

## **About IT-service**

effie> - the service for the system brand and sales management on store shelves, where the first moment of truth occurs: the buyer makes a choice and the product becomes a purchase. effie> allows you to digitize a strategy, broadcast it to mobile teams; teams of trade-marketing and sales teams; consolidate the real information from the fields and use it for analysis; manage agreements with networks and monitor their implementation.

A unique reporting system allows to do online analysis from anywhere in the world of trends and reliable business indicators through the dashboard, and quickly evaluate consolidated information for management decisions. Working with dashboards, the manager can assign assignments to any of the indicators of interest and monitor the status of its implementation.

effie> is developed on the basis of advanced technologies. The service is simple and convenient to use - the mobile employee starts to work on the route by clicking the effie> button.

With its help, a mobile employee can collect any information in the trade point, including data on prices for their goods and competitors, launching promotional activities of their own and competitors, POS materials availability, ASP placement, the shelf life of goods, the occupied shelf share etc. The service makes it possible to send photo reports linked to a specific object, and also to assign assignments to it.

To solve current problems, as well as work with problematic trade points, the manager can use Telegram chat-bot. Today, with its help, you can monitor the discipline of mobile employees, put assignments, find the nearest point for the account.

The results of the mobile employee's work are displayed in the report "Coverage", which allows you to further adjust its actions in the outlets and plan an effective route. Working hours of mobile employees are used 100% efficiently, which, according to our clients' experience, allows us to increase coverage to 40% without increasing the staff.

GPS tracking allows you to monitor the mobile employee following the assigned route, the time spent on the route and at the point of sale. All data is transferred to the system and protected from outside interference.

The manufacturer can trust 100% of the data from his or her contract merchandisers if they are collected with effie>.