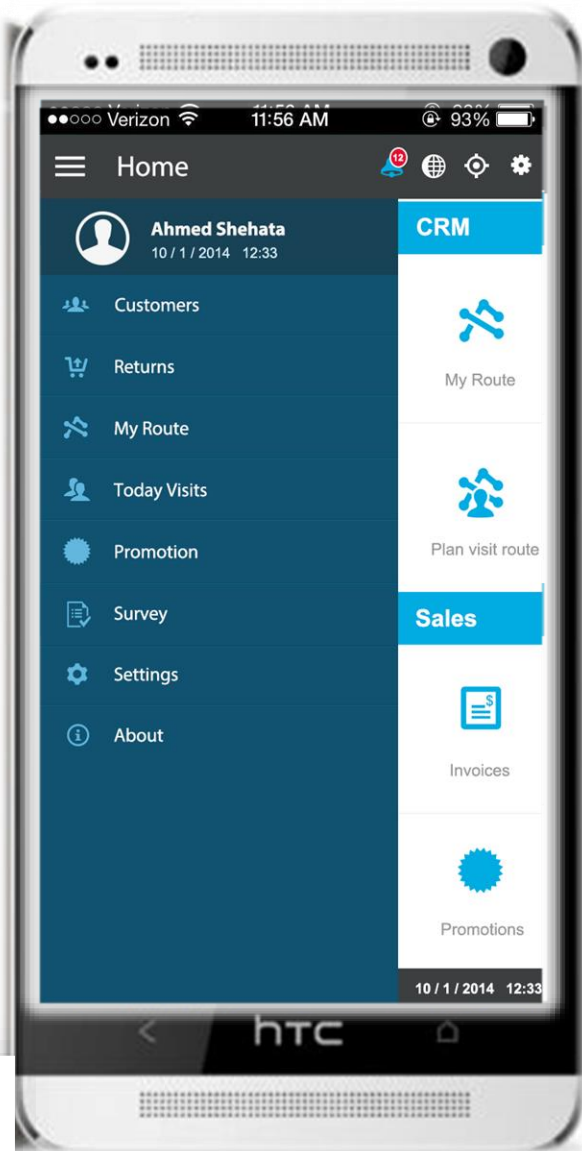


Sales Force Automation





SFA Key features



- ✓ Powerful planning tool
- ✓ Customizable workflow
- ✓ Perform dynamic business activity on the move real time
- ✓ Unlimited number of promos, discount & bonus schemas
- ✓ Online and offline mode
- ✓ Windows Handheld & Android tablets
- ✓ GPS tracking
- ✓ Powerful analytics and business intelligence tool
- ✓ Push notifications and alerts
- ✓ ERP integrated

Customer Self-services

Product
information

Shopping cart
and order
creation

Order History

Order tracking

Customer
statement

Offers &
Promos

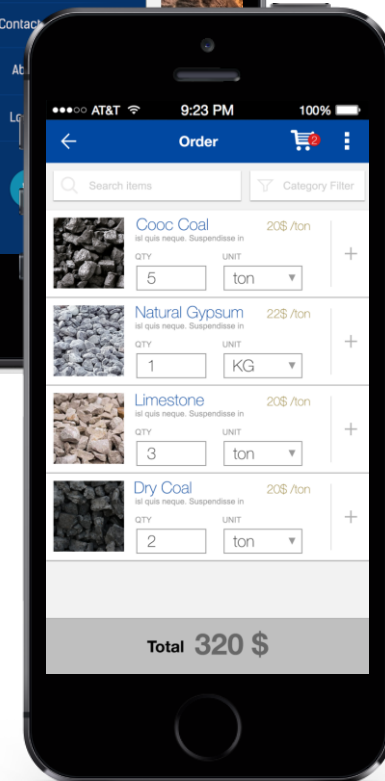
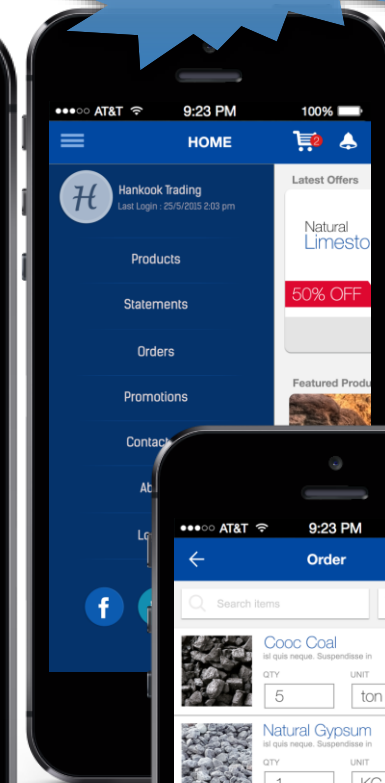
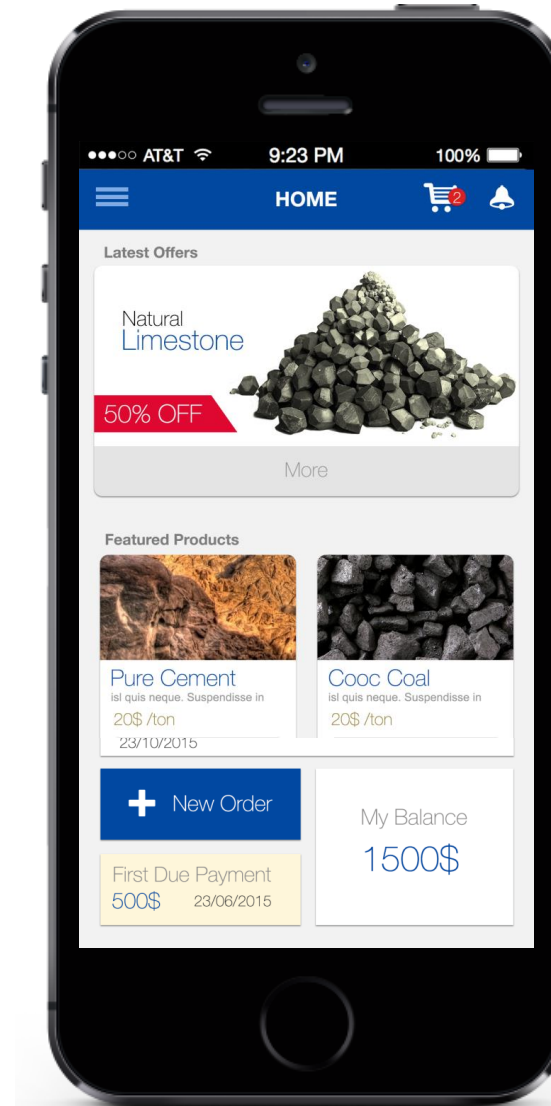
News & Push
notification

Submit
Complains

Contacts us

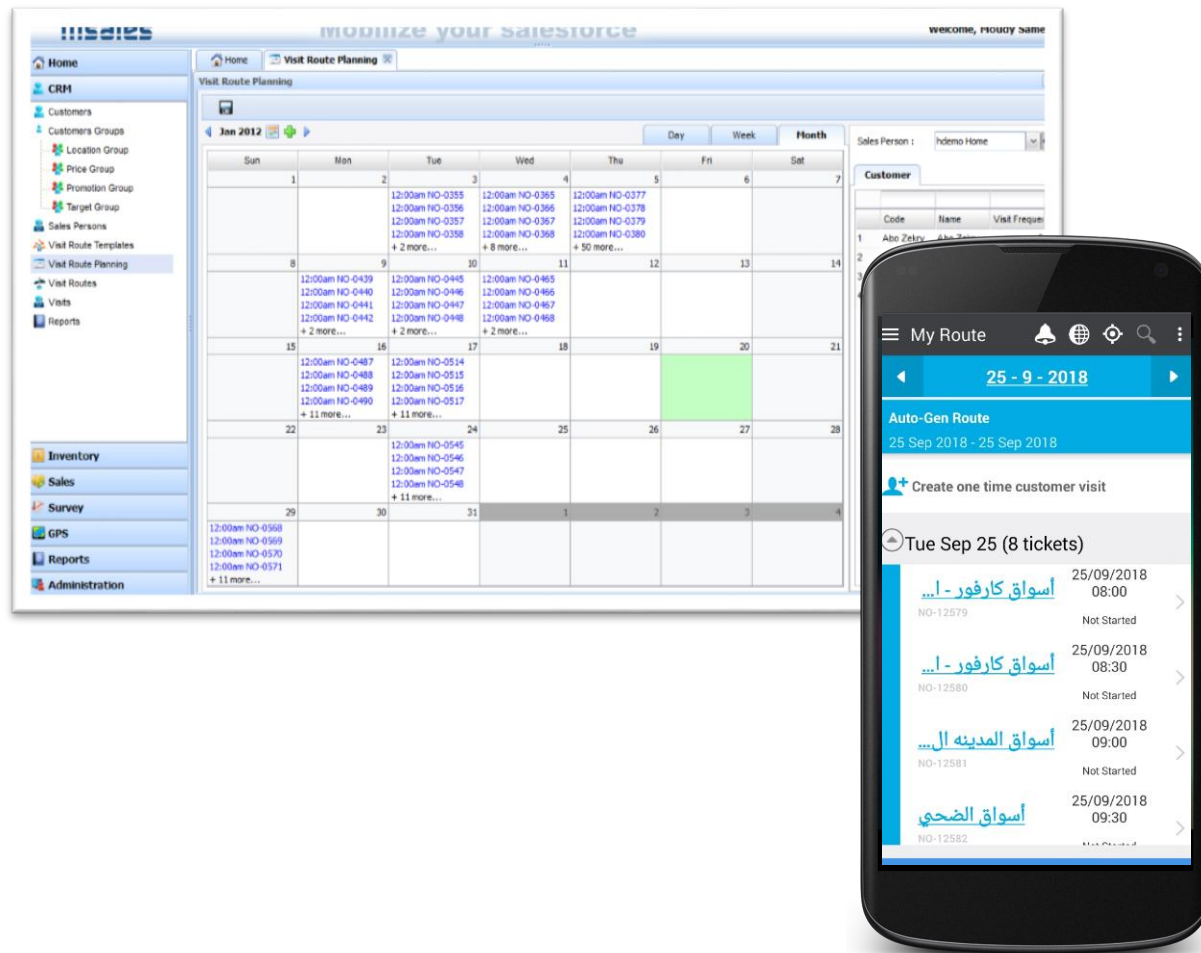
Company
Profile

Social Media
links (FB,
Twitter)





Before the visit ...



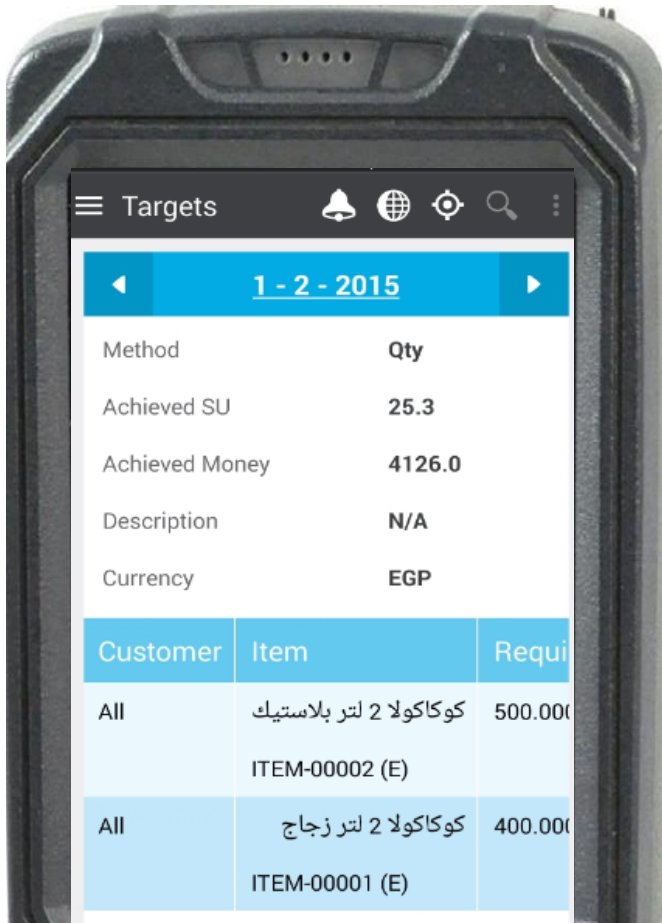
1. Smart planning based on customer preferences

- Reoccurrence model
- Monthly/weekly/daily plan

2. User planning from mobile

3. Ad-hoc planning

Visit Route Planning Optimization



Supports sales targets on different levels:

- Product
- Customer
- And to the level of a specific visit.

Supports sales targets on different types:

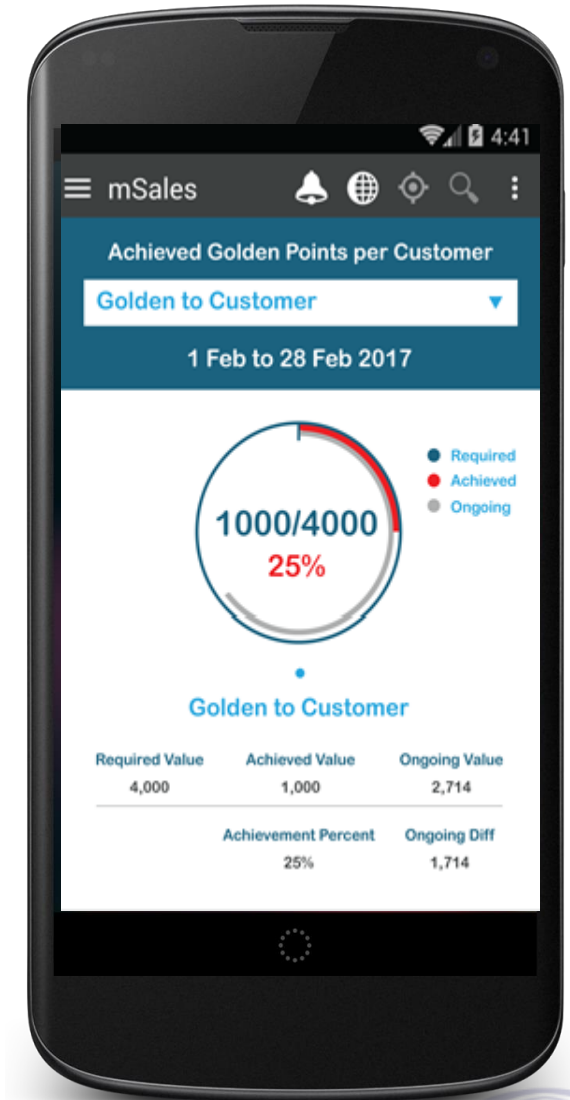
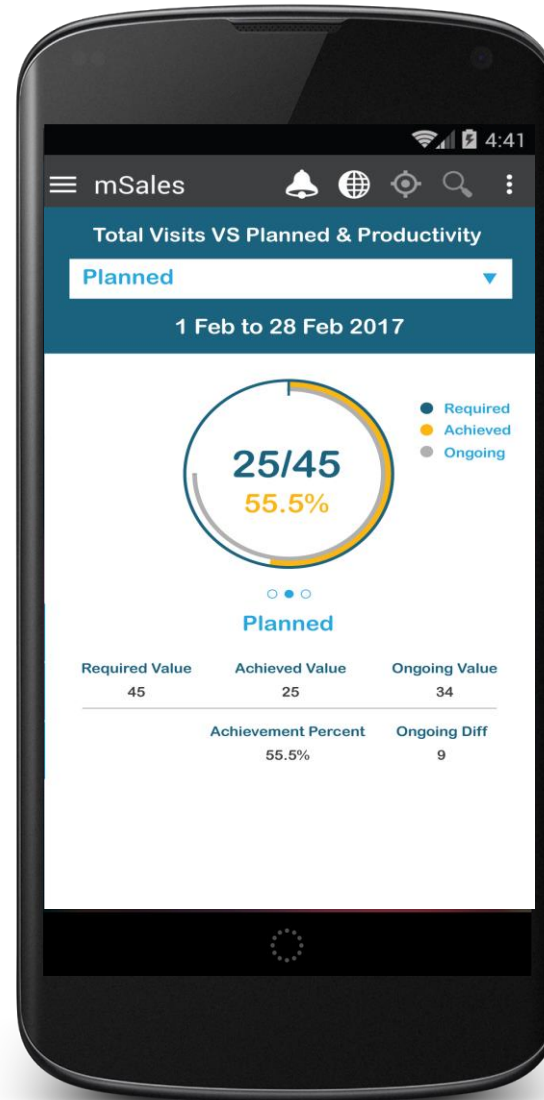
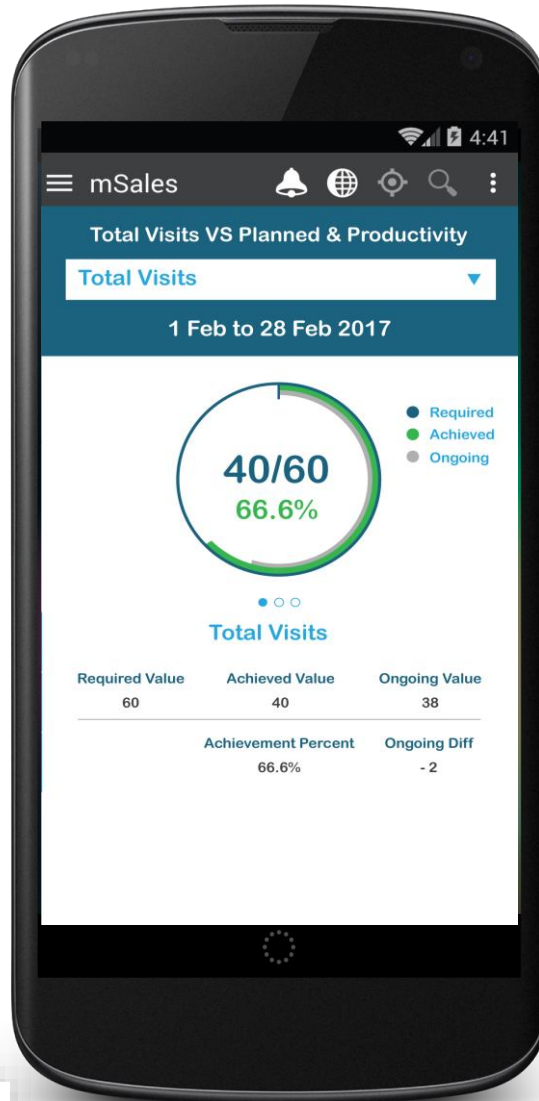
- Sales value
- Number of units

Top Down planning based on sales on history



Sales Targets

Sales Person KPIs



Van loading and replenishment

- ✓ Load van using handheld
- ✓ Barcode scanning for ease of use
- ✓ One-way or Dual or tripe confirmation
 1. Sales person request quantity form HH
 2. Warehouse owner ship from portal
 3. sales receive from Handheld)
- ✓ Smart van loading based on
 1. next day visits and forecasting
 2. Ideal load template

mSales Mobilize your salesforce

Welcome, adminBSH

Warehouse Transfer Order - WTO-2673

General

Num : WTO-2673 Date : Nov 16 2014 Description :

From Warehouse : مستودع صناديق الرياض To Warehouse : شادي عبدالعزيز غودة Status : Canceled

Shipment Date : Canceled Date : 11/17/2014 Published Date :

Approved By : 211404-ADMIN Client Reference Number : WTO2014-113-0002 Host ID : mSales-WTO-2673

Approved Date : 11/16/2014

Transfer Lines

Item Code	Item	Qty	UoM	Picking Status	comment
1 1108000002	(علك اشكاشميا) 28 حرام	7.0	حبة	Cancelled	
2 11012300002	(صل كاكيا) 250 جم	7.0	حبة	Cancelled	
3 11012300003	(صل كاكيا) 500 جم	7.0	حبة	Cancelled	
4 11040300003	صابون الاغشاب وادي النحل	7.0	حبة	Cancelled	

Lines

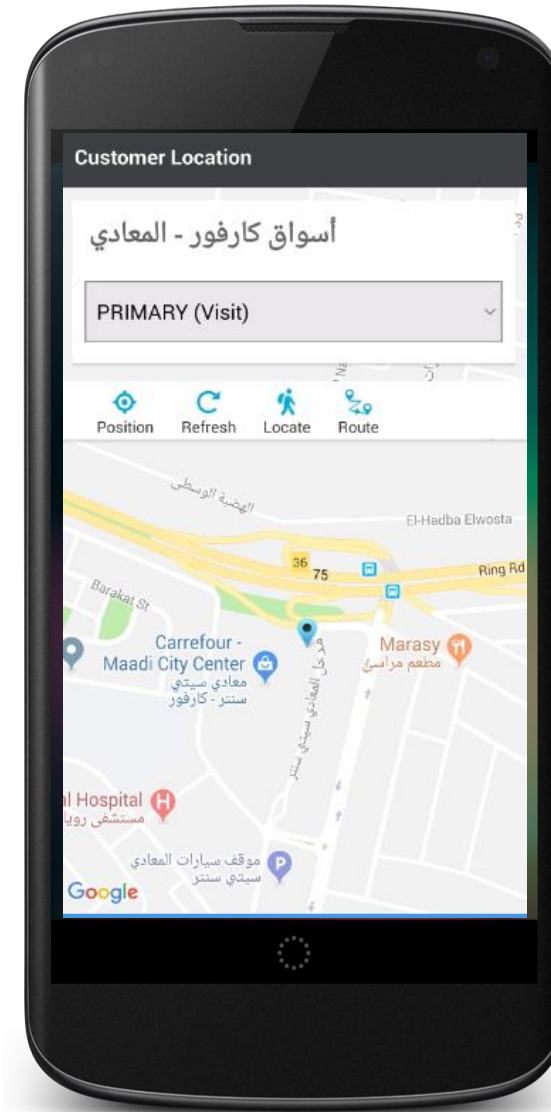
Item : Select Item Quantity : 1.0 UoM : Select UoM

Req. Qty : 1.0 Required UoM : Select UoM

Status: Done Copyright 2013 EME International S.A.E EN رمان 7:42 PM

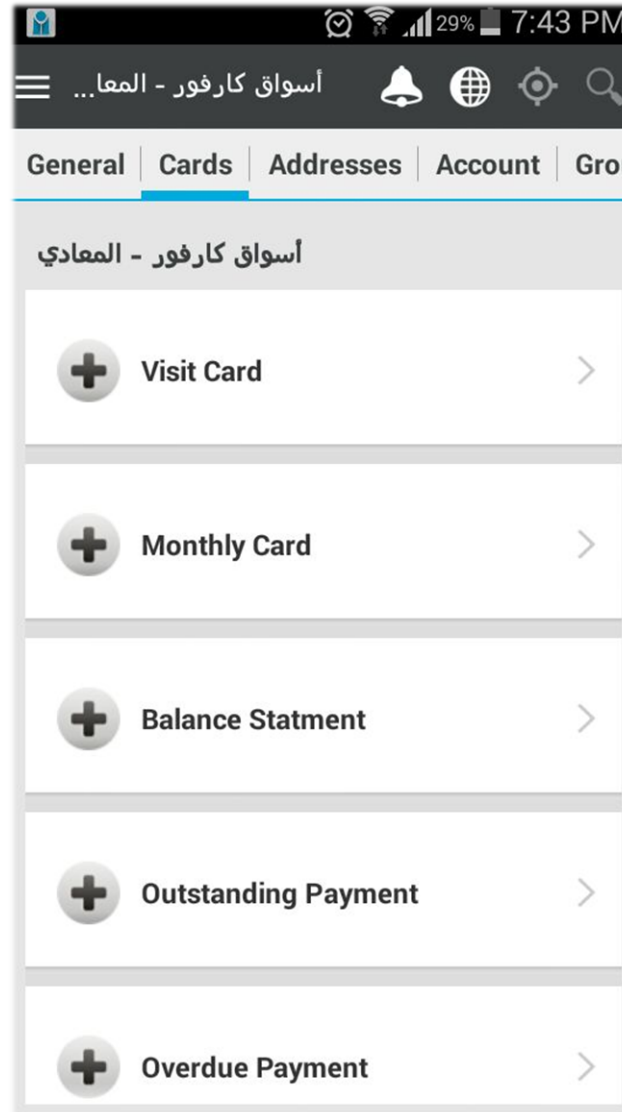
Customer location & proof of visit

- ✓ Route to customer on the map
- ✓ Capture customer signature
- ✓ Customer barcode scanning
- ✓ Nearby customer auto detection
- ✓ Capture visit GPS location
- ✓ Customer Geofence: Prevent customer visit if location is invalid



Customer card on HH

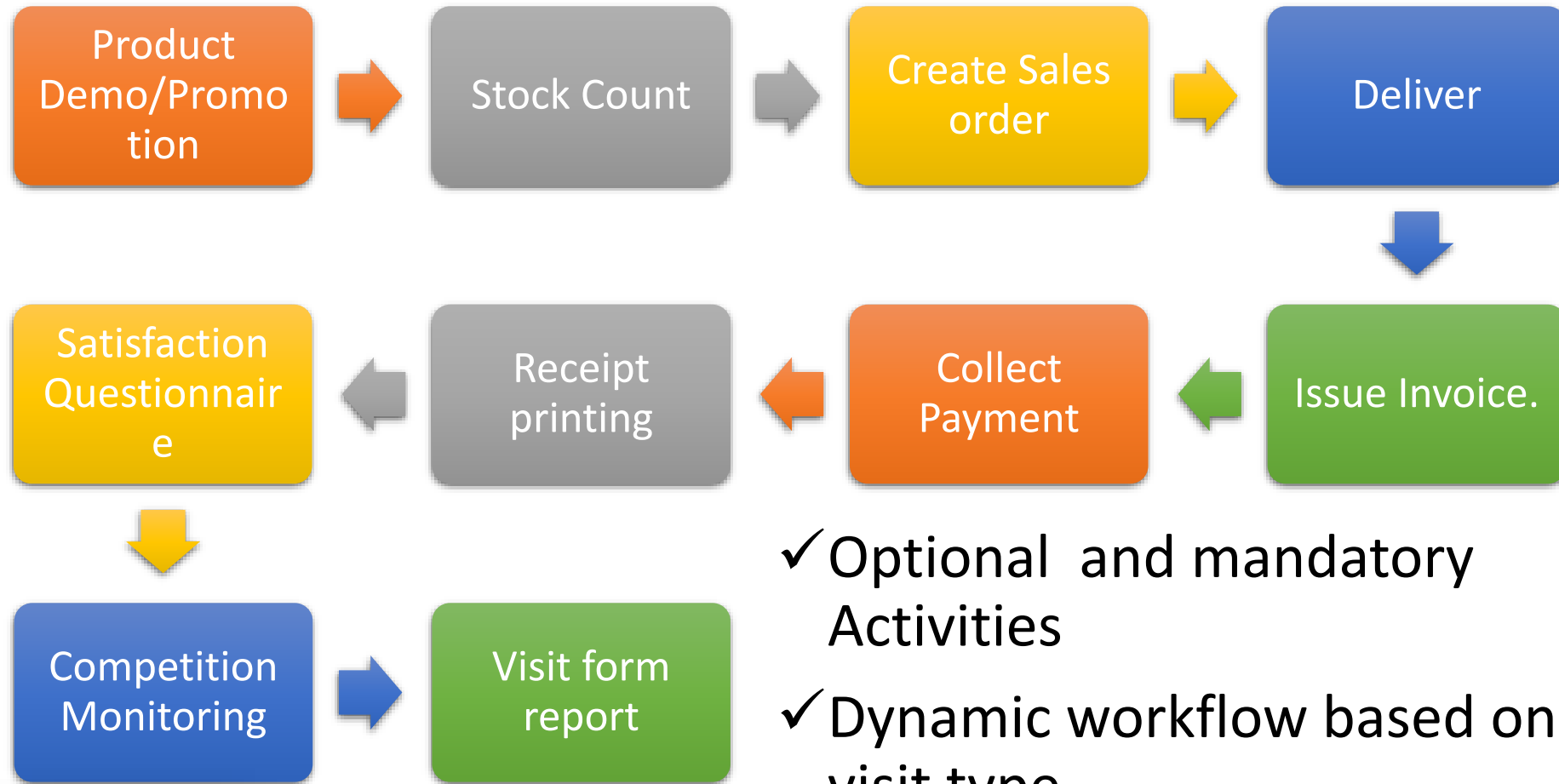
- ✓ Full customer information including basic info, payment terms, credit limit, map location
- ✓ Credit balance
- ✓ Open invoices
- ✓ Balance statement
- ✓ Visits history for last 4-8 visits including
 - ✓ consumption, sales, returns, stock count per item
 - ✓ Average sales and payment
 - ✓ Total sales, payment and returns



During
the
visit ...



Dynamic Customer Visit Workflow



- ✓ Optional and mandatory Activities
- ✓ Dynamic workflow based on visit type
- ✓ Configurable from backend

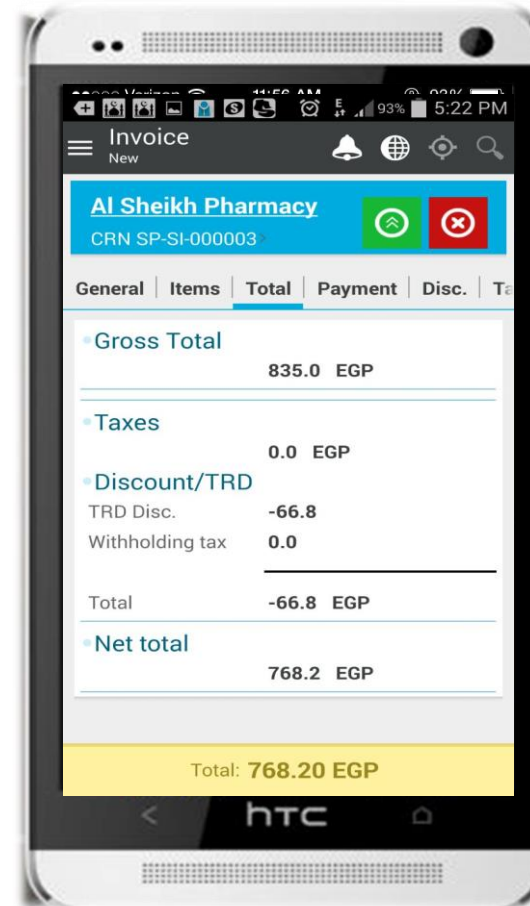
أسواق كارفور - المعادي
Time 19:41
Ticket NO-12579
Location طريق النصر - زهراء المعاد.

Info. Work flow

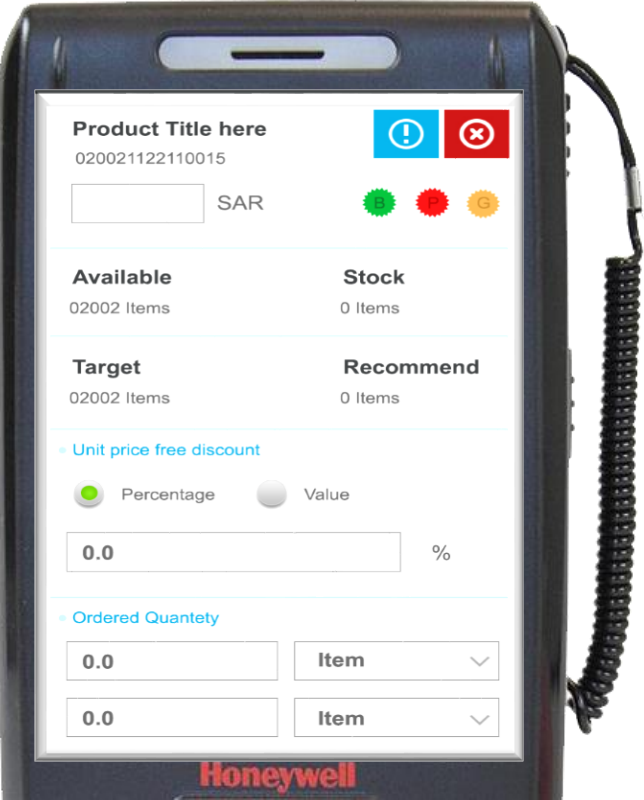
SKIP ^	Stock Count	>
SKIP ^	Sales Invoice	>
SKIP ^	Collections	>
SKIP ^	Survey	>

Direct sales and Pre-order

- Orders, Invoices and Returns are submitted instantly to the backend
- Print a Hardcopy invoice using Bluetooth Printer
- Discounts and bonus auto calculation



Sales Advisor (guidance)



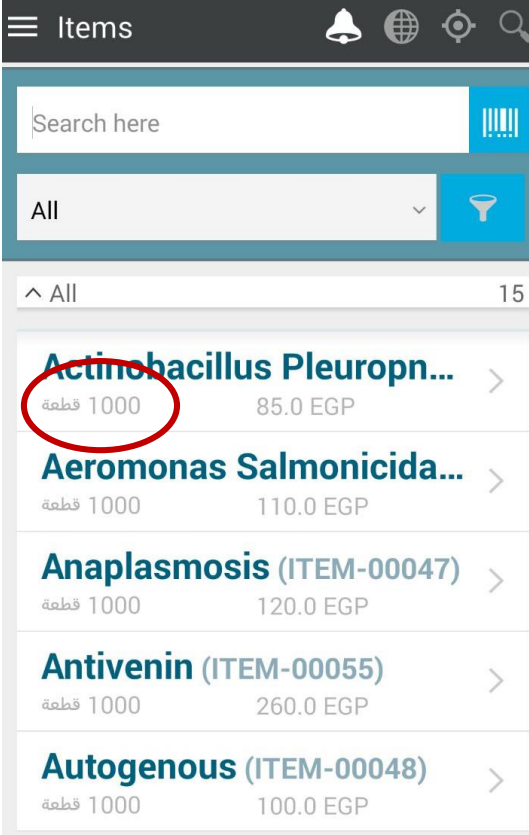
Recommended Item Qty

Based on customer target and stock count



Applicable promotions

Show Matching promotions alerts



Stock level

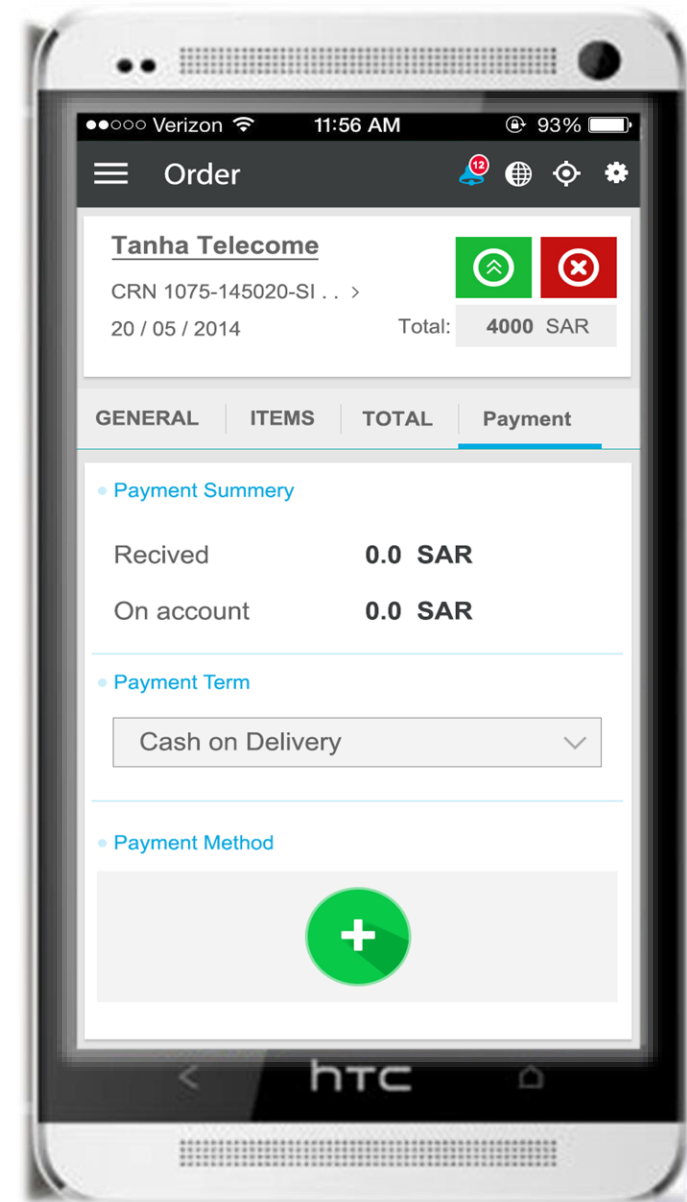
View van stock level for decision guidance

Payment & Cheque collection

- View Customer account including balance and due amounts
- View open transactions
- View payment history
- Settle payment against open customer transactions (invoices)
- Accept cash, Cheque, bank transfer

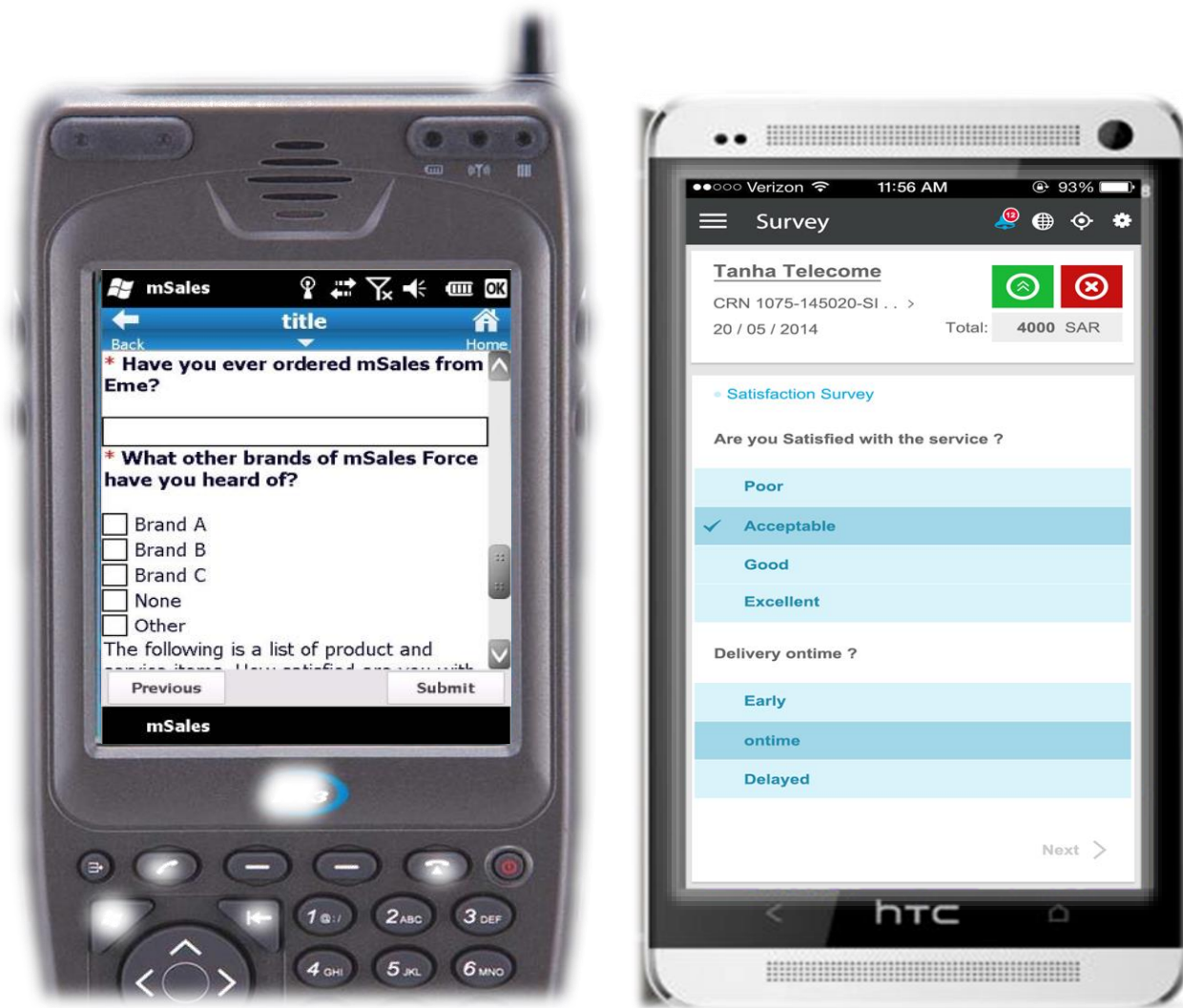


Cheque collection cycle Management



Survey Collection and Competition Monitoring

- Customer-defined Survey questions in easy MCQ format to be filled by sales person onsite.
- Cost-effective in gathering daily market intelligence.
- Multiple type of questions
 - ✓ MCQ
 - ✓ Yes/No
 - ✓ Essay
 - ✓ Attachment
 - ✓ Signature
 - ✓ Camera
 - ✓ Branch logic



Trade Deals

offers, Promotions, Discounts, Bonus Schemas

Results

1- Pricing

Discounts:

price discount for certain quantity

2- Bonus

Products:

free products for certain quantity or/and specialty packages

3- Invoice discount

Applied on

1- Defined Period

2- Defined quantities

3- Defined Zone or Customer group

4- Multiplicity and Repeatness

Multi-levels

1- Line Item promotion

2- Multi-line promotion

3- Total invoice

Matching Criteria

1- Item qty or value

2- Item combinations

3- Payment method

4- Invoice amount

5- Cash amount

6- Item Visibility

Promotions Mix

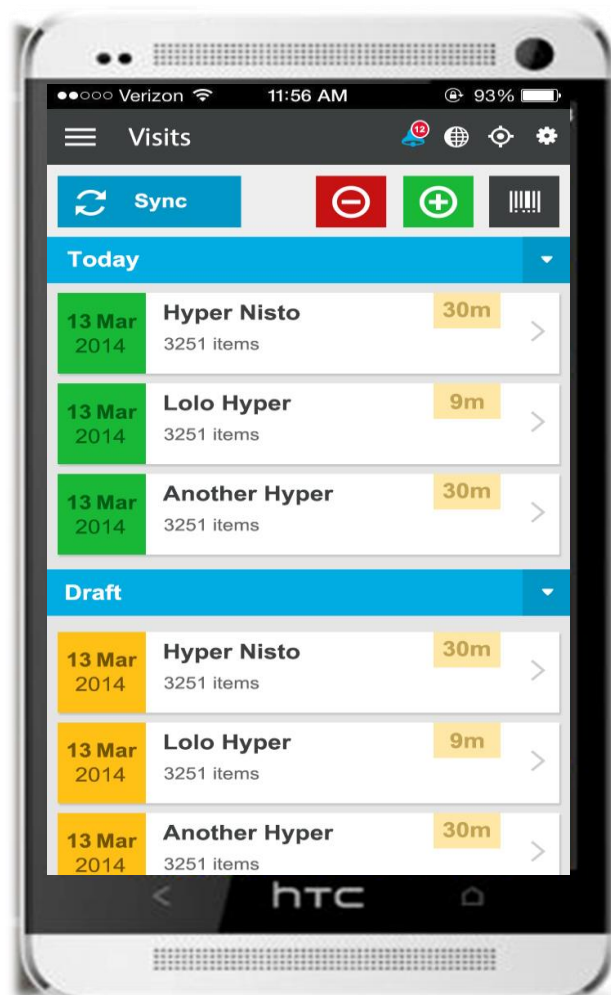
- Multiple Exclusive and inclusive promotions and trading deals.
- Prioritize promotions and trading deals

Credit notes and vouchers

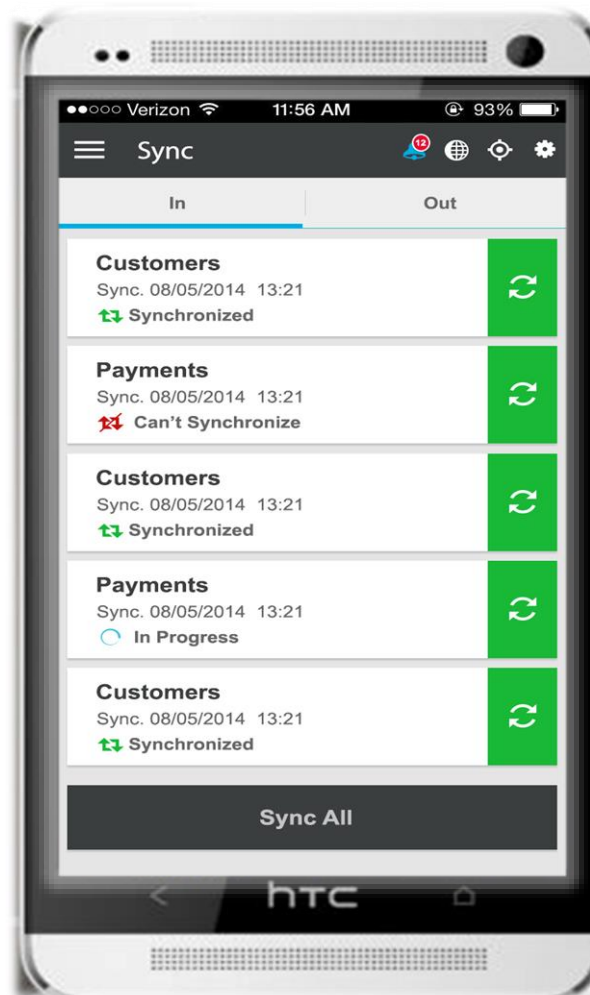
- Generated based on
 - Volume sales
 - Pre-defined promotions
 - specific customers or products
- Print vouchers from back office
- Vouchers is settled based on monthly or quarterly sales
- Vouchers deducted from coming invoices



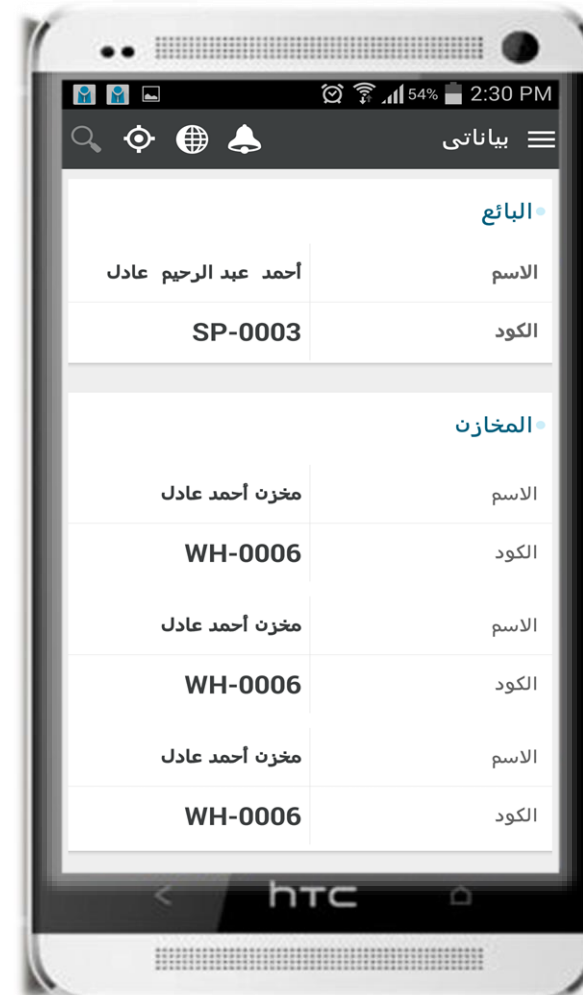
And more



Visits history



Offline mode



My profile

Limit Management



Sales Person account

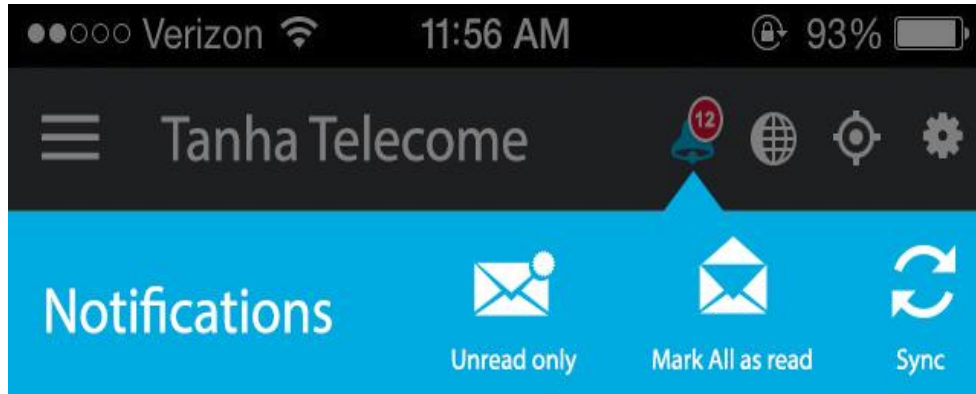
- Van total stock value limit
- Cash collection limit
- Assigned customer over due limit
- Block or warn mode

Customer account

- Block or warn for overdue payment
- Block/warn for exceeded balances
- Filter open invoices



Instant messaging to Field Force during the day



- Send important notifications
- To field force instantly
- With no extra cost.

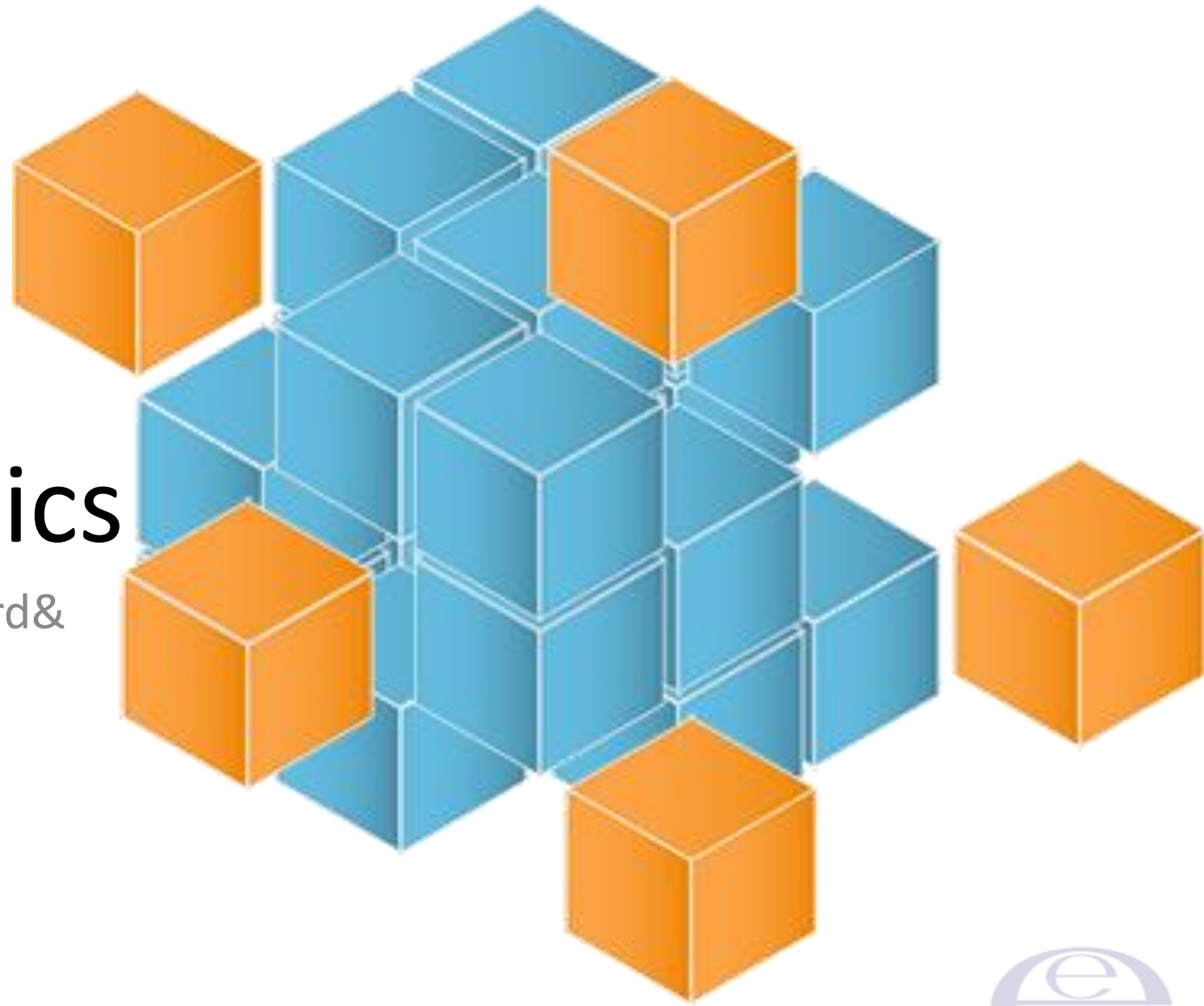


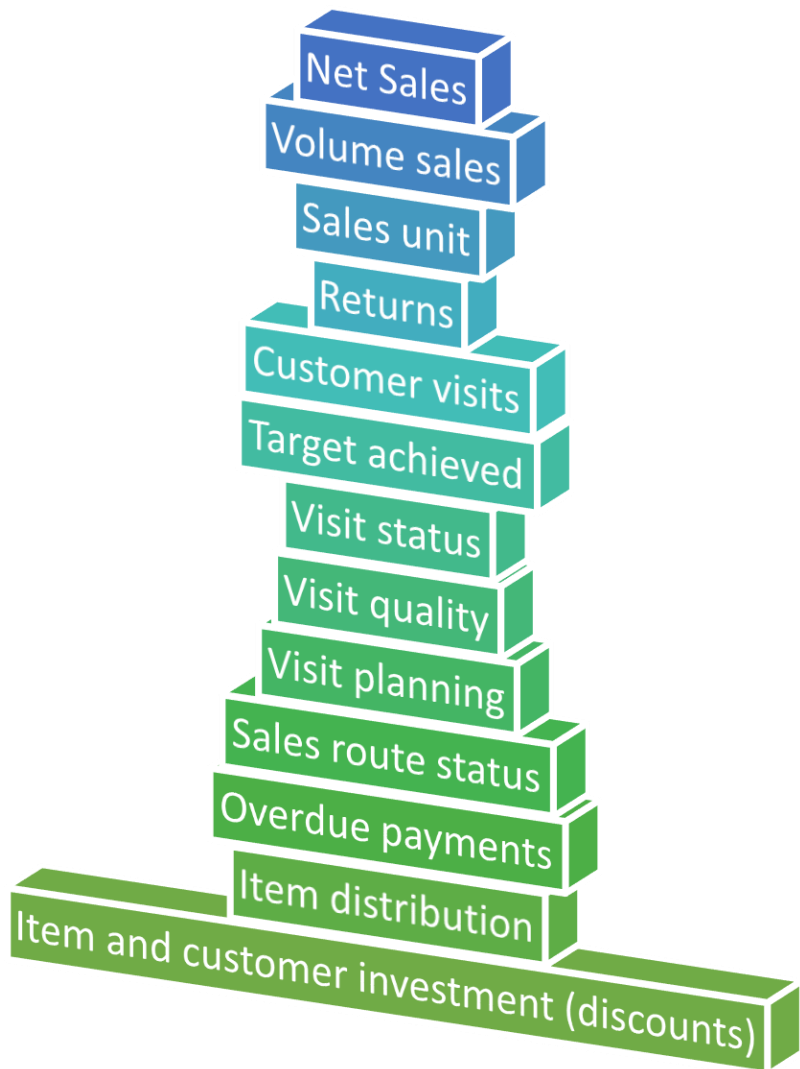
After the visit ...



Reporting Analytics

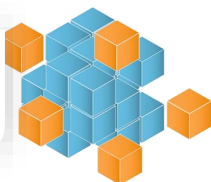
Business Intelligence (Cube, Dashboard & Dynamics reports)





Multi-Dimensions, Scenarios & Metrics

Analytics and BI



Customer: [in Rows]
Item: [in Columns]
Sales Person: [in Columns]
Time: [in Columns]

Row Facets

Customer

Column Facets

Item

Sales Person

Time

Customer Gross Sales

Item	HS			
Sales Person	Pre-Order		Direct Sales	
Customer	Year 2013	Year 2012	Year 2013	Year 2012
Egypt	5.5794	942933.2363	152.6205	219364.8963
Mansoura				
Portsaid				18938.2277
cairo	5.5794	825409.471	88.6905	86799.4749
Fayom		117481.898		103352.1733
Luxour		117481.898		93822.5402
Alexandria		157339.4566		115383.8845
Manya		117481.898		93822.5402
Aswan				

Multi-Scenarios and Metrics

Analytics and BI

Mobilize your salesforce

Welcome, admin

Home

Customer Gross Sales

Customer Gross Sales

Customer: [in Rows]

Item: [in Columns]

salesperson: [Direct Sales]

time: [Year 2012]

Row Facets

Customer

Column Facets

Item

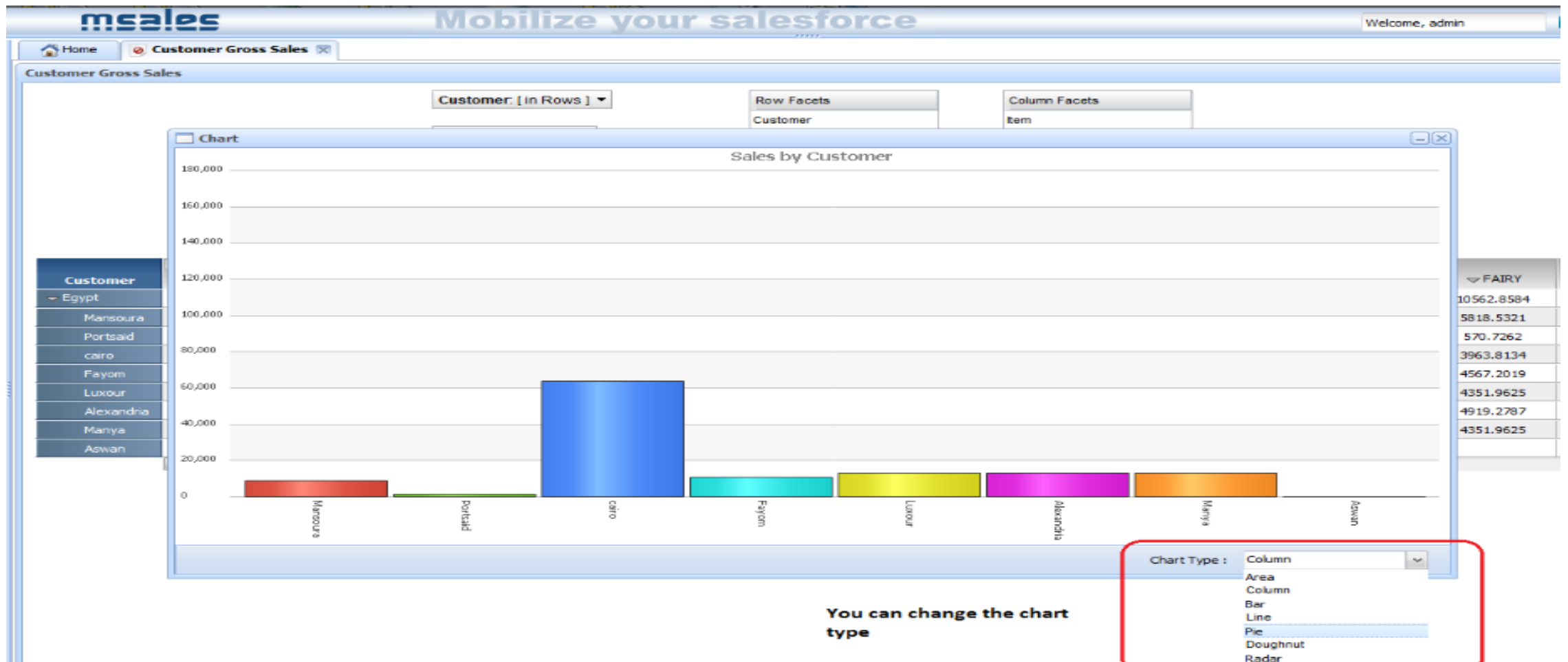
To show a representative graph, Right click on the category name then charts then choose the available charts to show

Customer Gross Sales

Customer	HS	LS	Paper	G	DOWNY	DOWNY	DOWNY 1L	DOWNY 2L	DOWNY 3L	FAIRY
Egypt	219364.8963	258260.7644	228718.1444	2051	60107	8795.0107	6015.2919	2464.4753	315.2435	10562.8584
Mansoura	105503.8139	131666.2071	114674.0247	1201	4765	5571.4765	3617.4536	1691.2399	262.783	5818.5321
Portsaid	18938.2277	30032.9147	18667.068	1214	4459					570.7262
cairo	86799.4749	88087.0026	87375.2521	6793.1115	6793.1115	2366.009	2366.009	1837.7115	475.837	52.4605
Fayom	103352.1733	109236.5557	83336.148	4406.1994	4406.1994	3772.4033	3772.4033	2611.2615	872.3686	288.7732
Luxour	93822.5402	97597.1245	74065.984	3978.77	3978.77	3334.1608	3334.1608	2515.4838	713.7559	104.9211
Alexandria	115383.8845	115983.4946	96429.2855	5028.6692	5028.6692	4014.4392	4014.4392	2694.6847	1030.9813	288.7732
Manya	93822.5402	97597.1245	74065.984	3978.77	3978.77	3334.1608	3334.1608	2515.4838	713.7559	104.9211
Aswan										

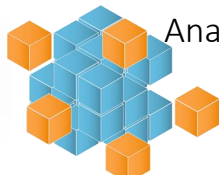
Drill down options

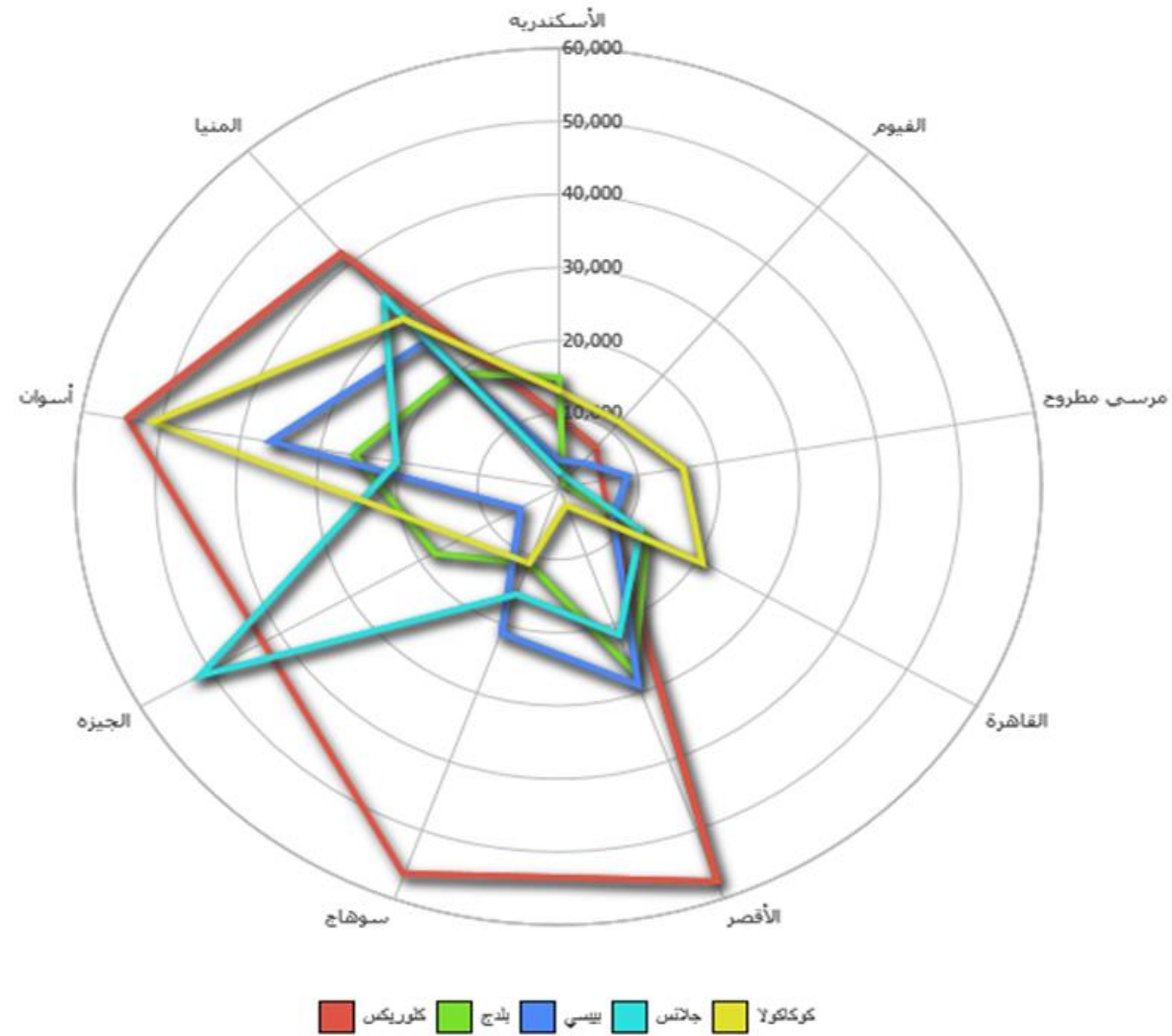
Analytics and BI



Multiple chart types

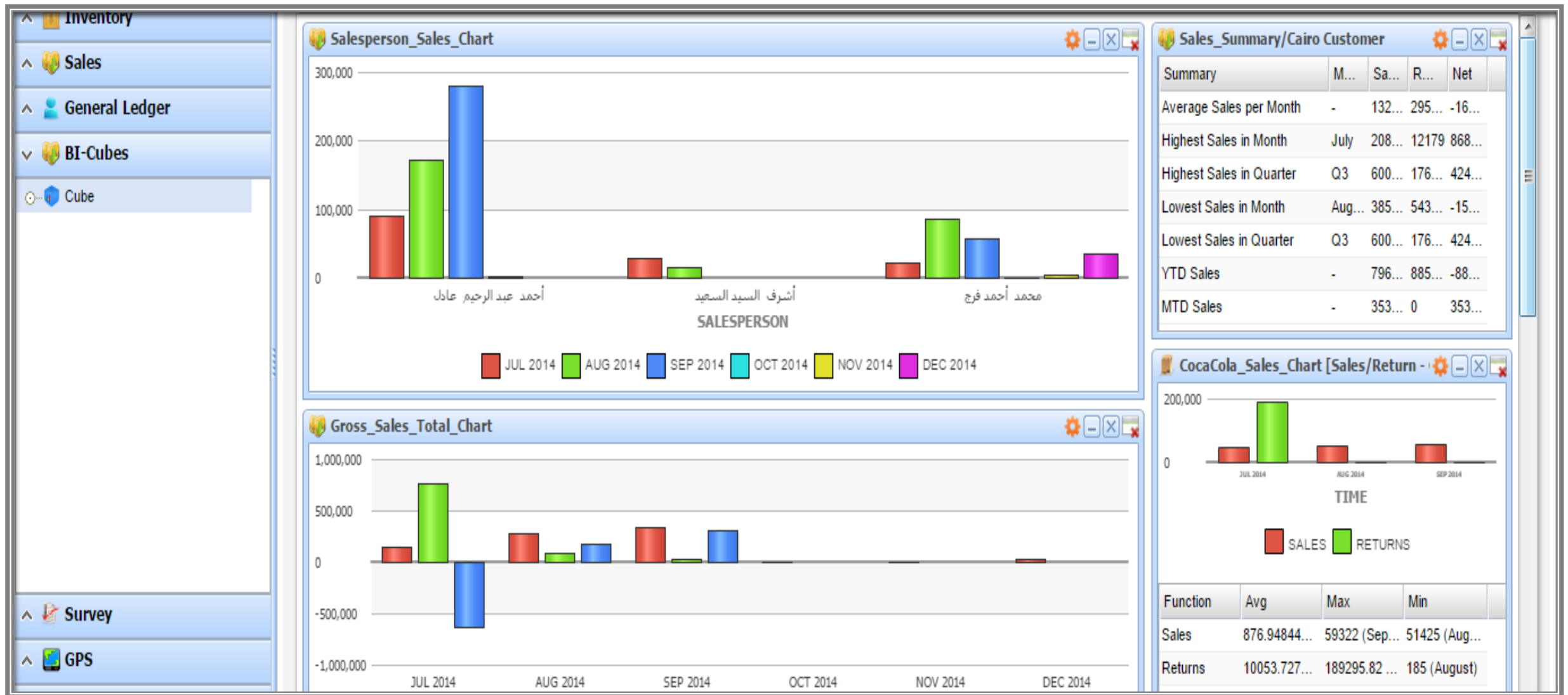
Analytics and BI





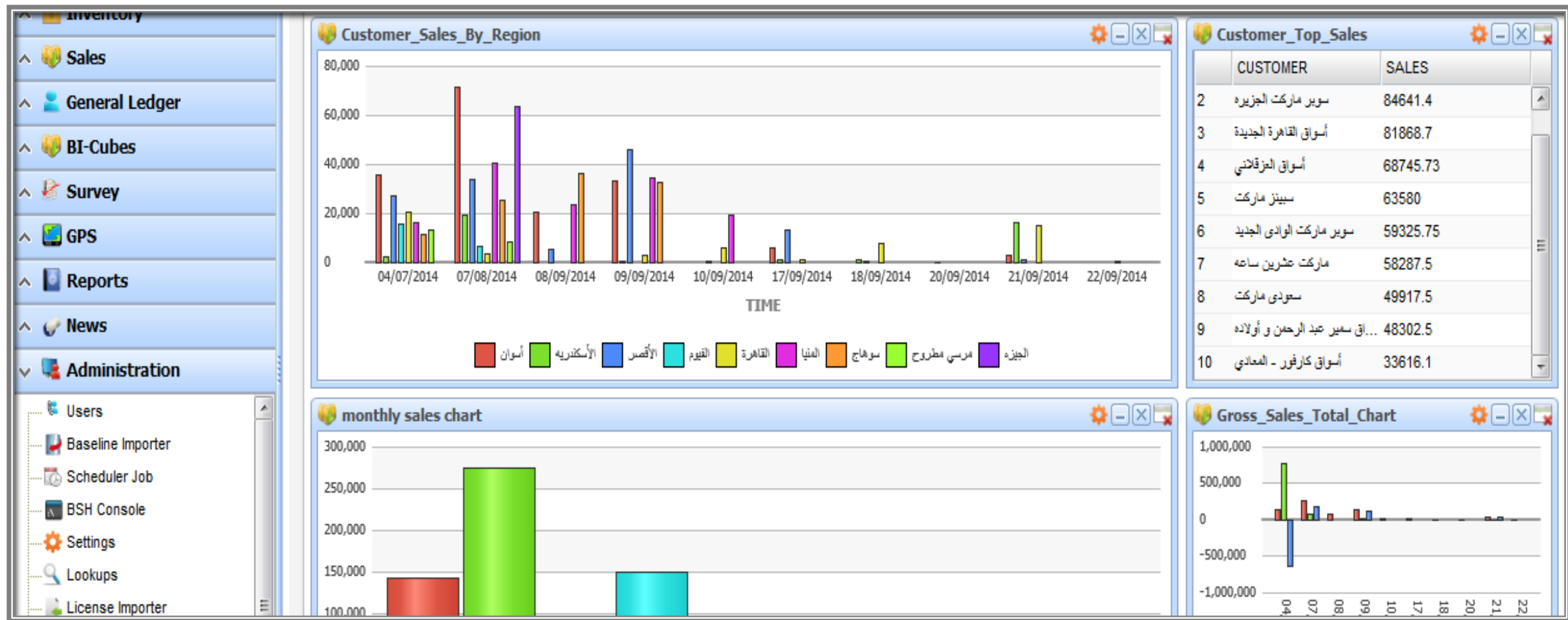
Radar chart

Analytics and BI



Customizable Dashboard

Analytics and BI

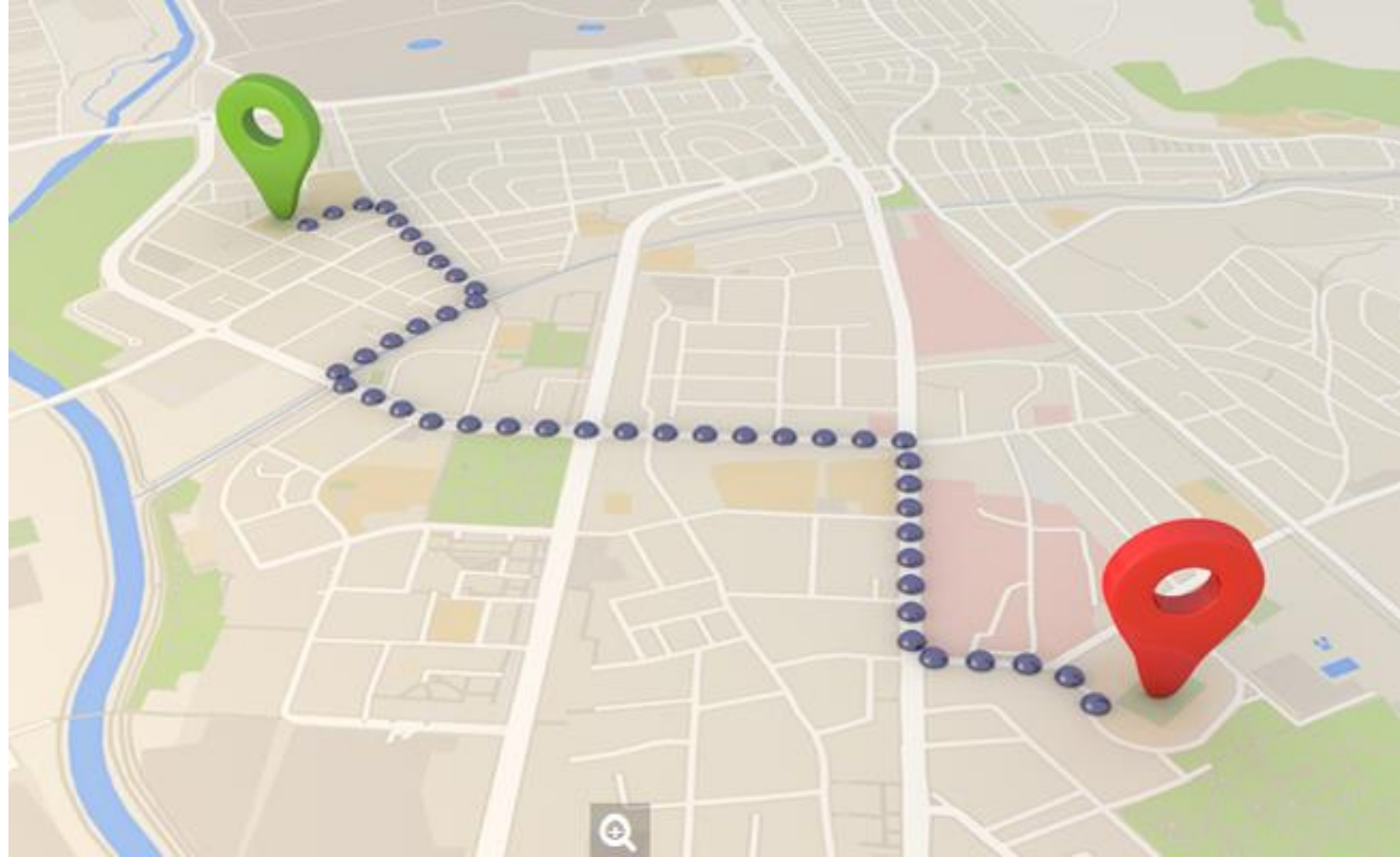


Customizable Dashboard

Analytics and BI

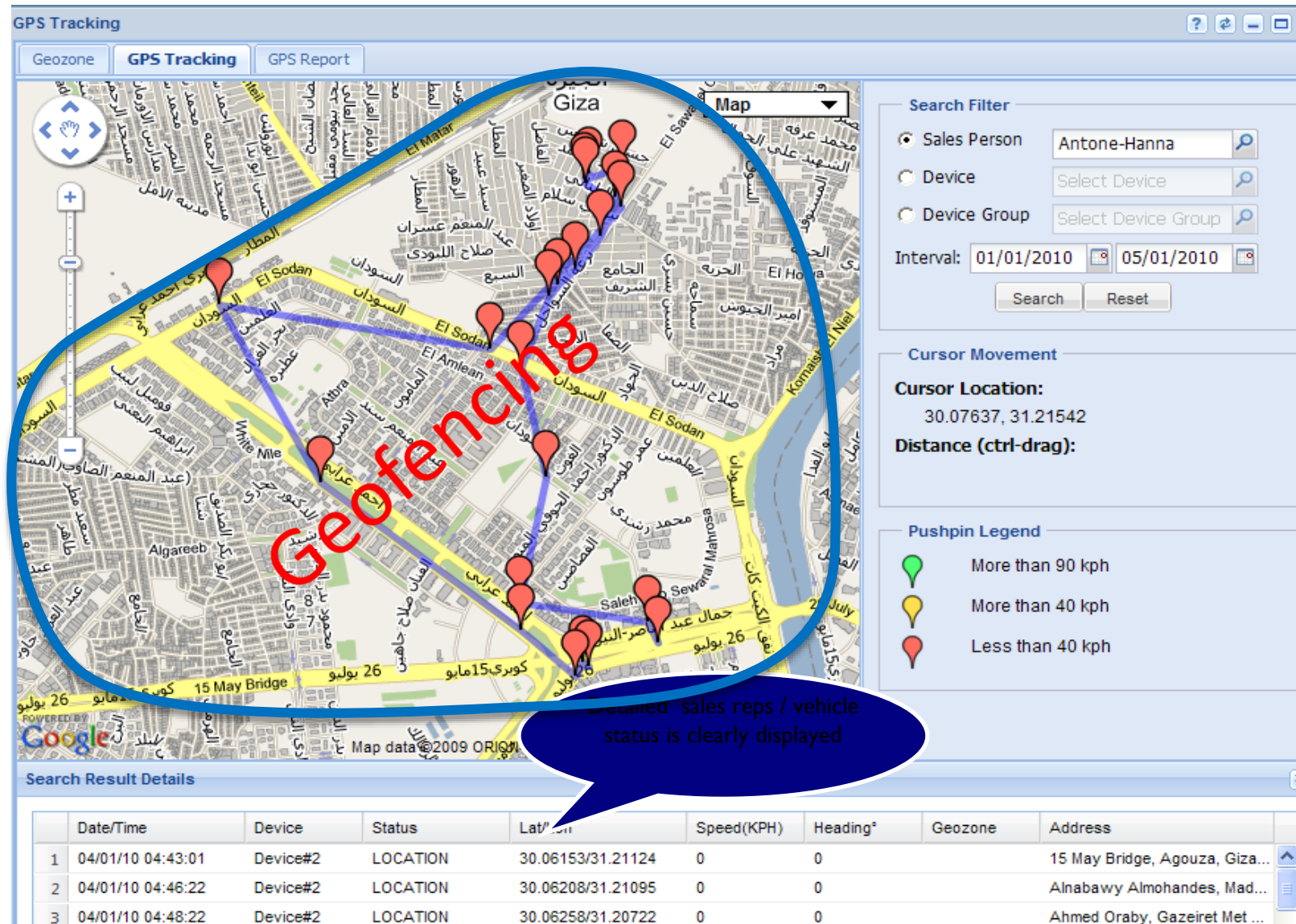
GPS Tracking

Real time Field Team
monitoring



GPS tracking

TRACK your field force in REAL TIME



GPS tracking



- Speed limit violation
- Idle Time Violation
- Geozone arrival / departure
- Visit location deviation
- Sales route deviation

Violation Alarms



GPS tracking

- Detailed accurate reports control costs and give proof of service.
- Match activity to routes, prevent fraud visits and route deviations.

GPS Tracking

Geozone

GPS Tracking Detailed Report

This report describes Sales Person motion

#	Date	Time	Status	Lat/Lon	Speed	Address	Geozone	Customer
Sales Person Code Starting With Letter : A								
Antone Hanna (Antone-Hanna) Device (Device#2)								
1	04/01/2010	2:43:01 PM GMT+02:00	LOCATION	30.06154 / 31.21124	0.00	15 May Bridge, Agouza, Giza, Egypt		
2	04/01/2010	2:46:22 PM GMT+02:00	LOCATION	30.06208 / 31.21096	0.00	Alnabawy Almohandes, Madenet El Aalam, Agouza, Giza, Egypt		
3	04/01/2010	2:48:22 PM GMT+02:00	LOCATION	30.06258 / 31.20722	0.00	Ahmed Oraby, Gazeiret Met Okba, Agouza, Giza, Egypt		
4	04/01/2010	2:50:22 PM GMT+02:00	LOCATION	30.06592 / 31.20799	0.00	Ebn Khaldon, Madenet El Aalam, Agouza, Giza, Egypt		
5	04/01/2010	2:52:22 PM GMT+02:00	LOCATION	30.06886 / 31.20725	0.00			
6	04/01/2010	2:54:22 PM GMT+02:00	LOCATION	30.07076 / 31.20807	0.00			
7	04/01/2010	2:56:22 PM GMT+02:00	LOCATION	30.07107 / 31.20833	0.00			
8	04/01/2010	2:58:22 PM GMT+02:00	LOCATION	30.07149 / 31.20886	0.00	El Sawahel Canal, El Dewal, Embaba, Giza, Egypt		
9	04/01/2010	3:00:22 PM GMT+02:00	LOCATION	30.07230 / 31.20900	0.00	El Sawahel Canal, Tag El Dewal, Embaba, Giza, Egypt		
10	04/01/2010	3:02:22 PM GMT+02:00	LOCATION	30.07340 / 31.20999	0.00	Haret Takay Ali, Embaba, Giza, Egypt	Central Farah	Central Farah
11	04/01/2010	3:06:37 PM GMT+02:00	LOCATION	30.07421 / 31.21023	0.00	Sayed Mohamed, Tag El Dewal, Embaba, Giza, Egypt		
12	04/01/2010	3:08:22 PM GMT+02:00	LOCATION	30.07390 / 31.20910	0.00	Haret Fikry Bakry, Embaba, Giza, Egypt	Mariana Phone.	Mariana Phone.

Accurate start time

Proof of visit and time on site

mSales Mobilize your Sales Force

Google

Search Results

Powered by

10

e m INT

GPS Tracking




Alarm Report

Detailed Report

Idling Report

Location Visits Report

Stop Time Report



Enterprise Mobility
 (c)2004-2010 by EME International

Filter by: Interval (22/05/2010 - 24/05/2010).
Sales Person (Antone H.).

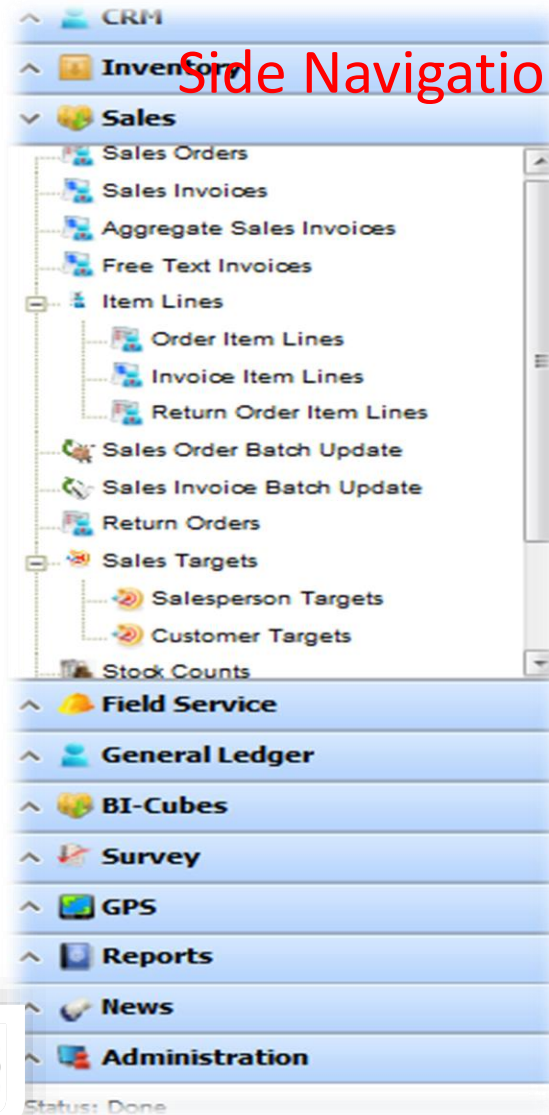
Start/Stop Report
 Summary of the fleet movement, The report shows the start & stop time per every asset/salesperson.

#	Start	Move Duration	Distance	Stop	Stop Duration	Address	Avg Speed	Geozones	Lat/Long
(.Antone H) أنطون حنا Device: Antone-									
05/22/2010									
1	11:58 AM <small>Start Location</small>	00h 04m	0 km 49 m	12:02 PM	00h 48m	طريق النصر، قسم الخليفة، القاهرة	14.18 km/h	البطل كوم	30.05631/31.3008
2	12:51 PM	00h 04m	0 km 73 m	12:55 PM	00h 47m	نصر ابو القريح، قسم الخليفة، القاهرة	31.98 km/h	كبحو فون	30.05585/31.3002
3	01:42 PM	01h 13m	26 km 587 m	02:56 PM	00h 49m	11 Alex Desert Road; Desert Road, القرية الذكية، الشيخ زايد، Egypt	43.73 km/h	-	30.06431/31.0274
4	03:46 PM	01h 09m	28 km 215 m	04:55 PM	00h 16m	السوق، مدينة نصر جامعة الأزهر، القاهرة	34.66 km/h	الريمو	30.06224/31.3226
5	05:11 PM	00h 01m	0 km 61 m	05:13 PM	01h 52m	طريق النصر، مدينة نصر المنطقة 11، القاهرة	1.27 km/h	روماني	30.06072/31.3325

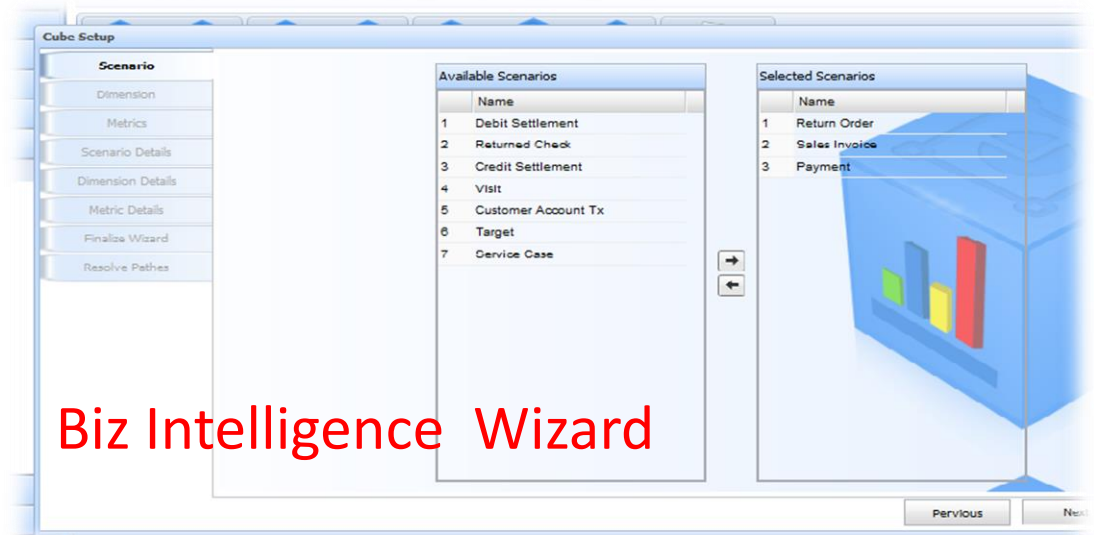


Flexible admin portal

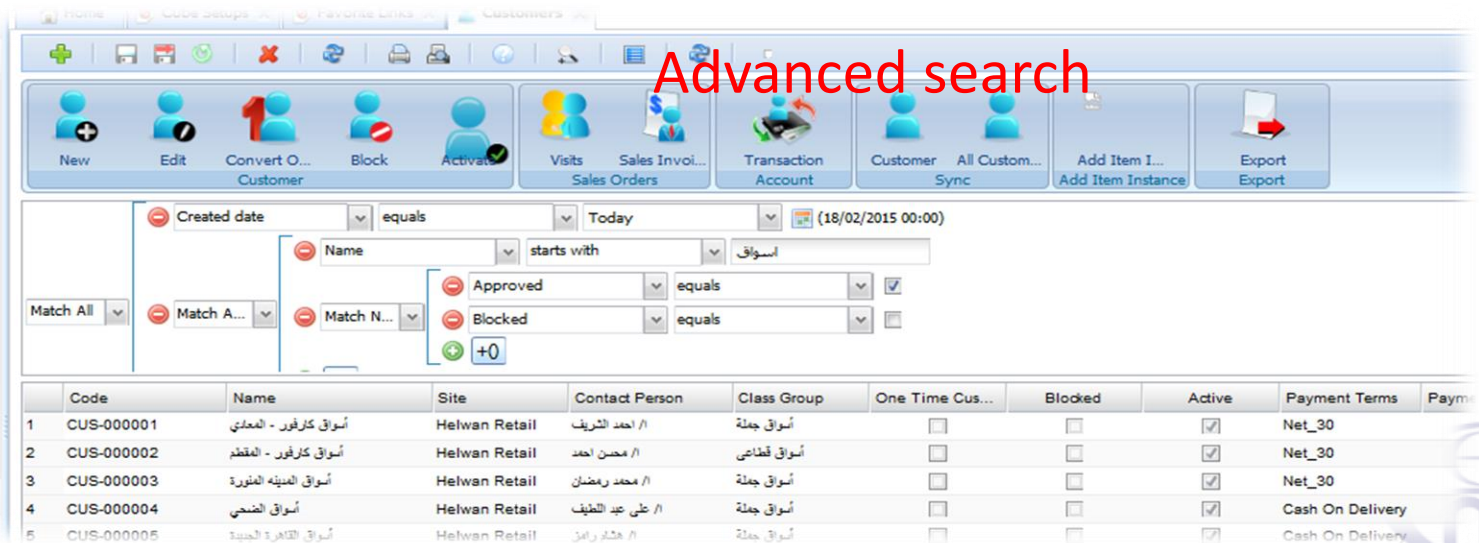
User-friendly interface



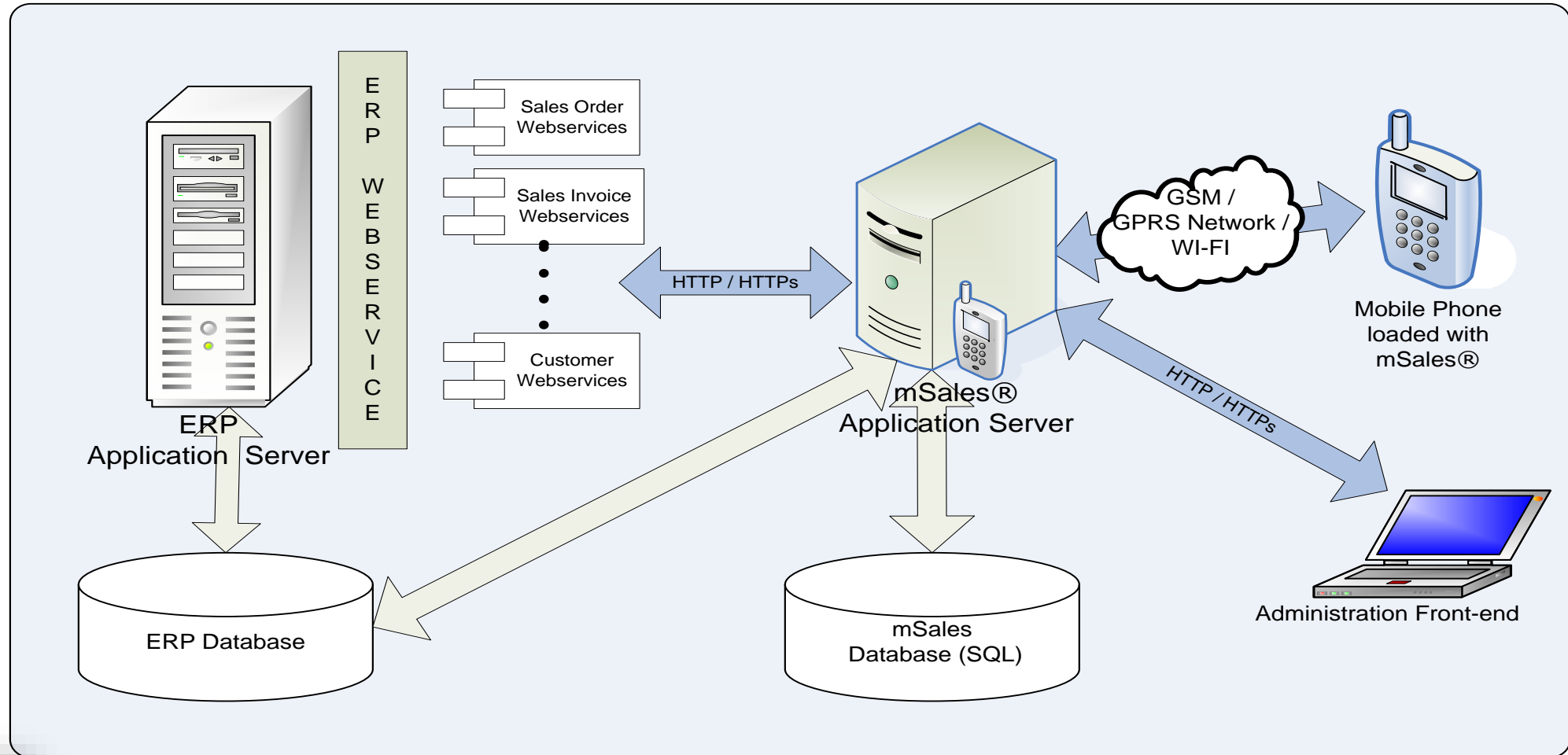
Side Navigation Pane



Biz Intelligence Wizard



High Level Architecture



Businesses We Serve



Thank you!