

Merchandizr enables clients in FMCG Distribution to effectively manage dispersed workforces

Virtual City Solution: Merchandizr

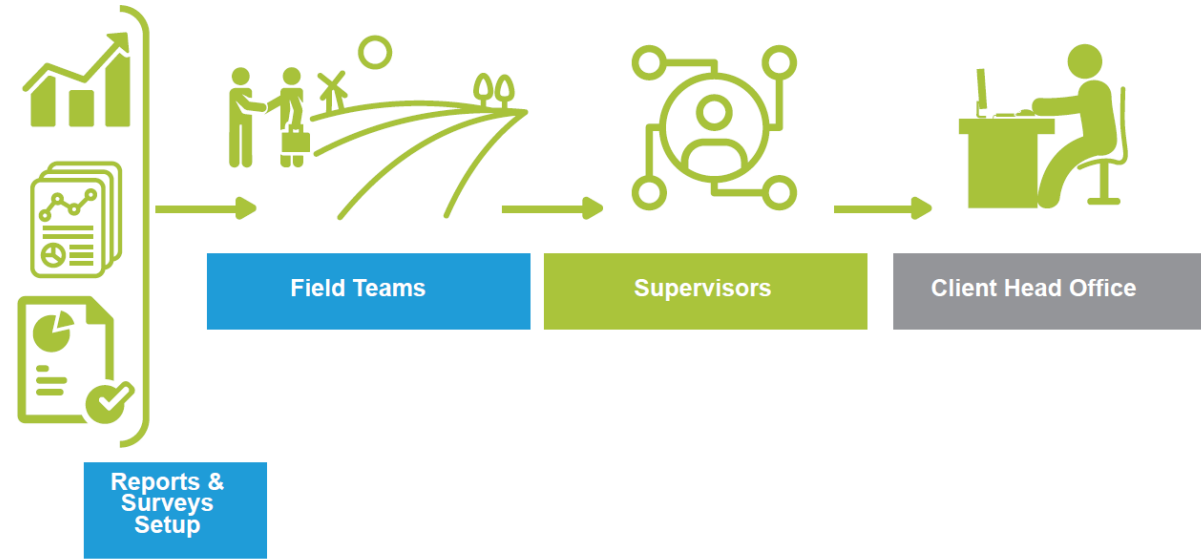
How it works:

Field agents use mobile application for data collection, mapping, and activity tracking

Data is transmitted electronically in real-time to supervisors and head office

Customized reports generated to provide actionable insights

Useful for clients managing large dispersed workforces (e.g., security, government)



Outputs:

People Productivity:

- Field staff location
- Route & activity management
- Work & transit time tracking
- Geo Tagging

Market Availability & productivity:

- Outlet Mapping
- Field Asset Tracking
- Product Availability
- Shelf Share Tracking
- Competitor Tracking

Return on investment:

- Time spent in field vs orders placed
- Assets deployed vs revenue earned
- Coverage
- And others...

Impact:

- ✓ Greater field staff productivity
- ✓ Improved accountability
- ✓ More responsive operations to market opportunities & challenges