Discover new "out of the box" ways to solve business challenges and deliver them by providing global IT-services based on sharing economy & possibilities of artificial intelligence

IPLAND is the part of ASNOVA HOLDING

> Began activity in 1992

> More than 6 000 employees

> Annual revenue more than 300 000 000 $

> Annual international audit by Deloitte

- Retail
- Distribution
- Food manufacturing

- IT
- Agriculture
- Logistics

About IPLAND

ip land International IT service provider   **effie>** IT service for sales management

Mission

Our mission is to increase efficiency of supply chain: from manufacturers and distributors to retail chains in FMCG and pharmaceutical industries by providing global IT services based on sharing economy of scale & artificial intelligence

Values

- Trust
- Passion
- Sense of beauty
- Simplicity

Management approach

Holacracy
Purpose driven management • Role model structure • Integrative decision making

ITSM Practices
for Support processes

SCRUM
for Software development

ISMS ISO27001
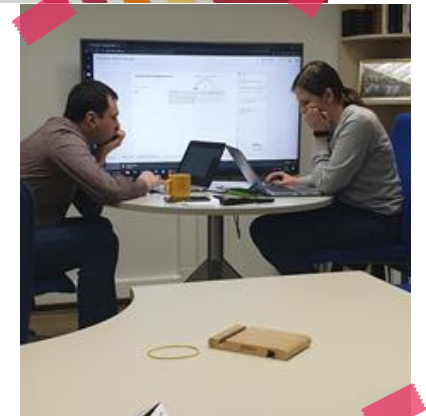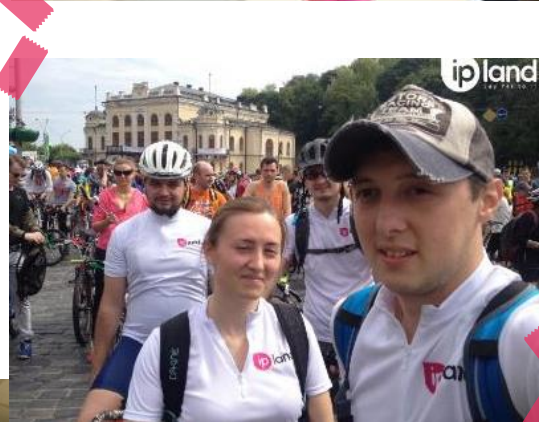Information security

ITPMBOK
For Project Management

flexibility • speed • safety

For our clients

Our Team

120 +
Team members

Clients: FMCG и Pharma

ip land

150+
Clients

14 years
on the market

8
Countries

References

"Using effie> we've got the possibility to organize the work of merchandisers with higher efficiency. Besides it's made it easier to collect market share information as well as OOS, APS availability and holding promo actions. The fact of having analytical information on time allows us to respond to potential issues in the stores fast, plus it gives possibility to control contractual terms with chains"

Oksana Kaminskaya, Project Manager

"With effie> the job of our local supervisors has been changed significantly. Now they are able to do synchronization in the morning and work offline in the fields. As result we've managed to reduce the number of audit steps to a minimum"

Vladimir Voloshyn
Head of the Branch

"effie> has helped us to simplify monitoring of our presence in stores and improved understanding of situation in points of sales in different regions. It is very flexible and convenient tool, which is easily adapted to the business needs"

Mikhno Svitlana
Kyiv, Head of Sales Development

ДМИТРУК

"Our aspiration is the highest and best level of task fulfillment, but sometimes this is not enough for sales. The effie> service allows you to prevent risks that directly affect the growth of product sales"

Taras Skorupskiy
Head of Marketing and Business Development Office

КОМО

"Frankly speaking, I didn't see any other system, except effie>, which allowed me to get to a particular store and ask a specific question to a particular merchandiser or a specific KAM, or send a request to the network to find out the reason"

Vladimir Filonenko
Head of Trade Marketing Department

teva

"We are glad that we were the first in the pharmaceutical industry to start working in this direction with IPLAND. It is a truly innovative company that adapts effie> capabilities taking into account the specifics and needs of our industry"

Irina Zhuravleva
Standards and Procedures Implementation Manager
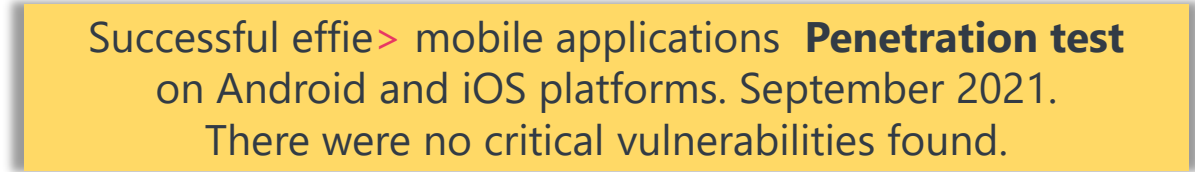
Nominations & certificates

ip land®

IPLAND Team is the winner of
Microsoft OpenHack in 2018

> **Security**

100% Cybersecurity Health
Check Score

Processes are certified to ISO/IEC 27001

Successful effie> mobile applications **Penetration test**
on Android and iOS platforms. September 2021.
There were no critical vulnerabilities found.

Penetration testing was conducted by COMPLIANCE CONTROL in accordance
with OWASP Mobile Security Testing Guide and MASVS Standard

> **Employer**

DOU 🏆 Rating
IT Employers 2020

2nd place: "Leaders in Kiev city"
4th place: "81-200 employees. Ukraine"

Our client's key indicators growth

effie>– is a service for brand and sales management on the store shelves, where
the first moment of truth takes place: the buyer makes a choice, and the product becomes a purchase
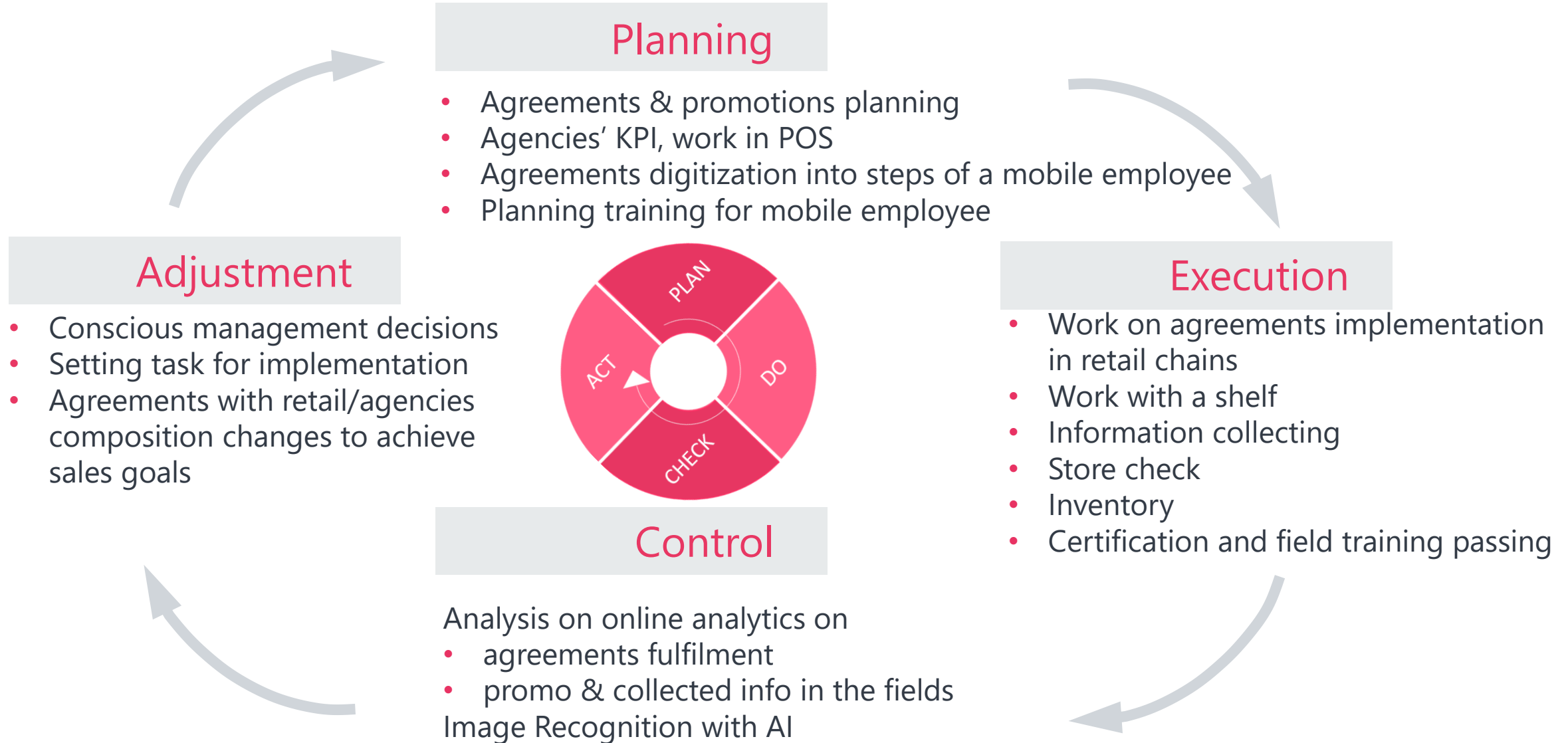
After first 1-3 months of the service usage
Sales growth above 26%
due to

60% ➡ **95%**	68% ➡ **95%**	52% ➡ **94%**
Shelf share, in accordance with agreements	Completeness and timeliness of the start and conducting promo	Product range Compliance
42% ➡ **96%**	40% ➡ **80%**	20% ➡ **70%**
Discipline of visiting sales points	Working day at the point of sale (20% on the way)	Points of sale coverage

You continuously improve your processes with effie>

ip land®

Planning

- Agreements & promotions planning
- Agencies' KPI, work in POS
- Agreements digitization into steps of a mobile employee
- Planning training for mobile employee

Adjustment

- Conscious management decisions
- Setting task for implementation
- Agreements with retail/agencies composition changes to achieve sales goals

PLAN

ACT

DO

CHECK

Execution

- Work on agreements implementation in retail chains
- Work with a shelf
- Information collecting
- Store check
- Inventory
- Certification and field training passing

Control

Analysis on online analytics on
- agreements fulfilment
- promo & collected info in the fields
Image Recognition with AI

IT services effie> from IPLAND

effie> Modern Trade – sales management for FMCG in modern retail

effie> Traditional Trade – sales management for FMCG in traditional retail

effie> Pharm – management of agreements between pharmaceutical manufacturers and pharmacies

effie> Retail – control of operational standards for retail and gas stations

effie> Image Recognition – photo recognition module

> effie> service includes

- Access to cloud service (SaaS)
- Initial launch setup and service deployment
- Monthly service updates based on clients feedback
- Training of the clients' and agencies' employee
- Multilanguage 24/7 users support
- Business process consulting
- Localization for new countries
- Microsoft Azure infrastructure for the service hosting
- Corporate mobile devices management (additional possibility, paid separately)
- Neural networks training (if the module of Image Recognition acquired)
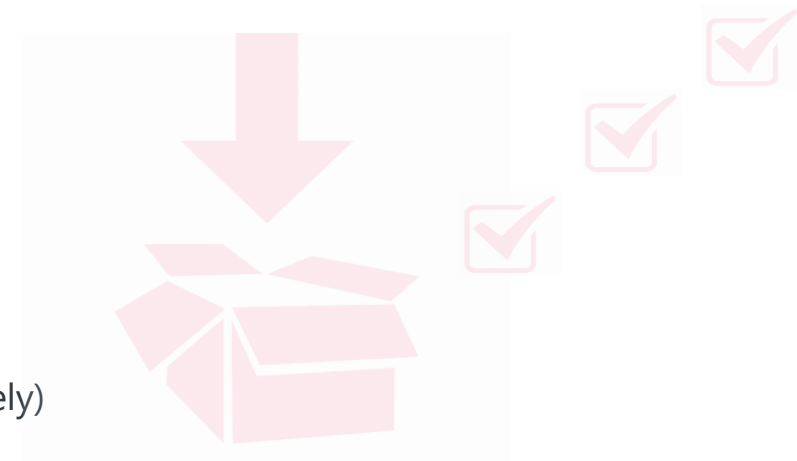
Quick Start

No capital investments	Quick easy start and free training	Employees can use their own devices	Integration with the accounting system is not required	Functionality development without additional costs

**Free migration from
the outdated SFA systems**

Start managing your sales today

Contact us

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Thank You!