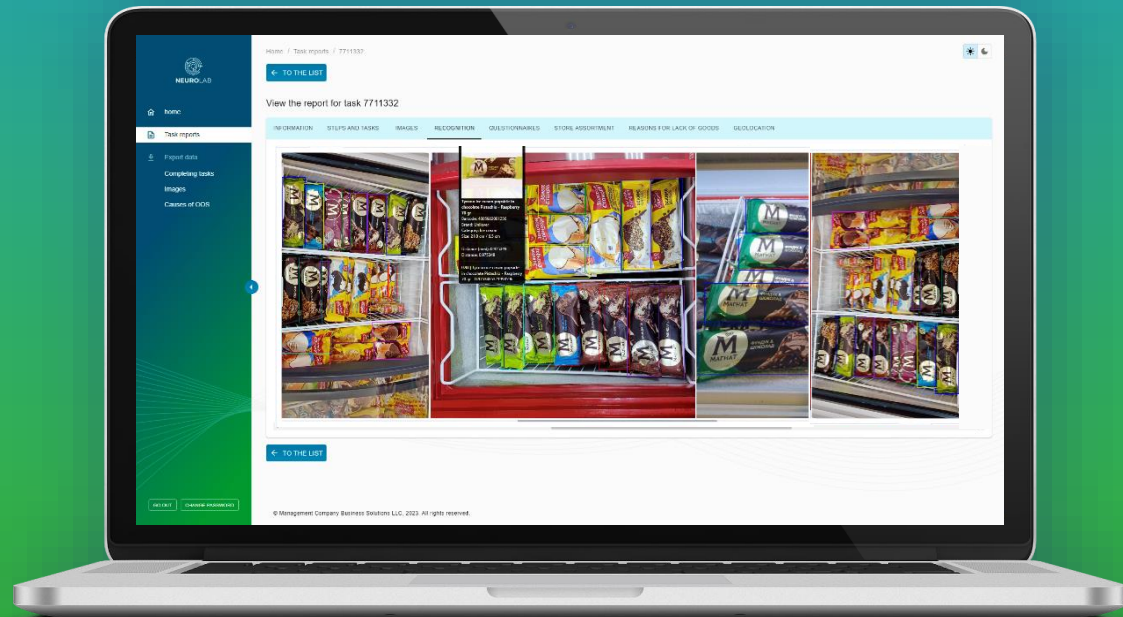MOBILE APP ALLOWS MERCHANDISERS TO COMPLETE ANY TASK FROM AUDITS TO COMPLEX PROJECTS.

- **EASY USER REGISTRATION IN THE APPLICATION**
- **INTUITIVE USER INTERFACE**
- **DESCRIPTION OF THE TASK AS A WHOLE AND SUBTASKS FOR EACH STEP IN THE TASK**
- **AUTOMATIC CHECK**

- **BUILT-IN RECOGNITION SYSTEM** TO SPEED UP THE WORK OF EMPLOYEES AND DIGITIZE RESULTS
- **AUTOMATIC ROUTING** TO SAVE TIME ON EMPLOYEE MOVEMENTS
- **AUTOMATIC GPS CHECK**

NEUROLAB SOFTWARE MODULE

● **RECEIVES AND PROCESSES FIELD DATA WITH 95% ACCURACY:**
— recognizes photos;
— organizes information;
— checks compliance with the planogram.

● **RECEIVES CUSTOMIZATIONS FROM MANAGERS**
planograms, prices, etc.

● **ANALYZES THE DATA**

● **SENDS COMPLETE RECOMMENDATIONS**

● **THE EMBEDDED NEUROLAB MODULE COLLECTS INFORMATION:**
— about inventory and merchandise;
— about the prices of goods in the store;
— about planogram compliance;
— photo reports;
The photos taken contain a digital signature that encrypts the time and date the file was created and GPS coordinates

No goods

Irrelevant price tag

Sale pricing discrepancy

The planogram is not followed

ICEMAN

SURVEYER