

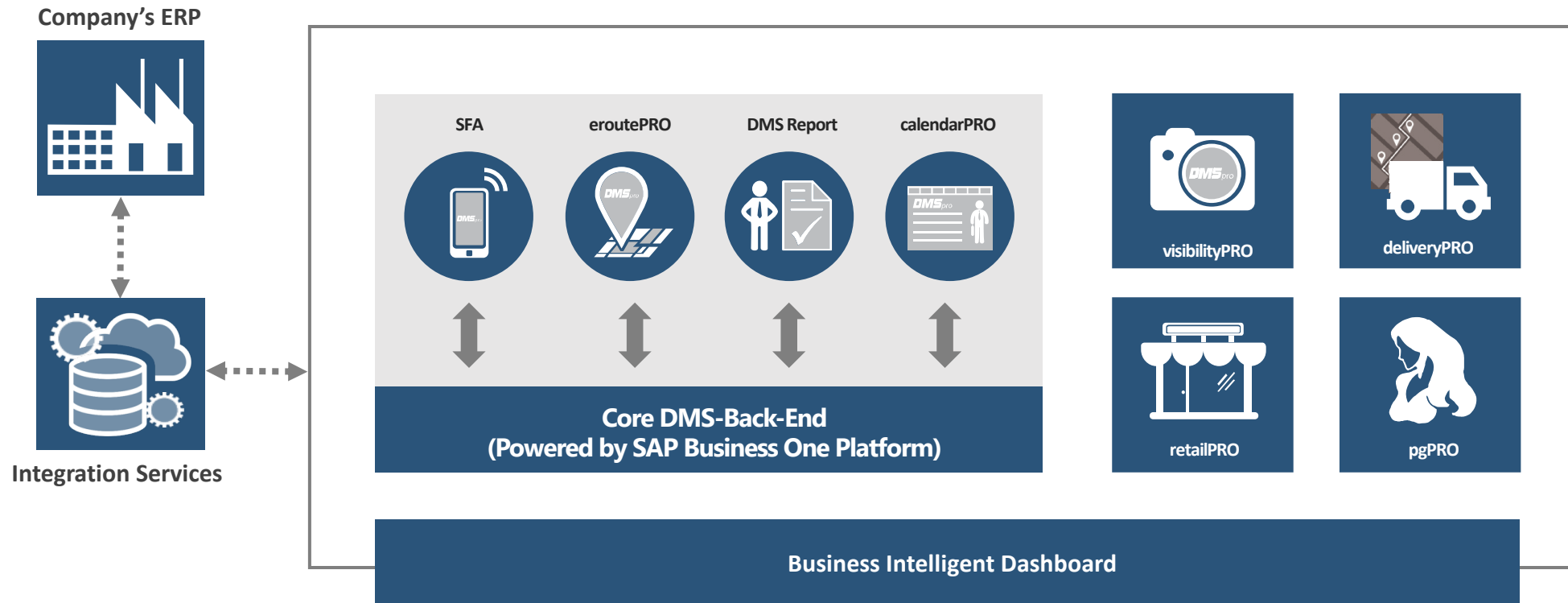


Route-to-market Excellence

Your Digital Transformation



SOLUTION OVERVIEW



KEY BENEFITS

- Support your business decisions with accurate market insights
- Simplified and Automated Sales cycle Management
- Enable to adapt market trends and demands
- Improve effectiveness and efficiency of trade marketing campaigns and distribution channels



Our solutions

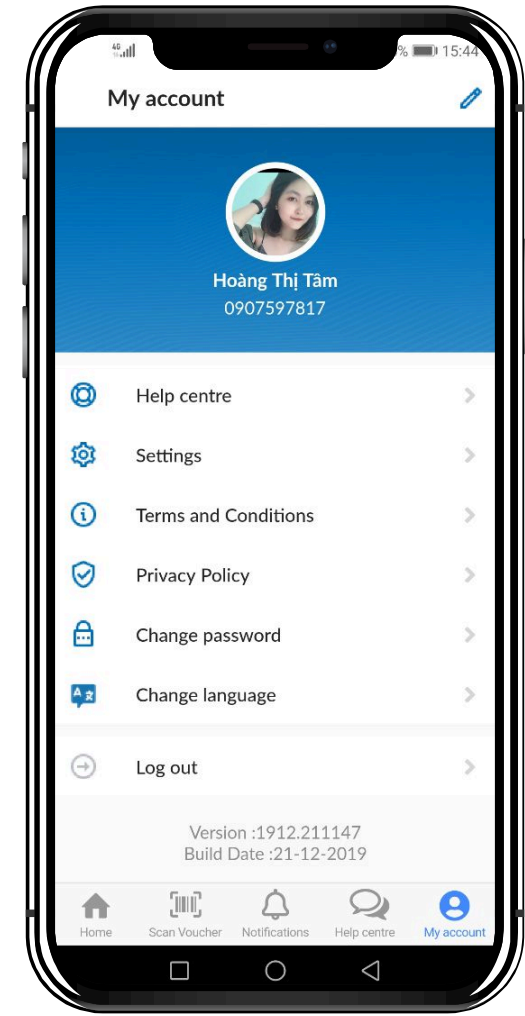


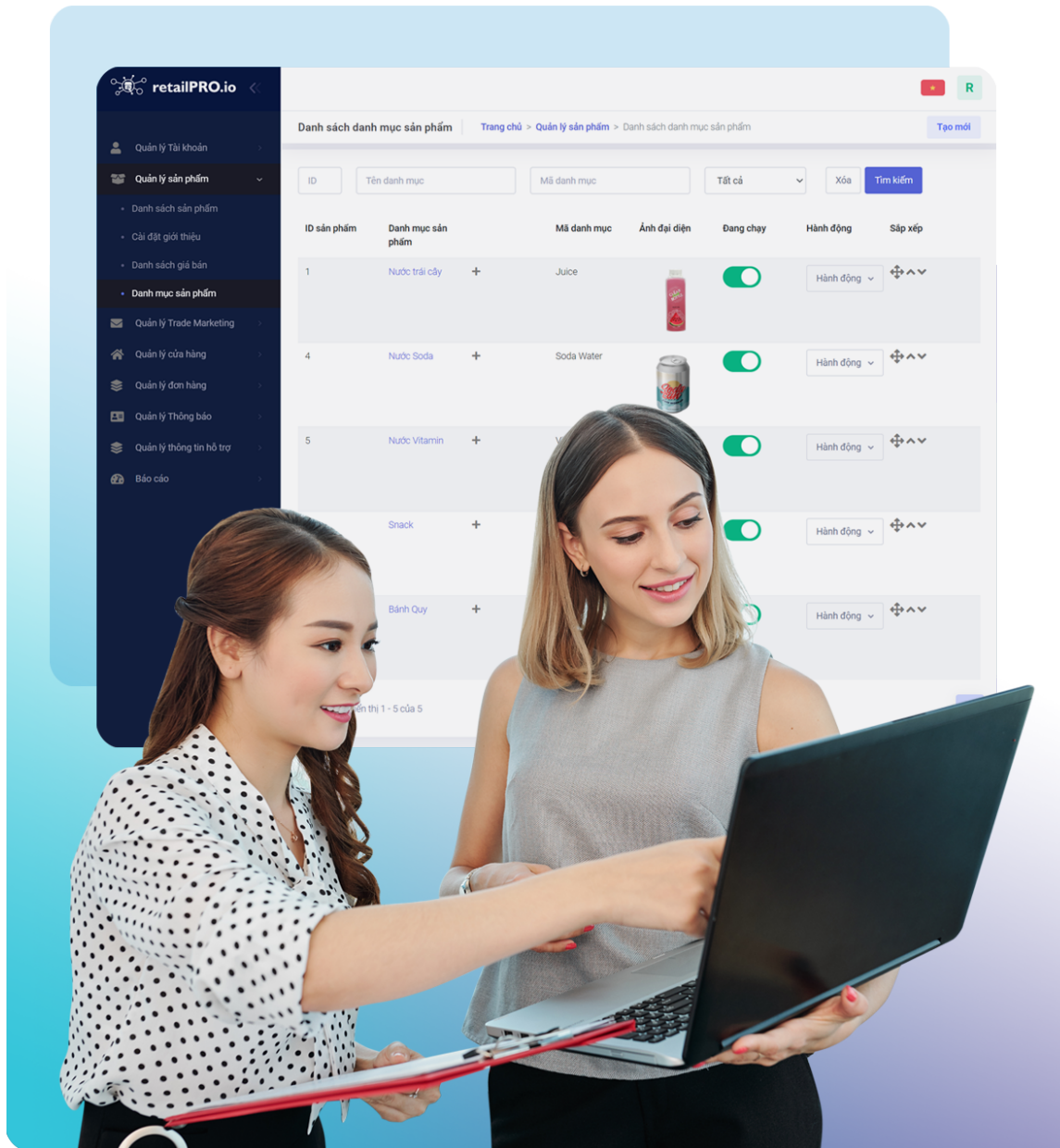
1. **retailPRO**
2. **Core DMS**
3. **Sale Force Automation (SFA)**
4. **visibilityPRO**
5. **eroutePRO**
6. **pgPRO**
7. **calendarPRO**
8. **deliveryPRO**



Our solutions

retailPRO





retailPRO.io

retailPRO is a SaaS, cloud-based platform which enables real-time, direct engagement between manufacturer/authorized distributors and retail outlets which enables unprecedented consumer reach and better market coverage with lower cost.

KEY BENEFITS

✓ **INCREASE MARKET COVERAGE**

Manufacturers can expand their distribution network and grow brand awareness

✓ **DIRECT ENGAGEMENT WITH OUTLETS**

Enable direct & personalized communication between manufacturers and retailers.

✓ **RESPOND FASTER TO MARKET CONDITION**

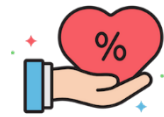
Speed up time to launch a trade marketing program and provide a target program for a specific outlet segment.



ACCOUNT MANAGEMENT

- Download from Apple Store and Google Play.
- Sign-up and login with mobile number, OTP verification.
- Connect with brands through salesman's assistance.
- Brand-specific content, notification

More....



TRADE MARKETING MANAGEMENT

- Promotion, Trade marketing program push
- Regist trade makreting program online.
- Track marketing program process
- Program execution – Ordering, Merchandising
- Program Rewards Review

More...



PARTNERSHIP PROGRAMS & CONSUMER ENGAGEMENT

- Stock check, outlet survey
- Brand bulletin
- Customer loyalty program
- Gamification
- Consumer survey (coming soon)

More....



ORDER MANAGEMENT

- Product browsing & searching
- Ordering with intelligent order suggestion
- Delivery tracking
- Product receiving
- Online-payment (coming soon)

More....

Core DMS



- CoreDMS is the system of centralization and real-time visibility to help manufacturer and distributor streamline data throughout the end-to-end supply chain, from manufacturer to each retailer. Subsequently, they will gain control, efficiency, and profitability.
- Based on cloud computing technology, CoreDMS of DMSpro is a modern approach to renew and create step-change in distribution management.
- Advantages of Distribution Management System include: Fast setup and install; Low IT cost; Mobile compatibility; Unlimited user licensing; Continuous addition of new capabilities.



✓ SECURITY

- Secured hardware
- Secured data link
- Secured at storage level
- Secured approach
- Secured at database level
- Secured at application level



✓ PERFORMANCE

- Guarantee similar access.
- Maintain access speed same as local speed.
- Process many transactions at a time.

Our solutions

Core DMS

MASTER DATA

- Product list
- Prices lists
- Attributes & geography
- Sales organize & provinces
- Employee management
- Customer management
- Master coverage plan
- Master data assignment

SALES & TRADE MARKETING

- Key performance indicators (KPI)
- Promotion & budget
- Accumulative program
- Display program
- Stock check & survey
- Competitive intelligence

SALES ORDERS

- Sales Orders
- A/R Invoices
- A/R Credit Memos
- A/R Payment
- Sales receipt
- Returns Order
- Sales Analysis Report

PROCUREMENT

- Purchase request
- Purchase order
- Good receipt PO
- Good return
- A/P invoices & credit memos
- Purchase analysis report

INVENTORY

- Good receipts
- Good issues
- Inventory transfer request
- Inventory counting
- Multiple measurement
- Multiple sales prices
- Inventory analysis report

SYSTEM MANAGEMENT

- User management
- System authorization
- Company, branch, warehouse mgt
- Distributors configuration
- Dynamic sales process
- Data posting configuration
- Multimedia



Our solutions

Sales Force Automation

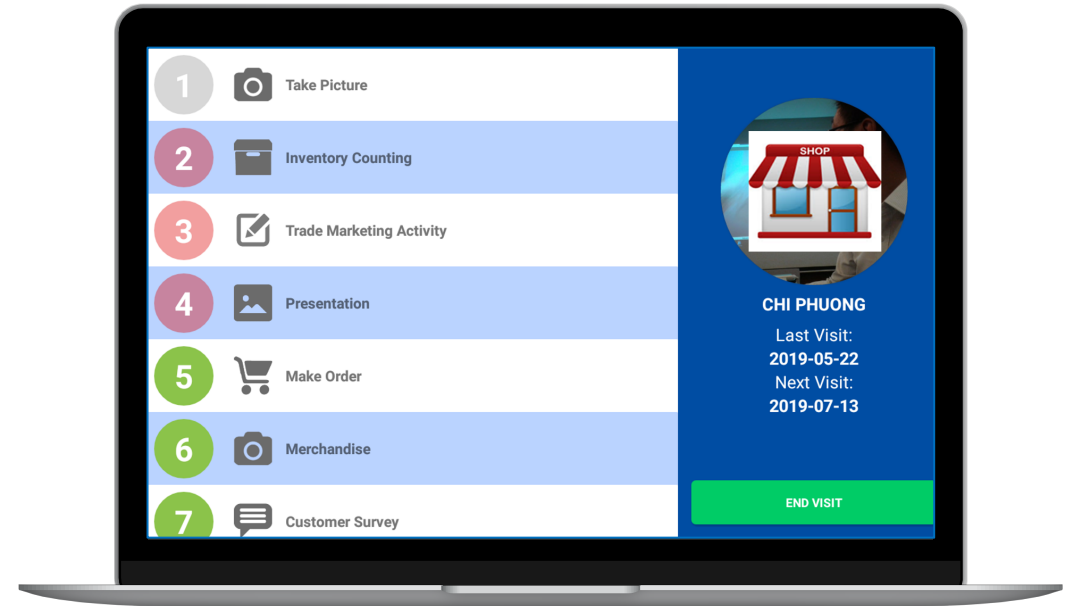
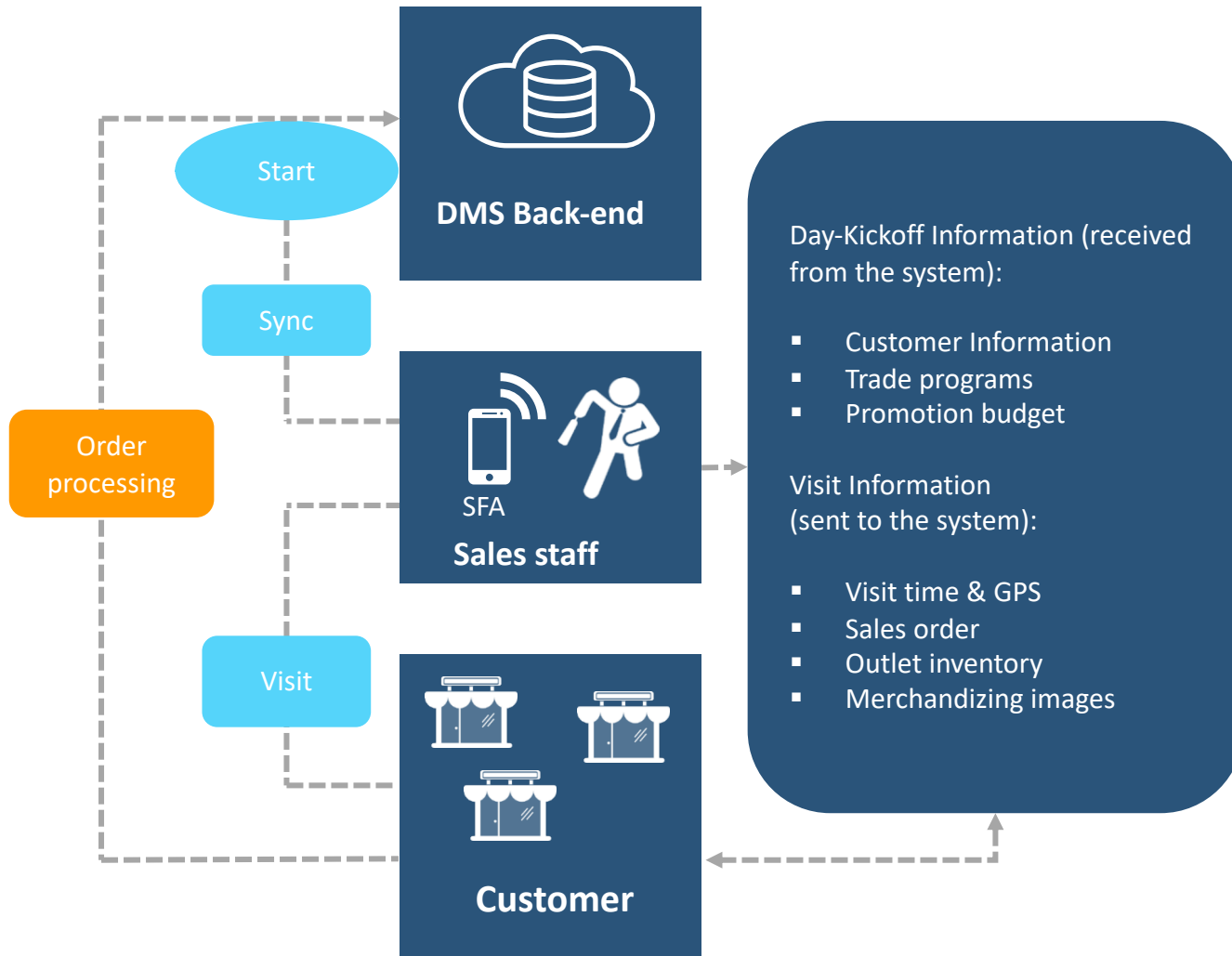


SFA empowers companies' salesforce with comprehensive customer information and clear actions to achieve their targets while ensures better sales process standardization and compliance.

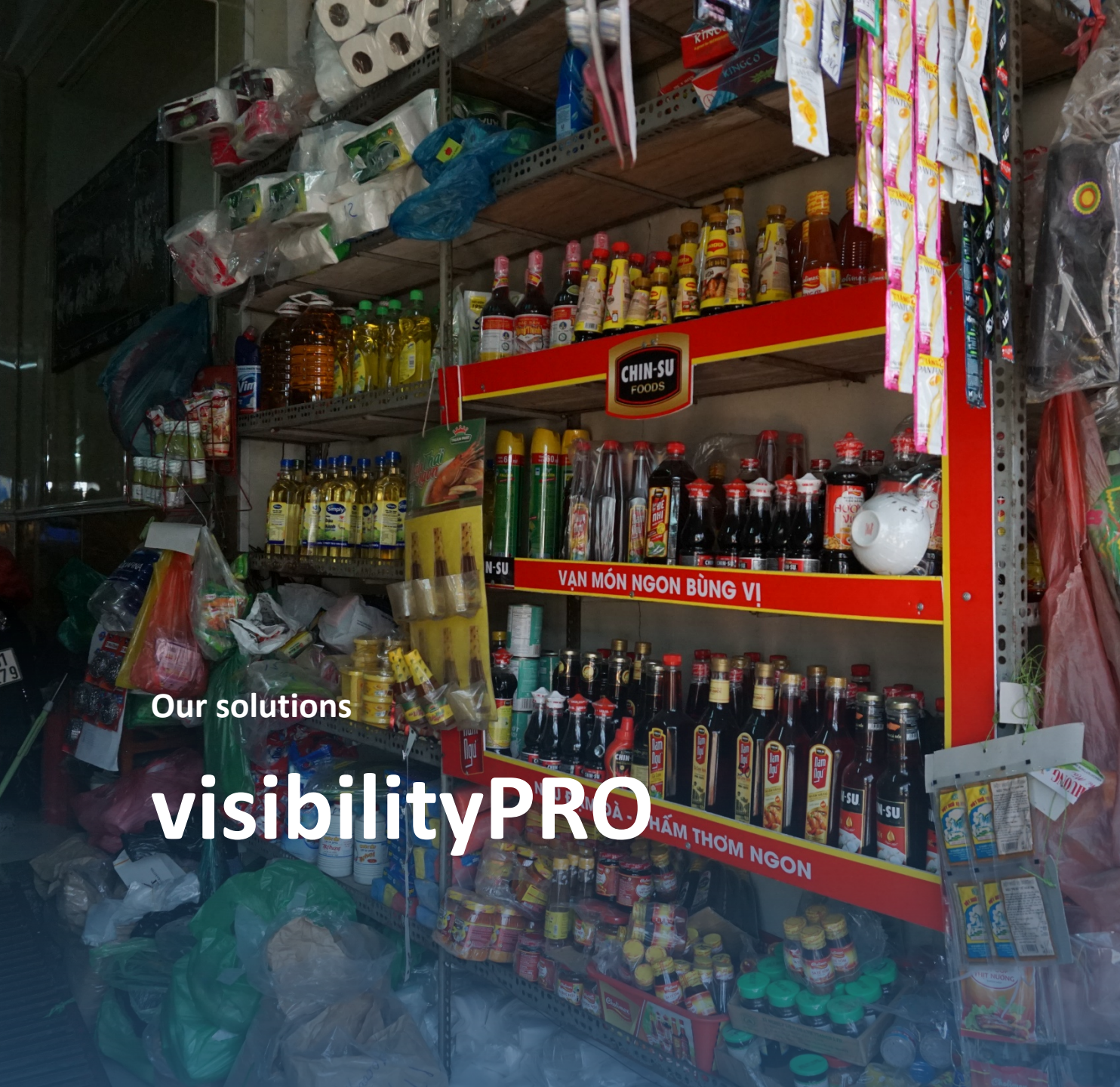
KEY BENEFITS

- **ENSURE SALES COMPLIANCE**
Reinforce data integrity, re-shape sales behaviors into a standard.
- **TRANSFORM SALES FORCE**
Optimize sales force efficiency/effectiveness, minimize low-valued manual works. Upgrade sales force execution into the world-class standard.
- **REAL-TIME VISIBILITY**
Bring real-time visibility into market conditions, distributor performance, sales force operation and product display at outlets.
- **OPERATIONAL EFFICIENCY**
Reduce a significant number of manual paperwork efforts, fewer human error & faster data entry.
- **STREAMLINE COMMUNICATION**
Easy connect among sales team through instant messages via Internet connection.

Sales Force Automation



- ✓ Compatible with Android devices (OS version 5.0 or higher)
- ✓ Hybrid mode operation (does not impact to sales rep when out of internet connection).
- ✓ Configurable Sales Processes.
- ✓ Full information to support Sales Reps take care a specific outlets.



Our solutions

visibilityPRO



visibilityPRO

a product of DMSpro Asia Pte., Ltd.

visibilityPRO brings in visibility of companies product presence, branding image through trade assets or POS materials on the market with AI-based image recognition technology.

KEY BENEFITS

- Using **AI (Artificial Intelligence)** to measure customer behavior.
- Improve sales compliance.
- Accuracy numeric distribution (vs. Outlet stock/PC).
- Saving the auditing cost.
- More frequent display assessment.
- Improve interaction between sales rep vs. Shop owner.
- Timely program assessment & reward
- More accurate POSM tracking

MERCHANDISING

- Photo genuineness check
- Photo taking-location check.
- Merchandising scoring.
- Competitor product recognition – “Numeric Distribution” result.



DISPLAY PROGRAM EVALUATION

- Product “face counting”
- Planogram adherence scoring: Right products, correct number and position



POSM EVALUATION

- POSM installation scoring for acceptance
- POSM audit

Our solutions

eroutePRO

eroutePRO

a product of DMSpro Asia Pte., Ltd.

eroutePRO is a Web-based application providing sales management with near real time visibility of their team on the ground, their customer visit progress and results which enables management's prompt supports and intervention when necessary.

KEY BENEFITS

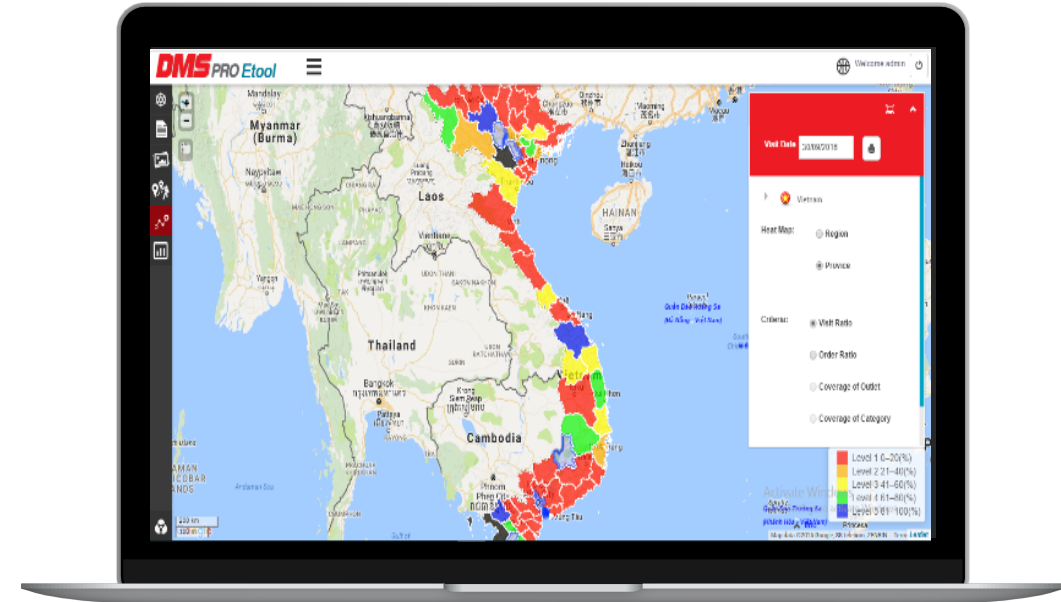
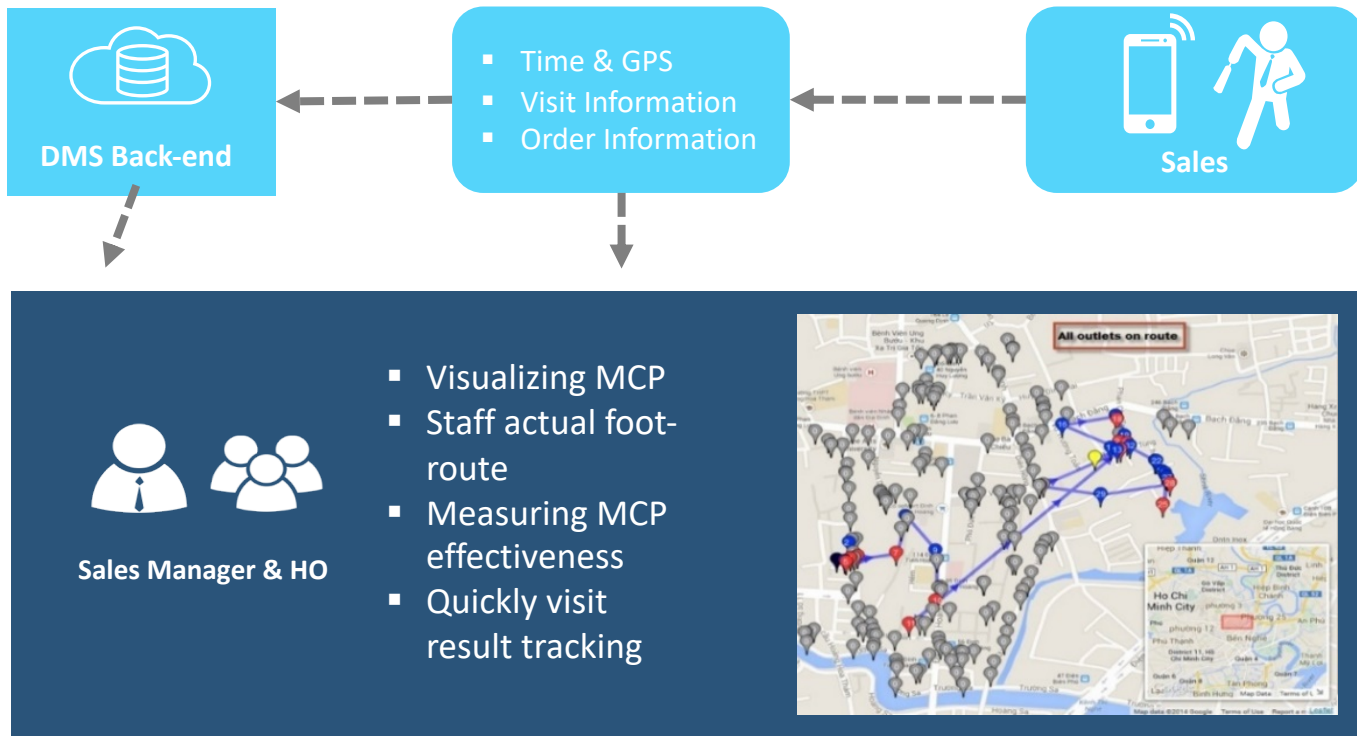
✓ SALES COMPLIANCE MONITORING

Visualize the location, visit sequence, and visit results of each salesmen in real-time so that sales supervisors can monitor and support daily sales activities. Acquire team compliance and MCP efficiency.

✓ FULL VISIBILITY CONTROL

Bring real-time visibility into the working calendar of sale lines. Visualize salesmen's capability to conduct training plan accordingly for each individual.

eroutePRO



- Web application, mobile-ready
- Instant communication with pivot report
- Real-time accurate data



Our solutions

pgPRO



pgPRO.io

pgPRO is the solution helping companies to effectively plan and execute all brand promotion, consumer engagement activities through their promotional field force with mobile technologies while ensuring professional brand image and process compliance.

KEY BENEFITS

✓ **BRAND PROMOTION**

Effectiveness in brand promotion, consumer engagement activities.

✓ **ENSURE PGS COMPLIANCE**

Ensure professional brand image through enforced learning/coaching and assessment of the promotional field force

✓ **FULL VISIBILITY CONTROL**

Clear KPI and Time & attendance feature ensure process compliance.



ACTIVITIES & TRACKING

Track PGs compliance throughout the permanent/ mobile route. Drive them to focus on approved route plan.

DIGITAL MONITORING

Monitor through any kind of digital device: laptop, tablet, smartphone.

REAL-TIME REPORT

Provide a full picture of activation campaign through reports: working time, selling revenue/ volume, KPI, inventory stock, etc.



Our solutions

calendarPRO



CalendarPRO is a mobile application allowing sales management to plan and execute their activities be it training/coaching to a salesrep on the field, working with a new distributor or visiting a customer.

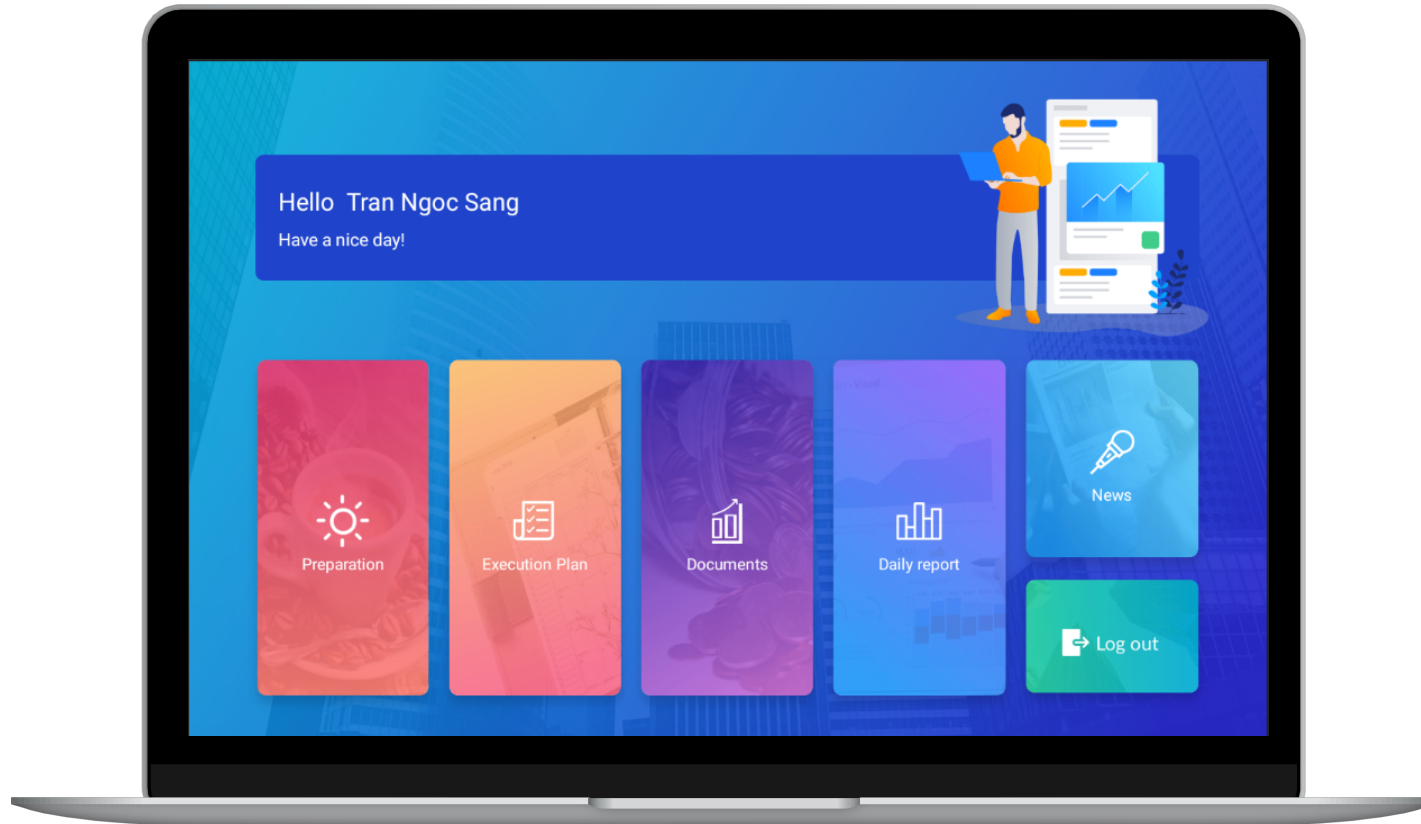
KEY BENEFITS

✓ COMPLIANCE

Optimizing communication between members to speed up planning and decision-making.

✓ IMPROVING PRODUCTIVITY

Minimizing time to manually register and approve the work schedule of sales supervisor and sales managers. CalendarPRO also helps the sales supervisor to evaluate salesman's capability.



USER OPERATION

- View training calendar
- Calendar definition (Field Work, Coaching, Others)
- Leave request
- Today to-do list
- Review salesforce performance
- Coaching member execution
- Multimedia communication & data
- Working, Coaching report



Our solutions

deliveryPRO



KEY BENEFITS

✓ QUALITY MANAGEMENT

Easy to keep track of delivery schedules and orders from any stages. Proactively track and monitor all orders.

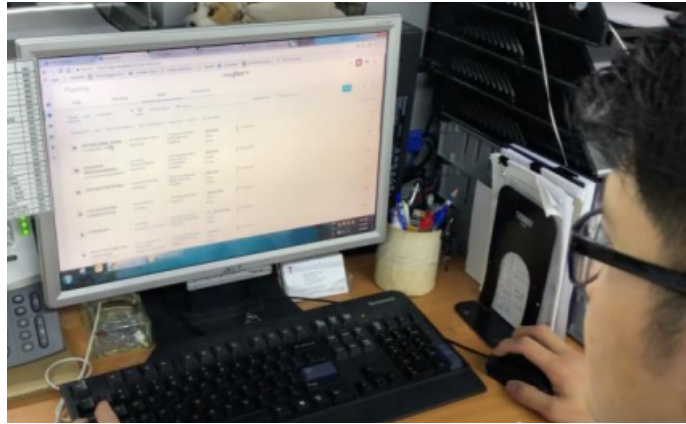
✓ FLEXIBLE MANAGEMENT

Automatically dispatch jobs to driver by zones.

✓ LOGISTIC PLANNING

Plan a delivery schedule and optimize routes dynamically.

deliveryPRO



PLANNING



SUCCESSFUL DELIVERY



E-SIGN, INSTANT UPDATES

- ✓ The last mile in a product's journey is the most expensive at 53% of overall shipping cost.

- ✓ The delivery process is time-consuming, and most brands have no visibility or control.

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