



## effie> - retail chains targeted sales management service for FMCG manufacturers

- Increase in sale-out from store shelves of retail chains for manufacturers
- Provision of a high ROI index to trade marketing activities
- Conscious adjustment of strategies based on analytical information and actual data obtained from the store shelves
- Systemic management over sales teams

The manufacturer will be able to effect the following sales management activities in the national retail chains: assortment monitoring, shelf life, prices and shelf shares monitoring, trade marketing activities within the chains, fulfilment of other agreements resulting in profit increase.

The service allows you to flexibly plan and tightly control a working day of not only merchandisers, but also supervisors, to effectively use their working time (on the way/at a point of sale).



### Control over agreements in retail chains

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

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

### Control over the discipline of mobile employees

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

**From 20% to 70%** coverage of the points of sales without staff extension

### effie> service usage results of our customers:

- ✓ **13%** sales growth
- ✓ **99%** implementation of «chain-supplier» agreements
- ✓ **98%** compliance of the assortment matrix
- ✓ **96%** discipline of visiting sales points
- ✓ **99,9%** service availability due to reliability and security of the Microsoft Azure platform

### Analytics-based brand management

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

**13%** sales growth

«Frankly speaking, I did not see any other system than effie>, which allowed me to get to a particular store and ask a particular merchant or KAM a specific question, or send a request to the chain to find out the reason of undersupply from the distribution center» (Vladimir Filonenko, Head of Trade and Marketing "KOMU Ukraine»)

# The process of continuous development and positioning of your goods on FMCG-market



Efficiency through systemic improvement of processes

- From 40% to 80% of the working day at the point of sale (20% on the way)
- Saving up to 72 man-hours per month due to automatic reporting
- Optimal number of mobile employees, efficient loading of managers with intellectual work



Microsoft Azure Services and Power BI guarantee:

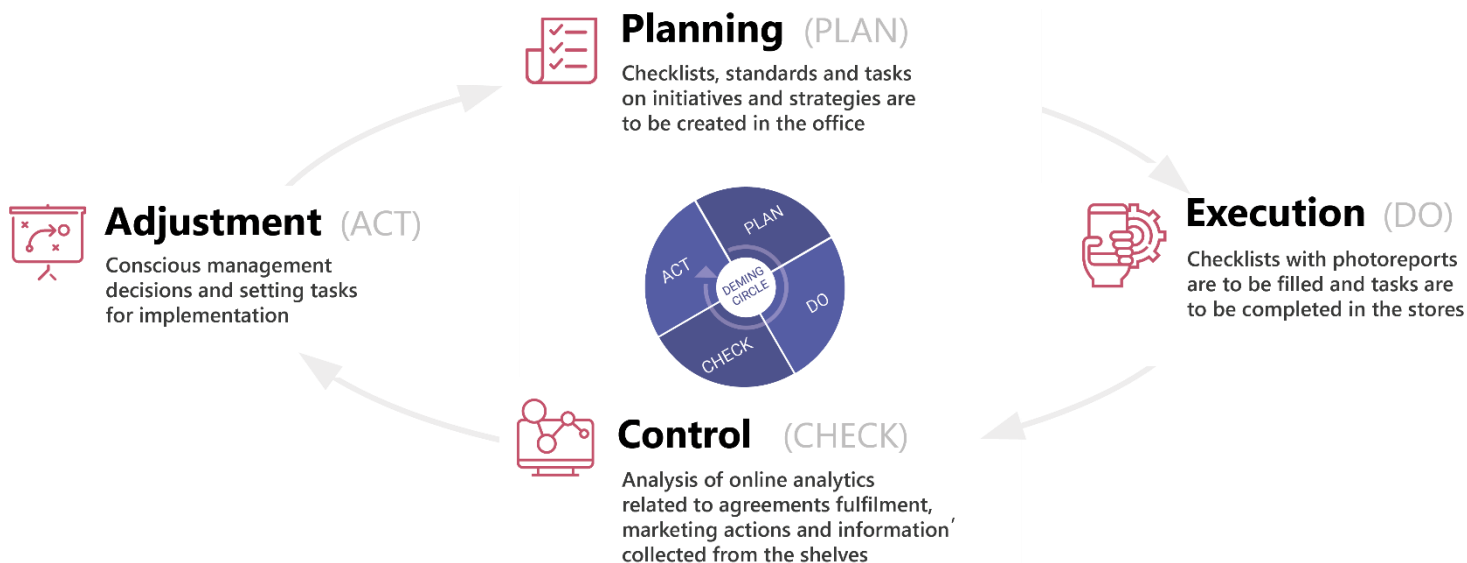
- High availability
- Security and confidentiality
- Flexible scaling without capital investments

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

**Quick free start:**

- No capital investments needed
- Support and training provided
- Cancel at any time

**Indexes growth from the first month of use**



Try for free and discover:

- How merchandising budgets are spent – the field staff team efficiency
- The actual data percentage in the reporting you receive from the store shelves
- The real percentage of agreements implementation by chains (shelves share, facings, POS-materials, additional places etc.)
- How will the clear implementation and monitoring over tasks accomplishment increase the ROI of trade marketing initiatives and sale-out

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.