

Our profile – fast growing IT-product born in



DANONE



KraftHeinz



SANOFI

JTi

Ace Target
Intensive sales agency

Ehrmann



Henkel

7000

users go on a daily route
with the system

500+

distribution companies are integrated
into the DMS (Distributors Management system)

50

companies are growing sales using iSellMore

500

thousands of photos per day
are collected in the system

200

thousands of retail outlets in the system



20 years sales expertise of the founder



Team of **35 talented IT professionals**

Sales representative



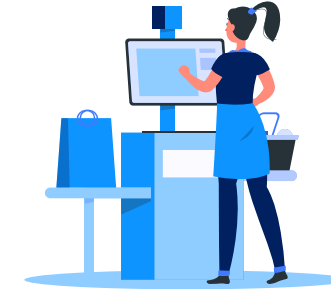
- Client's data
- Order taking
- Receivables
- Promo management

Merchandiser



- Product matrix
- On shelf availability
- Out of stock
- Planogram
- Promo mgmt
- Special tasks

Retail audit



- Price audit
- In store execution control
- Shelf share

Van seller



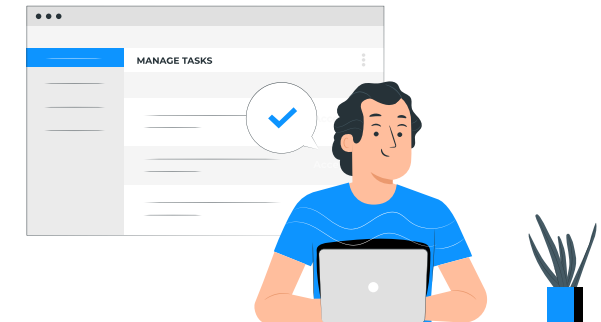
- Order taking
- Shipment
- Cash collection
- Returns management
- Documents print

Sales supervisor



- Team management
- Task setting and control
- Team KPIs

Sales manager



General workflow that we automate (example)



iSellMore automates the workflow that field force does in retail outlets

Automation of field management –

sales representatives, merchandisers – geographically distributed employees who perform cyclical tasks in retail outlets



1

Order-taking process – manage you clients, take order, manage receivables, price lists, recommended order, etc

2

Manage in-store execution – 4P (product, price, place, promo) - availability, shelf space, pricing, promo management, POSM, etc

3

Trade equipment control (refrigerators, racks, display cases, etc.)

4

Control of promotional activities in retail outlets

5

KPIs dashboard – mobile and web – sales, distribution, shelf state, visits' efficiency, any kind of reports

What info you need to get a right sales order?



Any # of price lists in a system



Flexible logic of recommended order calculation



Several product matrixes (MSL, contract matrix, store format, etc)



Information about product availability at warehouse

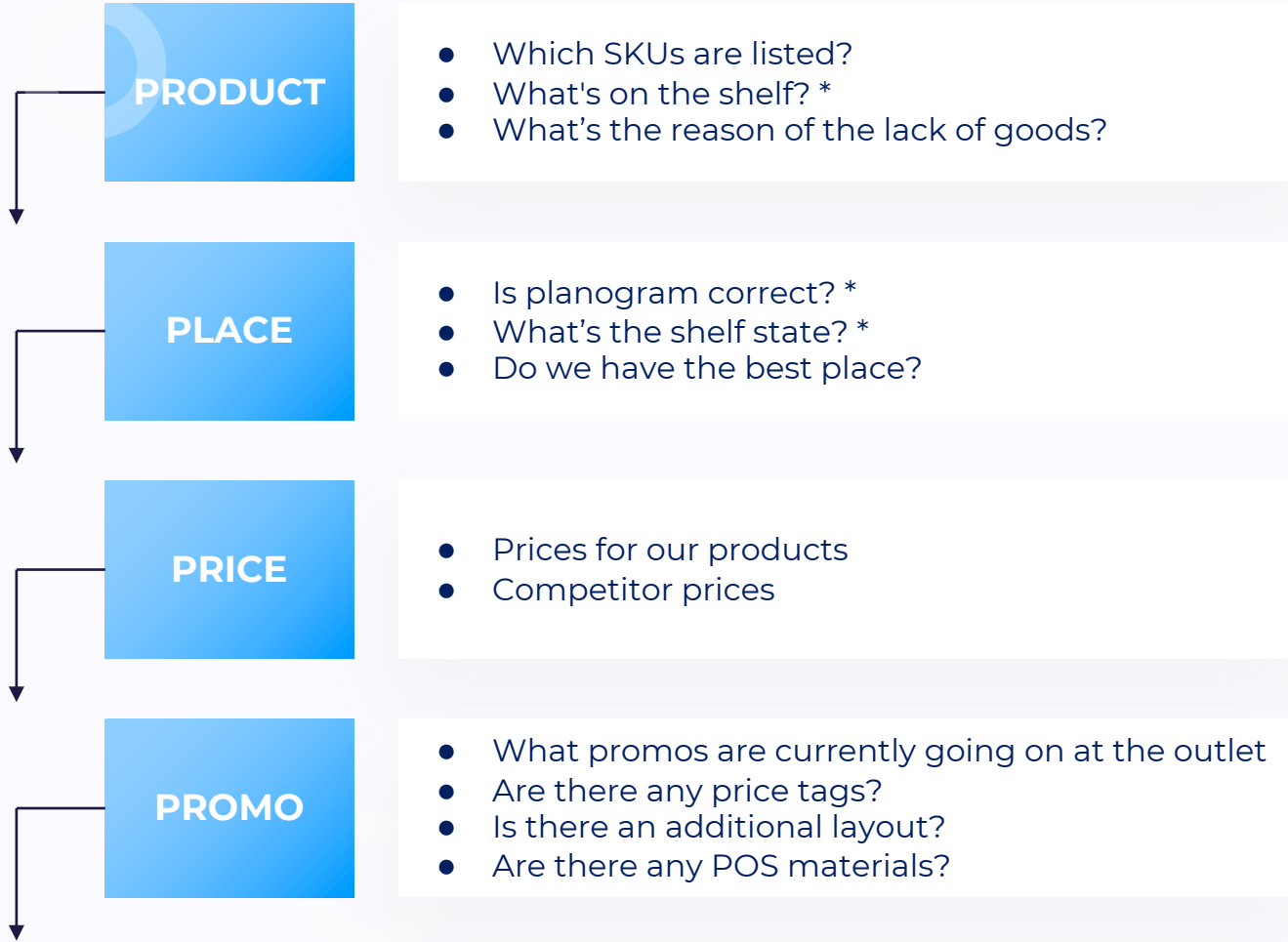


Credit limits and accounts receivables



Sales history up to 6 months (orders, shipments, stocks, etc)

Manage in-store execution



**Shelf photo
recognition ***



Customized
workflow structure



Any kind of customer
surveys (questionnaires)
with any type of data

Trade Equipment control

Branded fridges



Promo stands



Branded stands



Equipment ID
with QR-code



Location control
(GPS)



Usage control
(photo)

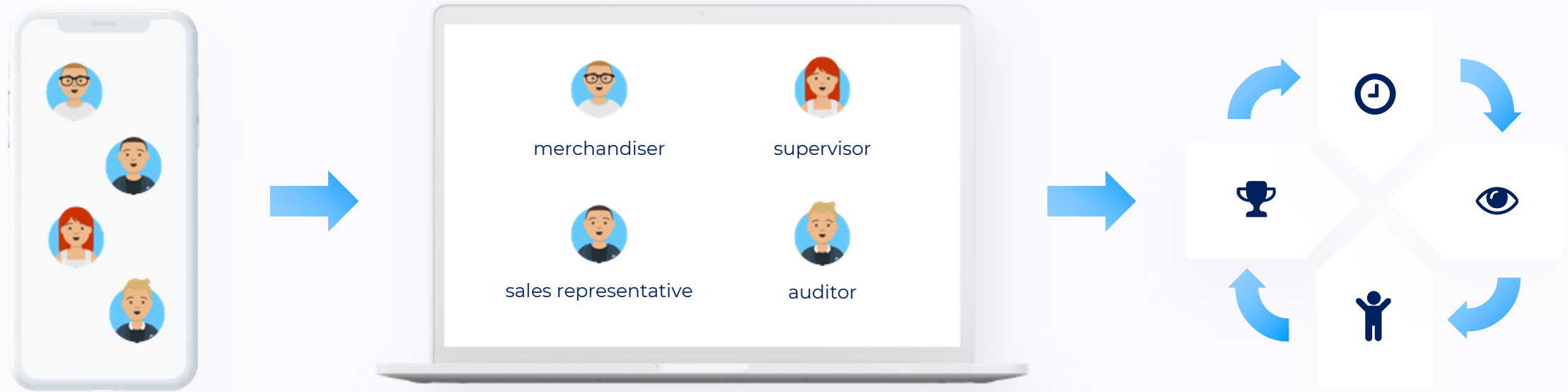


Equipment
movement orders



Equipment
maintenance orders

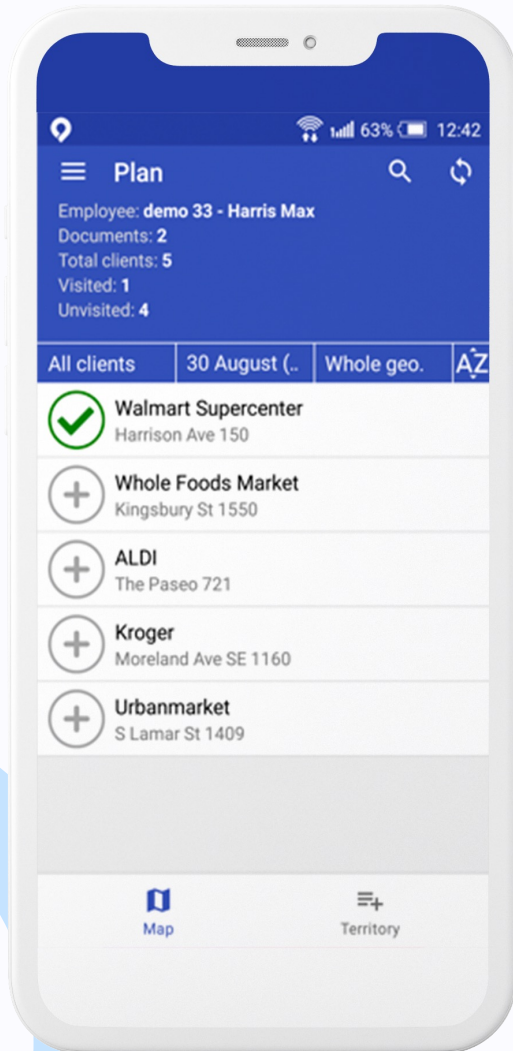
No-code automation of your workflow with a flexible set of roles



- The system supports **all types of data** – numbers, text, photos, videos, lists, etc.

- User can have **multiple roles**
- System configuration via a **user-friendly web interface**

- Each role can have **multiple workflows**
- The system architecture allows us to **adapt it to the client's tasks**



1

Create **any number and types of business processes** associated with a role, point, and condition

2

A single data source for salesforce with clear guidelines – listings, promos, special tasks, etc.

3

Online/Offline mode

4

Full transparency of every step in the execution process

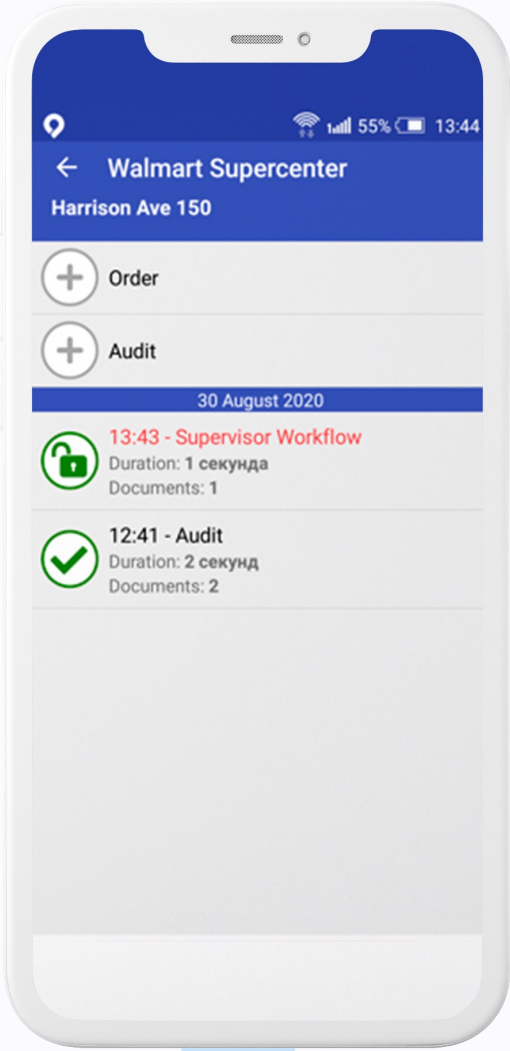
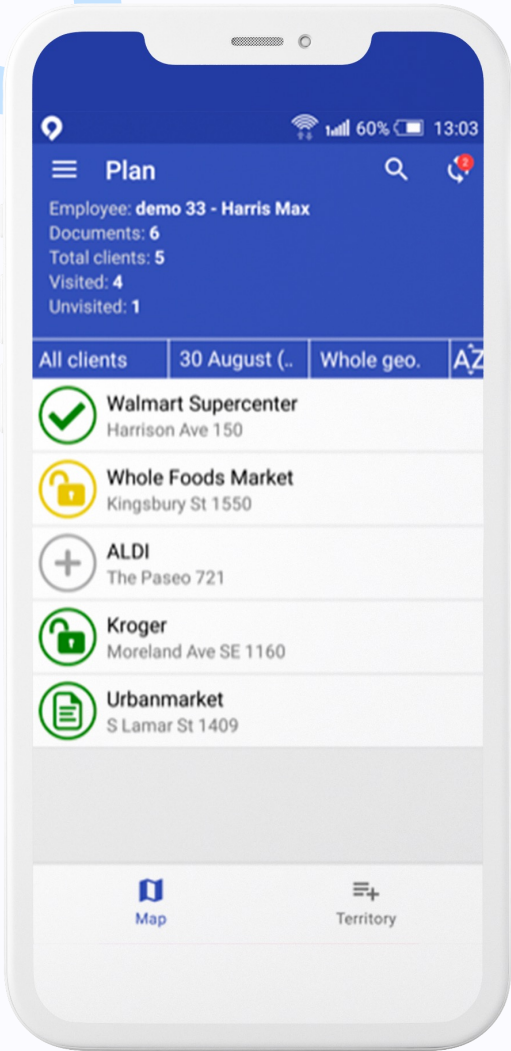
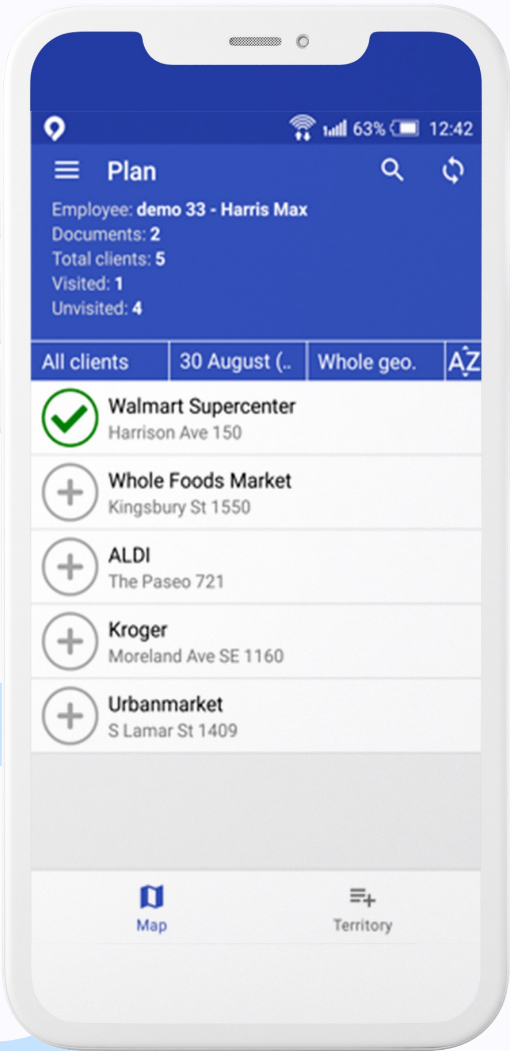
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No need for modification for 99% of FMCG companies

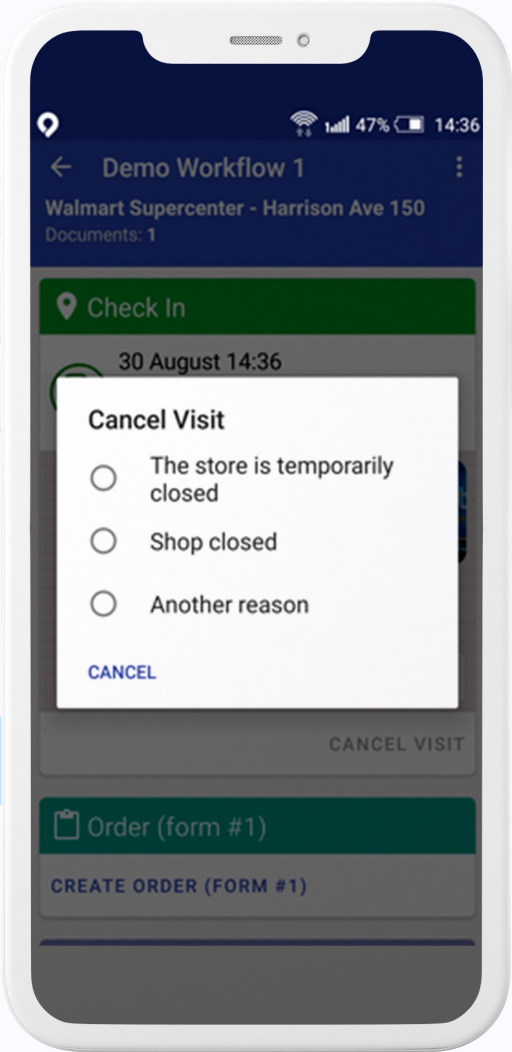
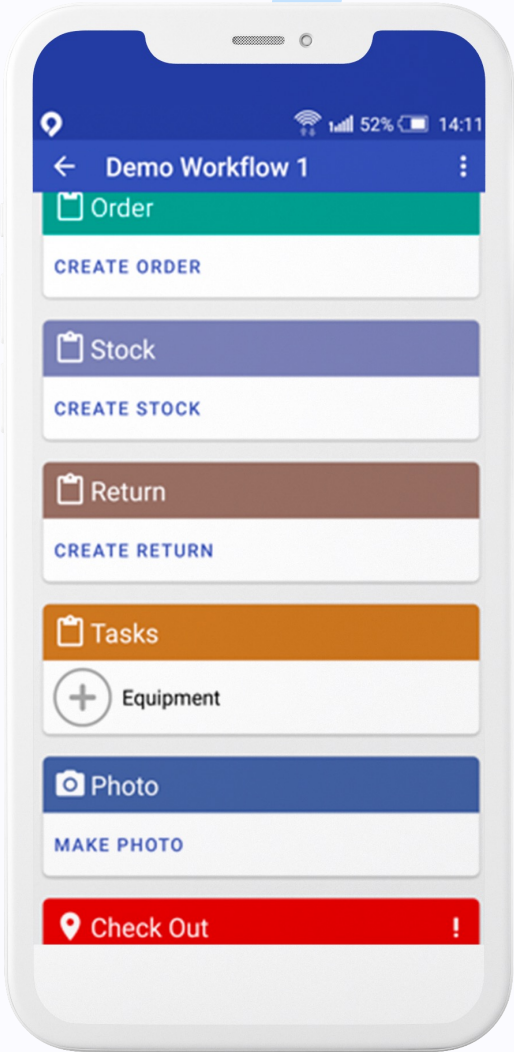
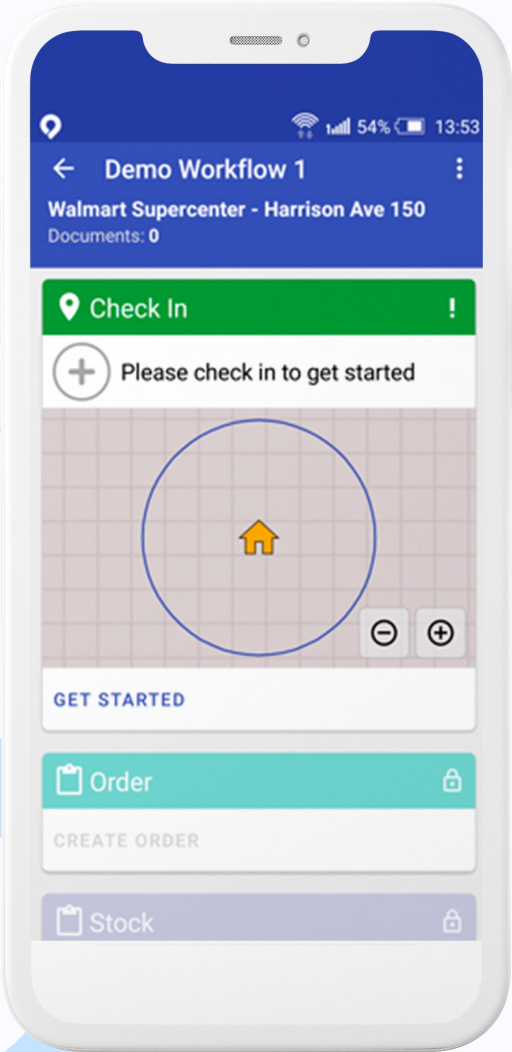
6

Android and iOS (2014 and newer) platforms

Daily route plan and workflow



Flexible visit structure



Tailor made order taking and on-shelf-availability

← Order (form #1)

Price 1

30.08.2020

Cash

CompanyName

All brands

All manufact.

All categories

All groups

All subgroups

All products

Product ↓

Pcs

Q ty

SKU 1

pcs

8

SKU 2

kg

12

SKU 3

pcs

9

SKU 4

kg

5

SKU 5

lt

SKU 6

kg

Date

30

Days

0

Ord

0

Bal

0

Shp

Sold

Ret

In stock: -

7

8

9

←

Warehouse date: -

4

5

6

Product price: 1.00 usd

Discounted price: 1.00 usd

Discount: 0%

In box: 1

1

2

3

→

Order sum: 34.00 usd

Amount: 34.00

Total weight: 34.000 kr

0

.

← Product availabil...

All brands

All manufact.

All categories

All groups

All subgroups

Products ↓

Pres

Reas

SKU 01

✓

...

SKU 02

✓

...

SKU 03

✓

...

SKU 04

✓

...

SKU 05

✓

...

SKU 06

1

SKU 07

✓

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SKU 08

2

SKU 09

✓

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SKU 10

✓

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SKU 11

✓

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SKU 12

3

SKU 13

✓

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SKU 14

✓

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SKU 15

✓

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SKU 16

✓

...

SKU 17

✓

...

SKU 18

✓

...

← Product availabil...

All brands

All manufact.

All categories

All groups

All subgroups

Products ↓

Pres

Reas

SKU 01

✓

...

SKU 02

✓

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SKU 03

✓

...

SKU 04

SKU 05

SKU 06

SKU 07

SKU 08

SKU 09

SKU 10

SKU 11

✓

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SKU 12

✓

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SKU 13

3

SKU 14

✓

...

SKU 15

✓

...

SKU 16

✓

...

SKU 17

✓

...

SKU 18

✓

...

☐ Incorrect order

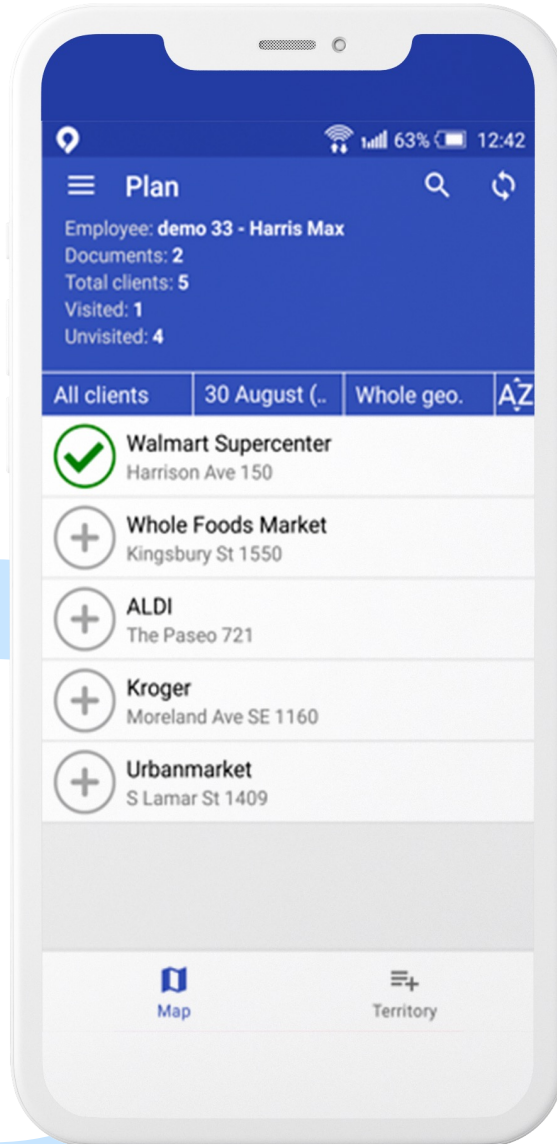
☐ No order delivery

☐ Expiration

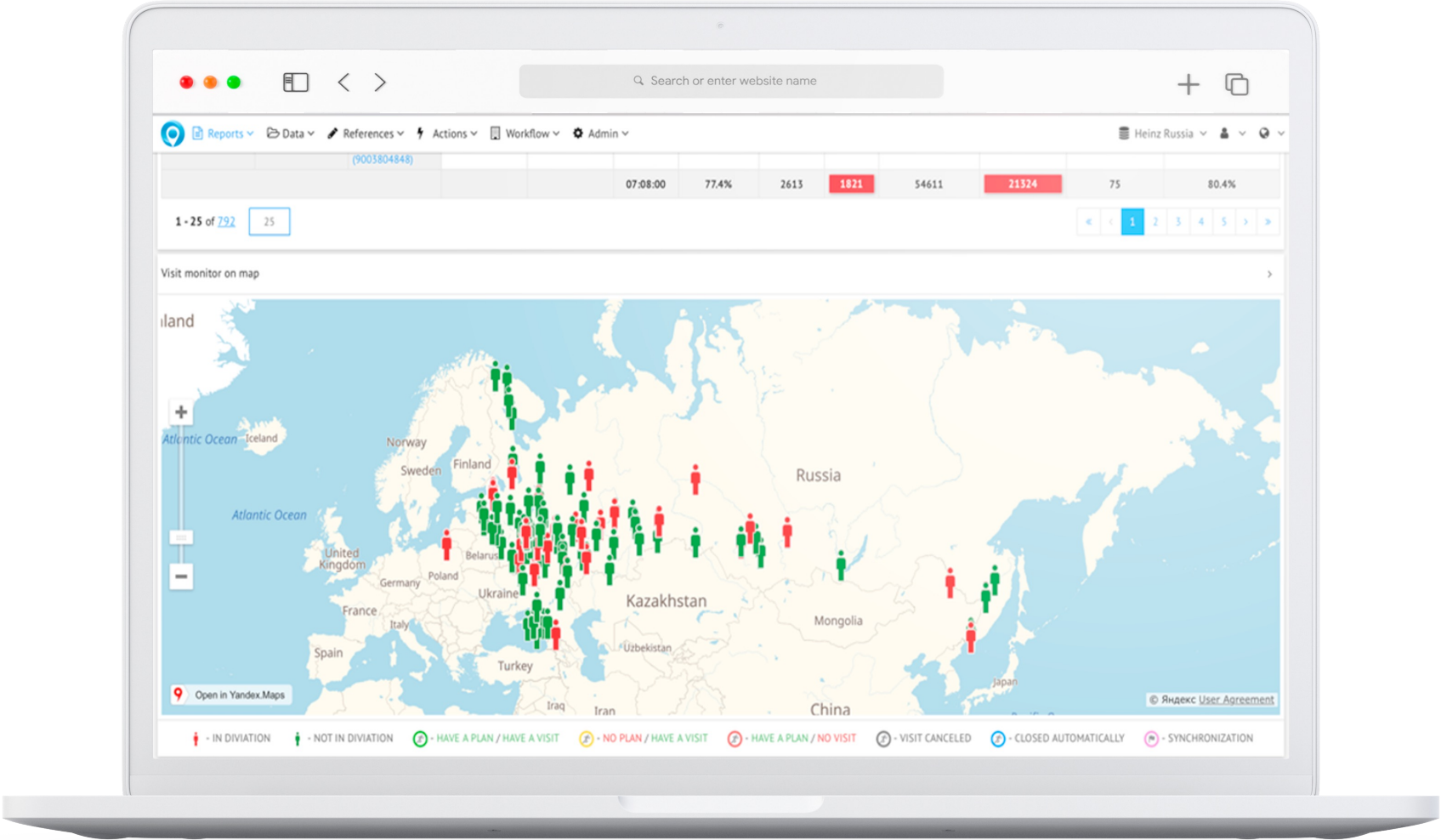
CLEAR

CANCEL

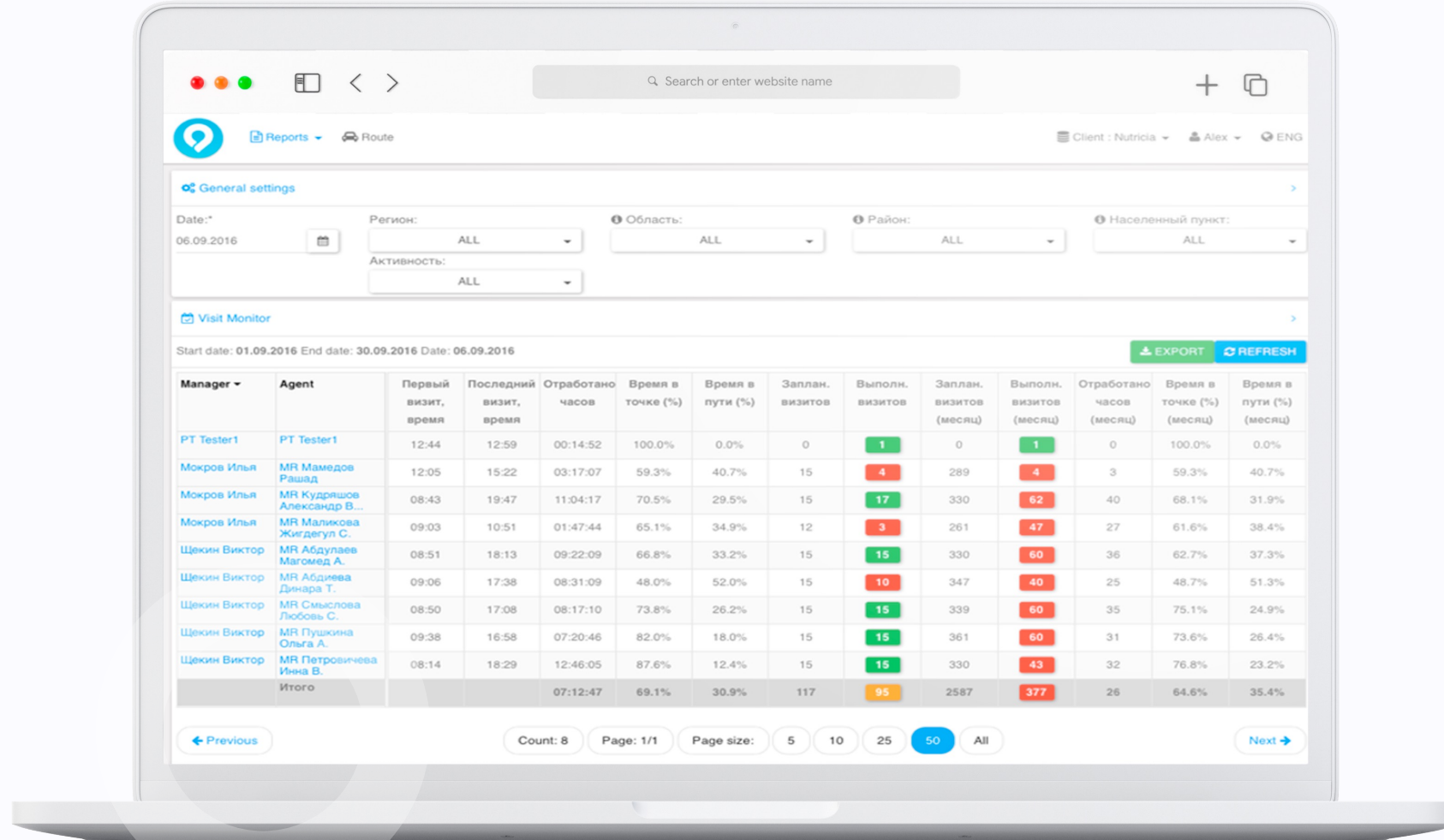
... AND a lot more other functions available!

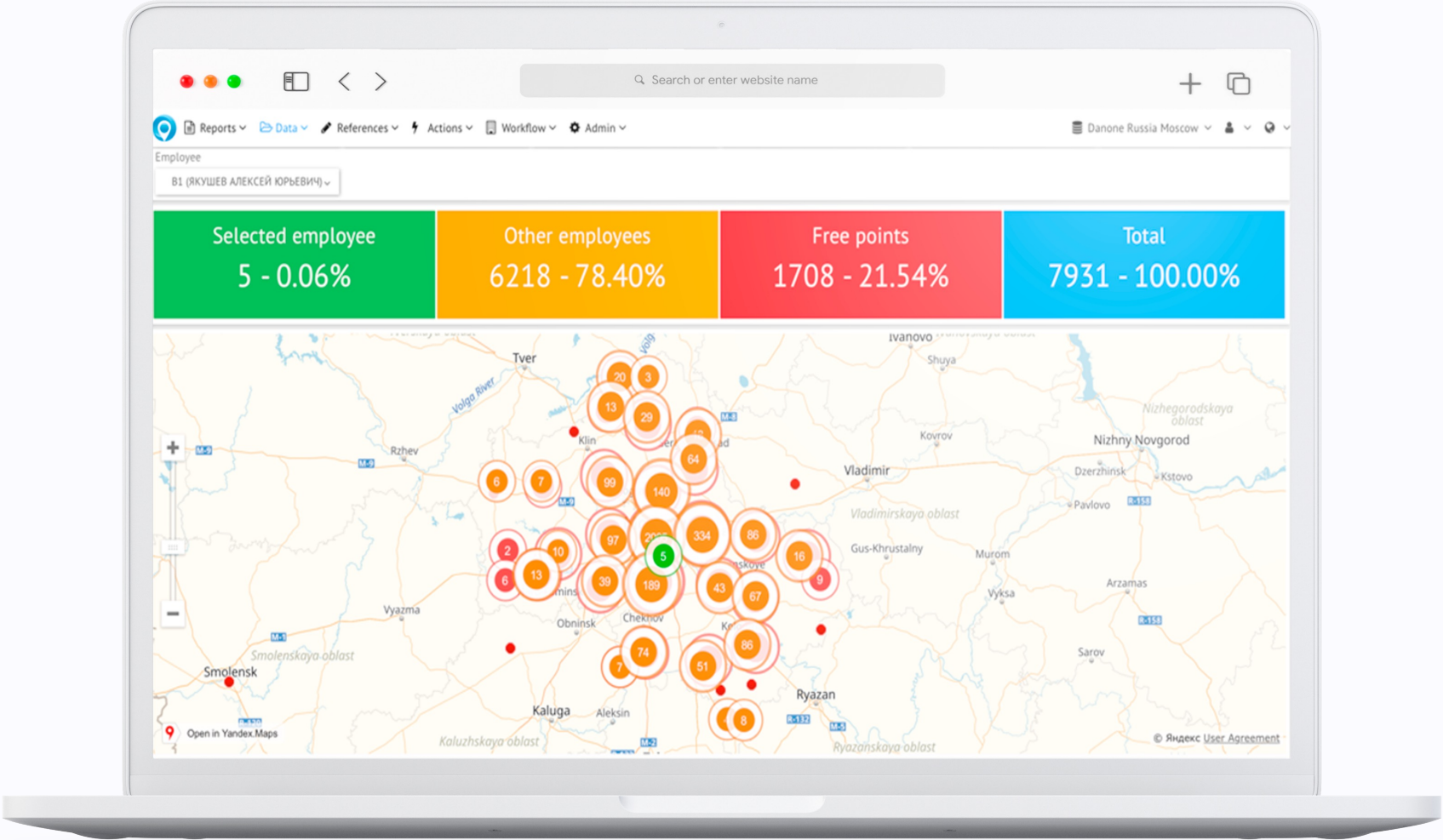


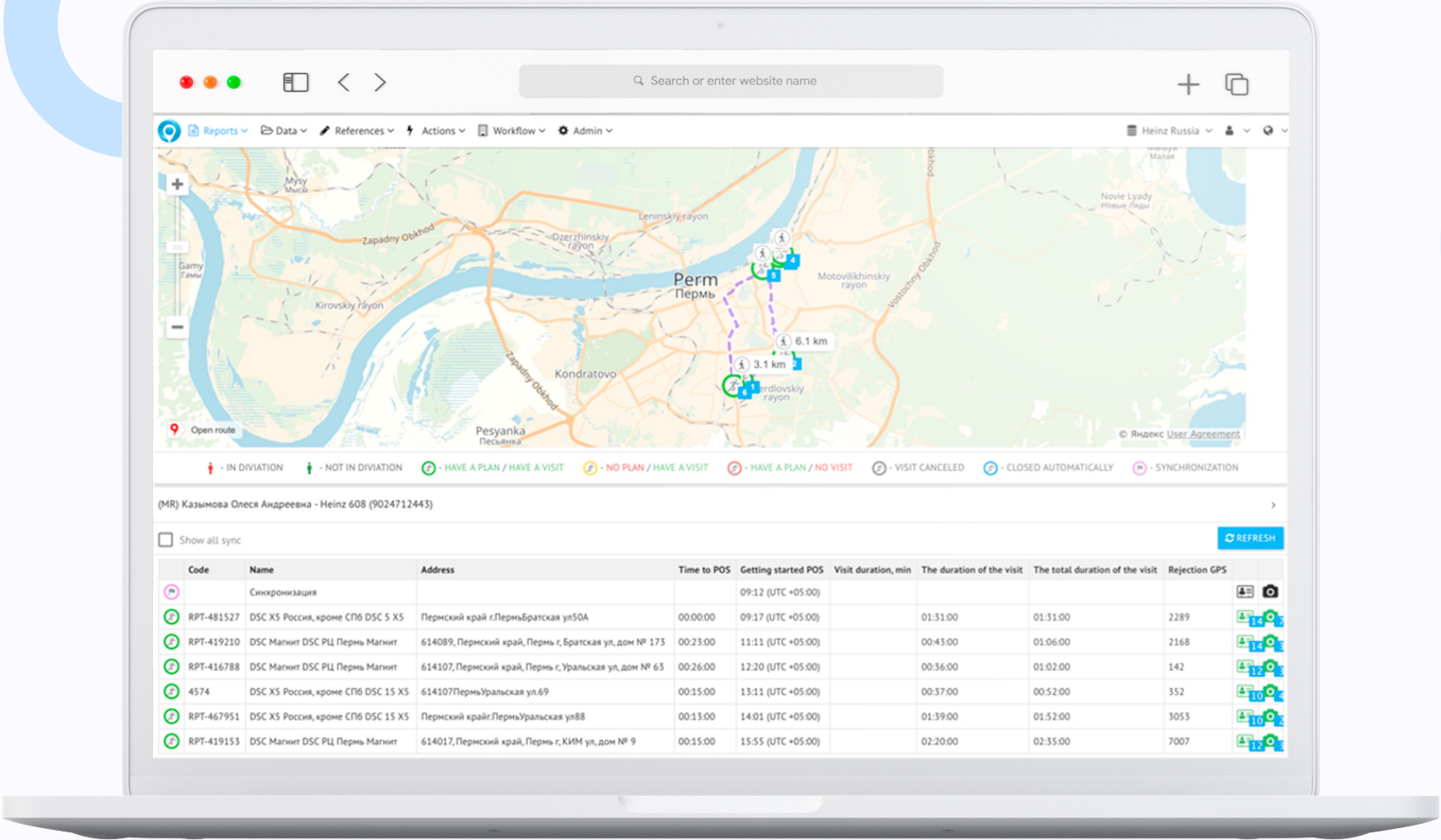
Management console – your team on the map online

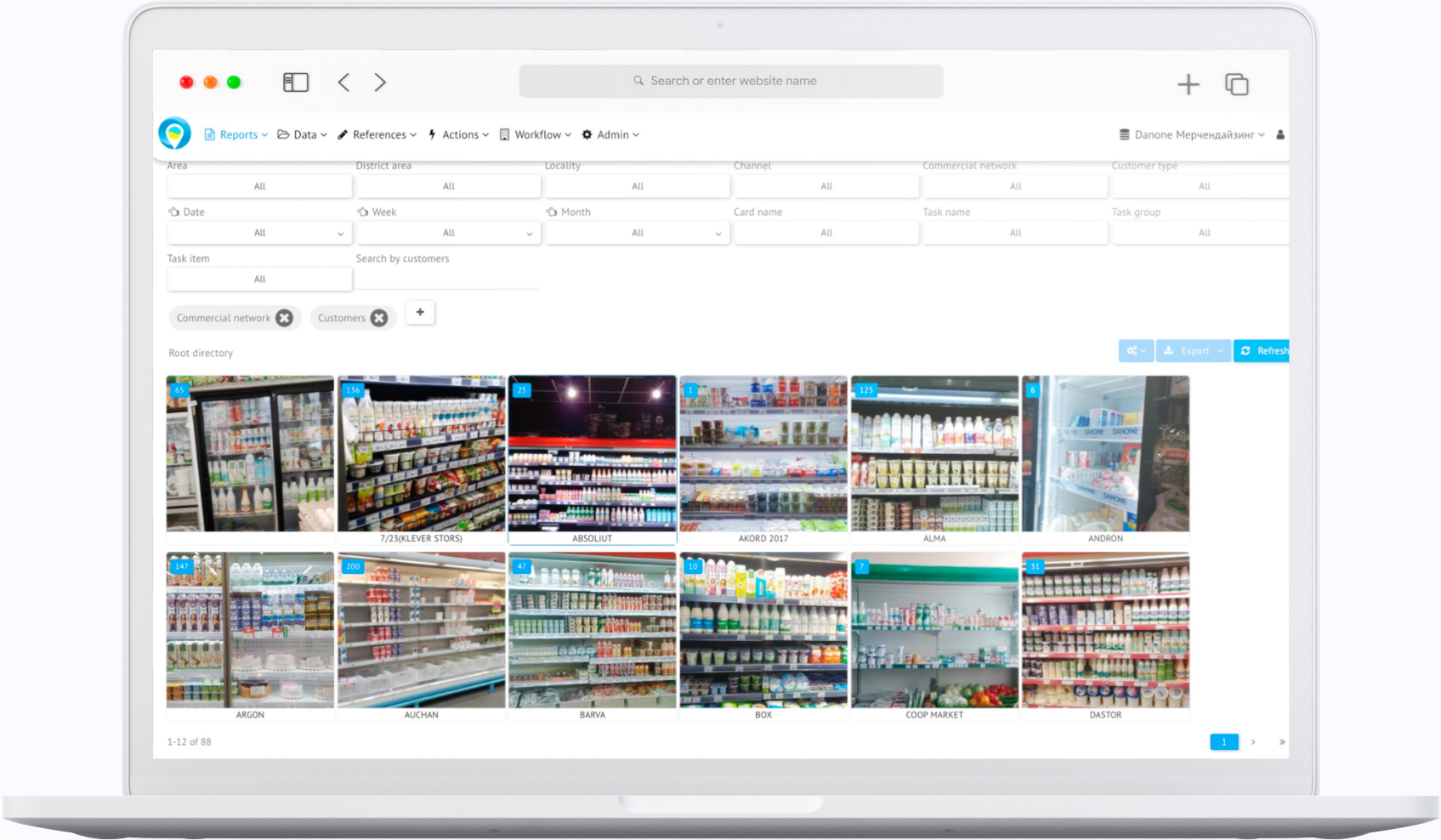


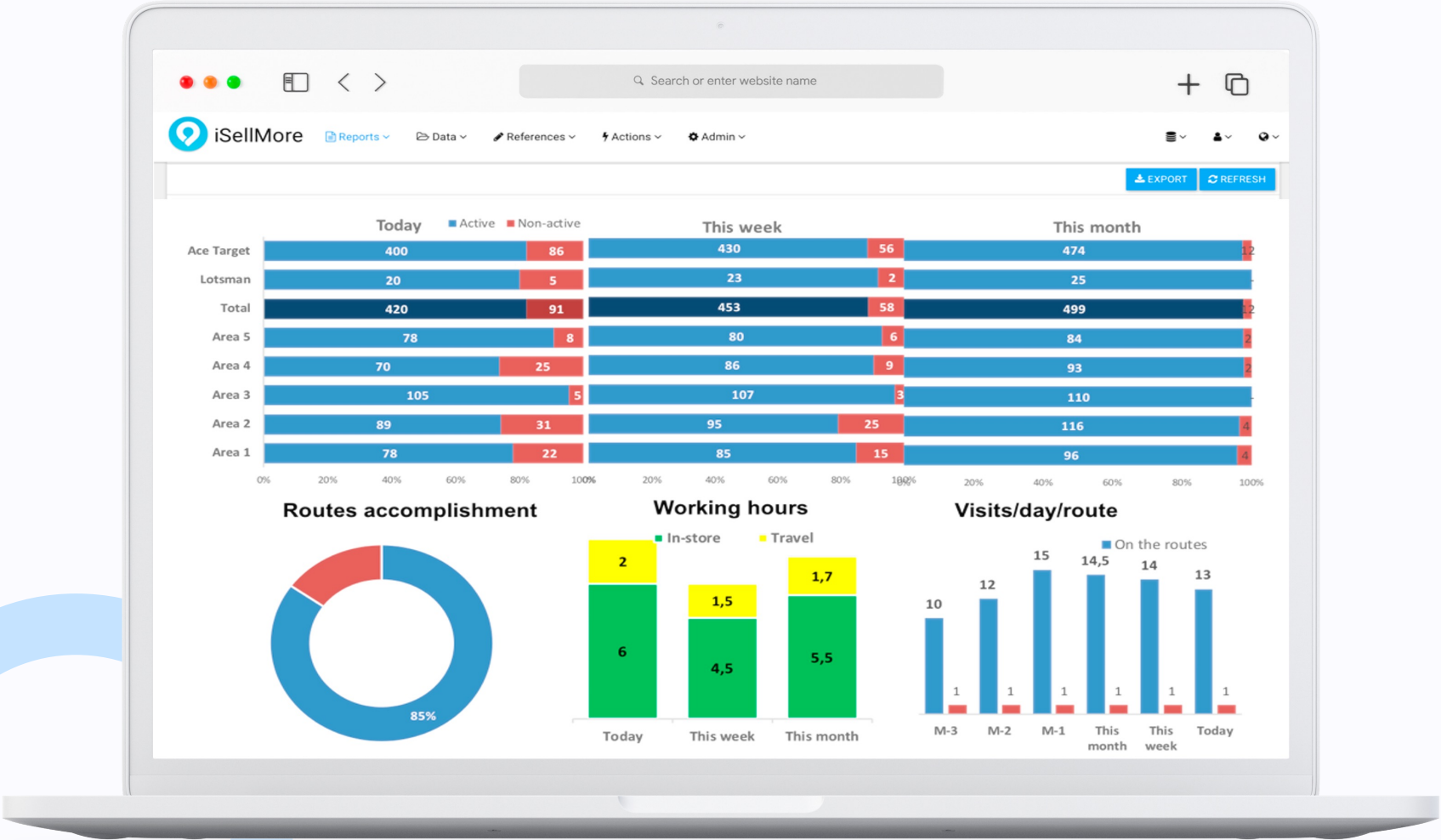
Management console – your team's KPIs



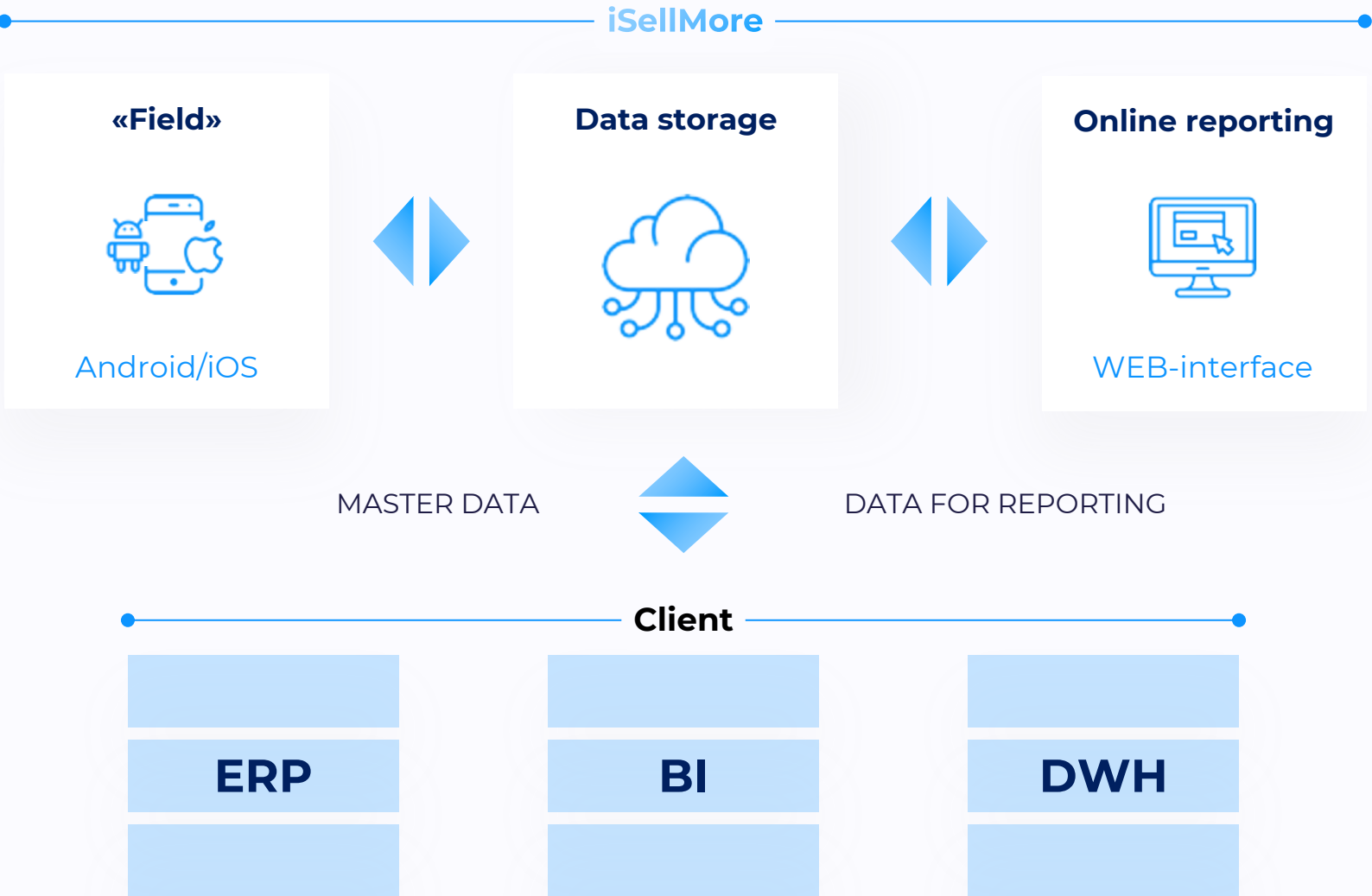








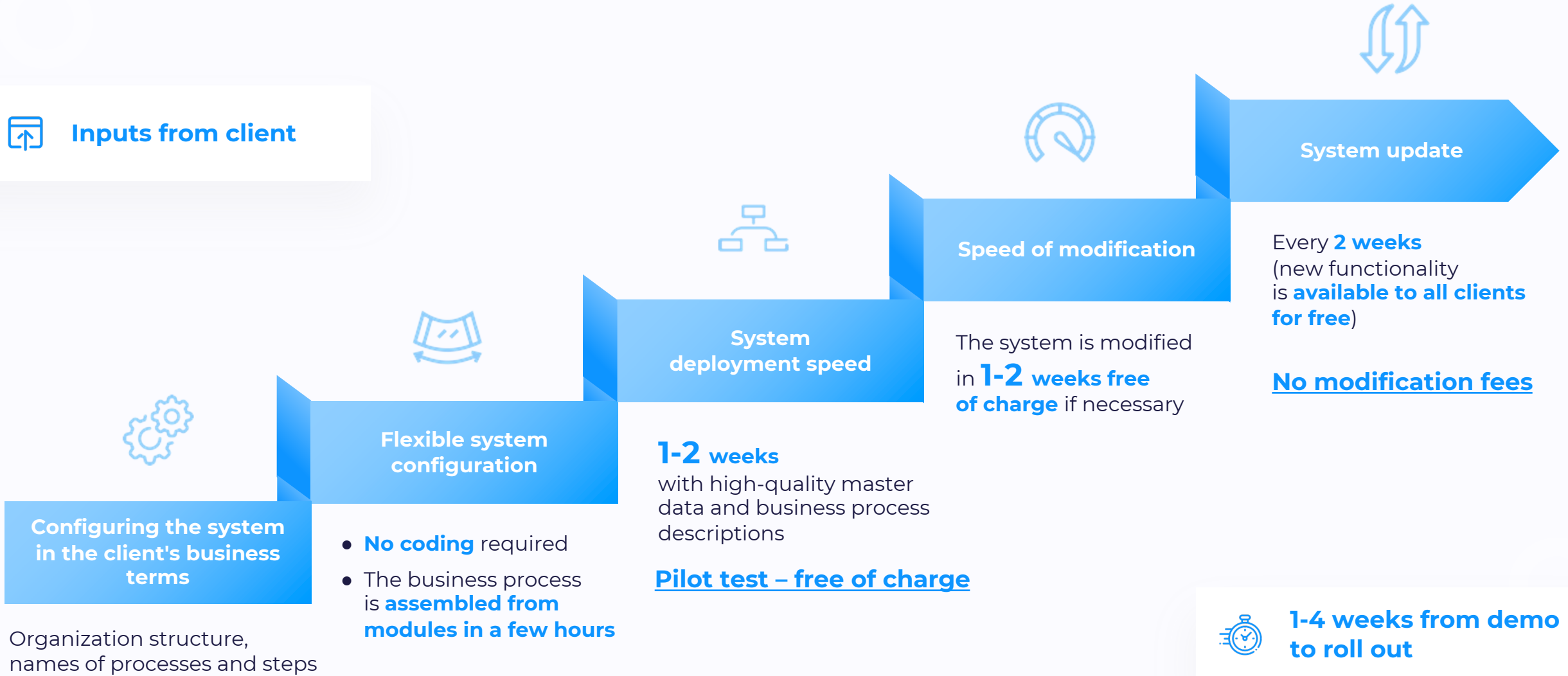
Cloud architecture provides system reliability and fast data exchange



No CAPEX needed



We are outperforming our competitors in flexibility and deployment speed



Project scope

Start - 2015

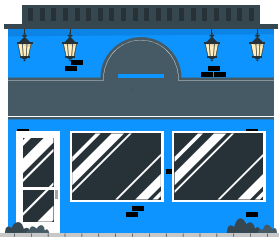
Sales Reps
300



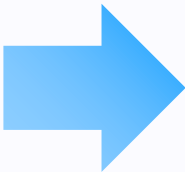
Merchandisers
250



Coverage
13 000 POS



Visits
150K per month



+25%

Growth in store coverage
with the same resource

+10%

Sales growth
(decrease in OOS)

↓10-2%

Reducing staff rotation to 2%
(monthly)

We respond quickly to any customer requests



Communication tools



Technical support



Requests (tickets) management



1-st line support:

mobile users support, small issues, resolved in 1-2 hours

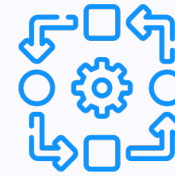


2-st line support:

master data upload, workflow change, development requests



How to start – easy!



Demo

- Main functionality
- Client's business understanding
- Gap analysis

System setup

- Working environment setup
- Master data upload
- Workflow creation
- Basic reports creation

Pilot test

- Users training
- Pilot run 3-4 weeks
- Workflow adjustment

Finetuning

- Functionality adaptation
- Reports creation
- Integration with ERP systems

Roll out

- Implementation by stages (30-40 users/stage)

Pricing – better than you thought



Pilot run (1 month) –
free of charge



System setup and integration –
free of charge



CAPEX – 0



SaaS – from 15 USD/user/month