

effie> - Effie> – own import and private trademarks sales management service for retail chains

- Increase in sale-out from store shelves of retail chains
- Provision of a high ROI index to trade and marketing activities
- Conscious adjustment of strategies based on analytical information obtained from store shelves, not available in the business system
- Systemic creation and management over merchandising in stores

The main office of chain will be able to effect the following sales management activities in the trading floor: assortment shortages monitoring, shelf life and shelf shares monitoring, trade and marketing activities, other tasks in the trading floor, resulting in profit increase.

The service shall contribute you to flexibly plan and tightly control a working day of not only merchandisers and sellers, but also other employees of the trading floor, to effectively use their working time.



Control over trade and marketing activities

- Shelf shares, assortment and expiration dates of your brands
- Trade and marketing activities
- Automatic recommendations for store checks

From 89% to 96% increase in merchandising plans implementation (DPSM)

Control over tasks performance discipline

- Business processes designer before steps
- Goals and objectives setting
- GPS and Time tracking of all activities

99% implementation of trade and marketing activities

effie> service usage results of our customers:

- ✓ **13%** sales growth
- ✓ **99%** implementation of trade and marketing activities
- ✓ **98%** compliance of the assortment matrix
- ✓ Saving up to **72 man-hours per month** due to automatic reporting
- ✓ **99,9%** service availability due to reliability and security of the Microsoft Azure platform

Analytics-based management

- Online data collection without manipulations possibility
- Visual intelligent analytics for quick and conscious decisions making
- Stores and brands KPI management

13% sales growth

«effie> service allowed us to organize compliance and reporting according to marketing activities calendar in the trading floor and be confident in the completeness of assortment matrix available on our store shelves. We reduced the write-off due to timely detection of goods with a suitable expiration date» (Vladimir Vasylyk, Director of the WTeam, the "Wine Time" retail chain).

The process of continuous development of own TM through 100% implementation of trade and marketing strategies



TM growth through systemic improvement of processes

- Control over compliance with the presentation standards in all stores of the chain
- Out of Shelf index decrease for a non-zero stock balance
- Increase in customers loyalty due to stable availability of goods on the shelves



Microsoft Azure Services and Power BI guarantee:

- Lack of capital investments
- Support and training
- Possibility of disconnection at any time

Best practices of the global market of FMCG and IT technologies in regular updates of service.

Quick free start:

- Lack of capital investments
- Support and training
- Possibility of disconnection at any time

Indexes growth from the first month of use.



Implementation of private trademark and own import development strategies throughout the chain:

- Effective use of the shelf space
- Implementation of marketing activities shall ensure sales growth for minimum 13% without additional efforts
- Management over your trademarks particularly where your buyer is – on the store shelf. It is here that the final decision is made to purchase the product

Why IPLAND?

Confidence in the quality of our solutions provides a reliable partnership with the Microsoft and the team of specialists from different fields. For today, more than 80 people create value for our customers and develop the product on a daily basis. Flexible approaches to management at a company level (Holacracy) and at project teams and development (SCRUM) level shall provide maximum efficiency for thousands of users of our services on a daily basis.