SmartManage^{SM} Your POSM Media Inventory

Everything Communicates

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Everything Considered

NEW DELHI, INDIA

STRICTLY PRIVATE AND CONFIDENTIAL

Purpose:

This proposal is aimed at demonstrating how management of media inventory across stores, right from Planning to Installation & Monitoring **can be streamlined** with the use of our proprietary technology.

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The Problem

Retail & Merchandising Teams spend several man hours in planning, producing & installing media collaterals across stores however still fail to do so effectively & accurately.

- **Contacting Marketing Teams and then several production vendors**

- **Shortlisting i*nventories* for each region and store using tabular data**
  - **Mostly incomplete and non-standardized**
  - **Mostly without the ability to perform Map View planning**

- **Creating a final *inventory* list – Copy/Paste Data in XLS / PPT**
  - **Chances of manual errors**

- **Issuing Purchase Orders to different Regions**

- **Receiving & Approving Proof of Display Report for each Audit Cycle**

- **Receiving & Verifying Invoices**

- **Making & Tracking Payments**

The Solution
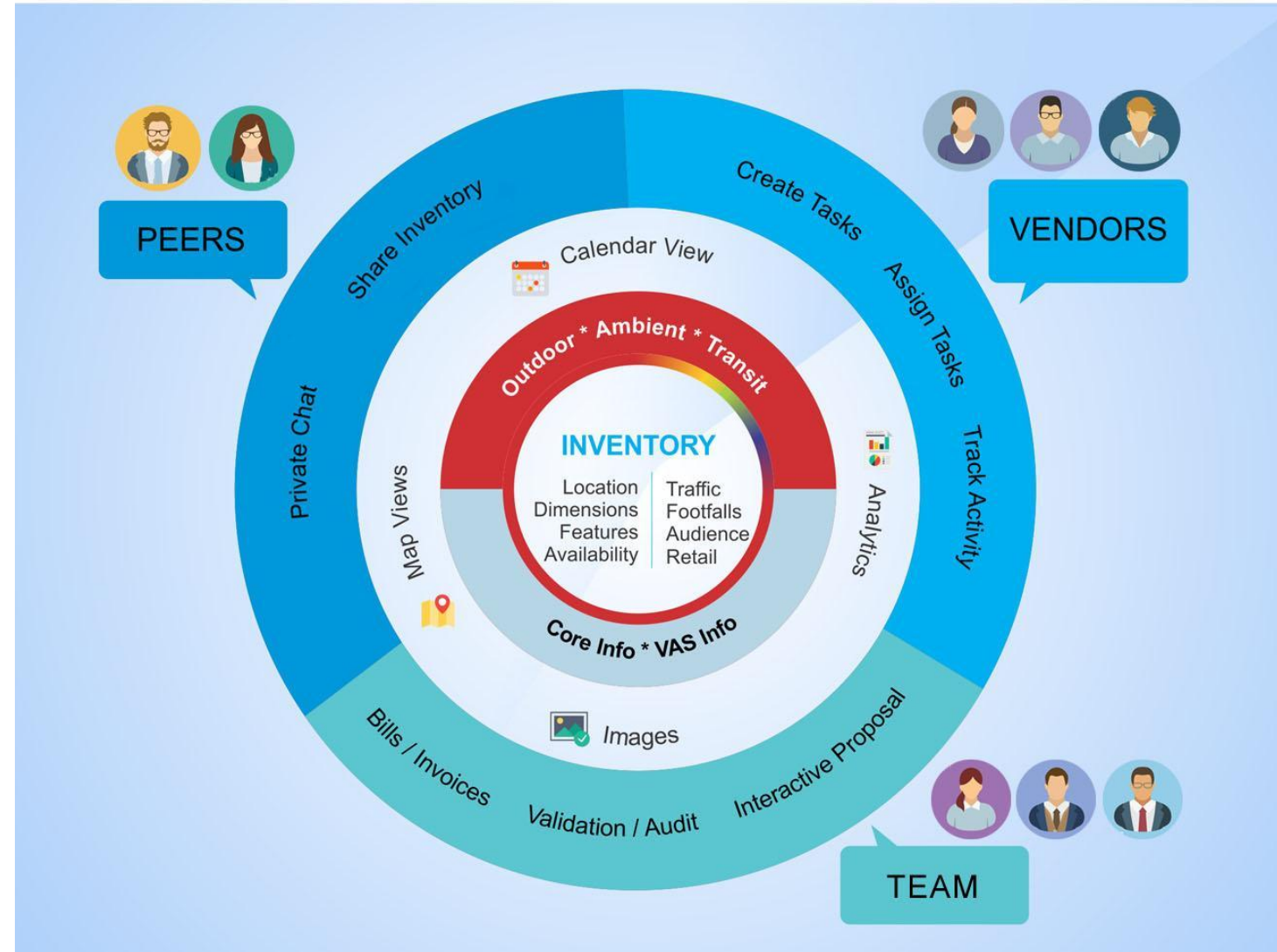
Amazing Benefits

Teams can get to share data in a feature-rich, standard template which they would love to use

- Contact multiple Regions/Stores with ease
- Short-list Inventories marked on Map View
- Download XLS & PPT of Final Campaign
- Issue Purchase Orders with just 1 click
- Receive & Approve Proof of Display for each Audit Cycle – Intuitively
- Standard XLS & PPT Formats
- Receive & Verify Invoices easily
- Track Due & Completed Payments
- Get the complete overview on a personalized Dashboard

… all from one location!

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