



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



ipland® 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

PMBOK
For Project Management

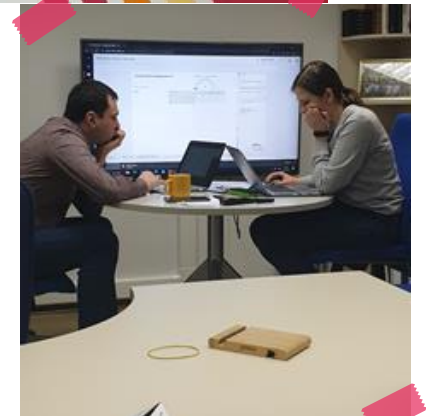
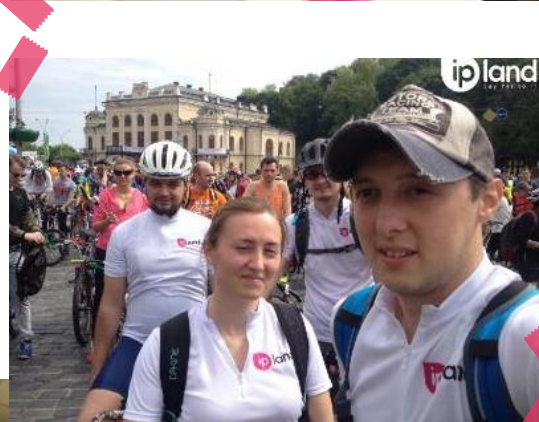
flexibility • speed • safety

For our clients

Our Team



120 +
Team members



Clients: FMCG и Pharma



150+
Clients

14 years
on the market

8
Countries



References



СПРОБУЙ... ВІДЧУЙ

"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



"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



"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



"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

> Qualification



Microsoft Partner 2017... 2020



Gold Microsoft Partner

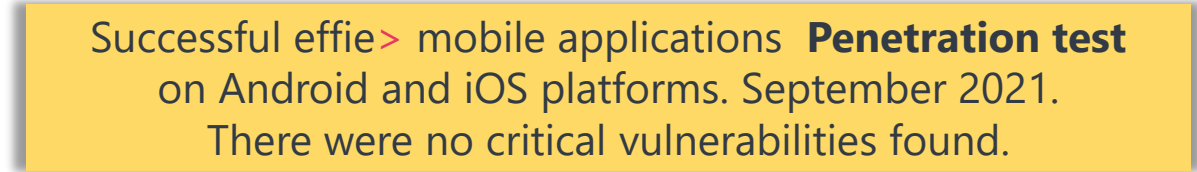


IPLAND Team is the winner of Microsoft OpenHack in 2018

> Security



Processes are certified to ISO/IEC 27001



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

> Employer



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

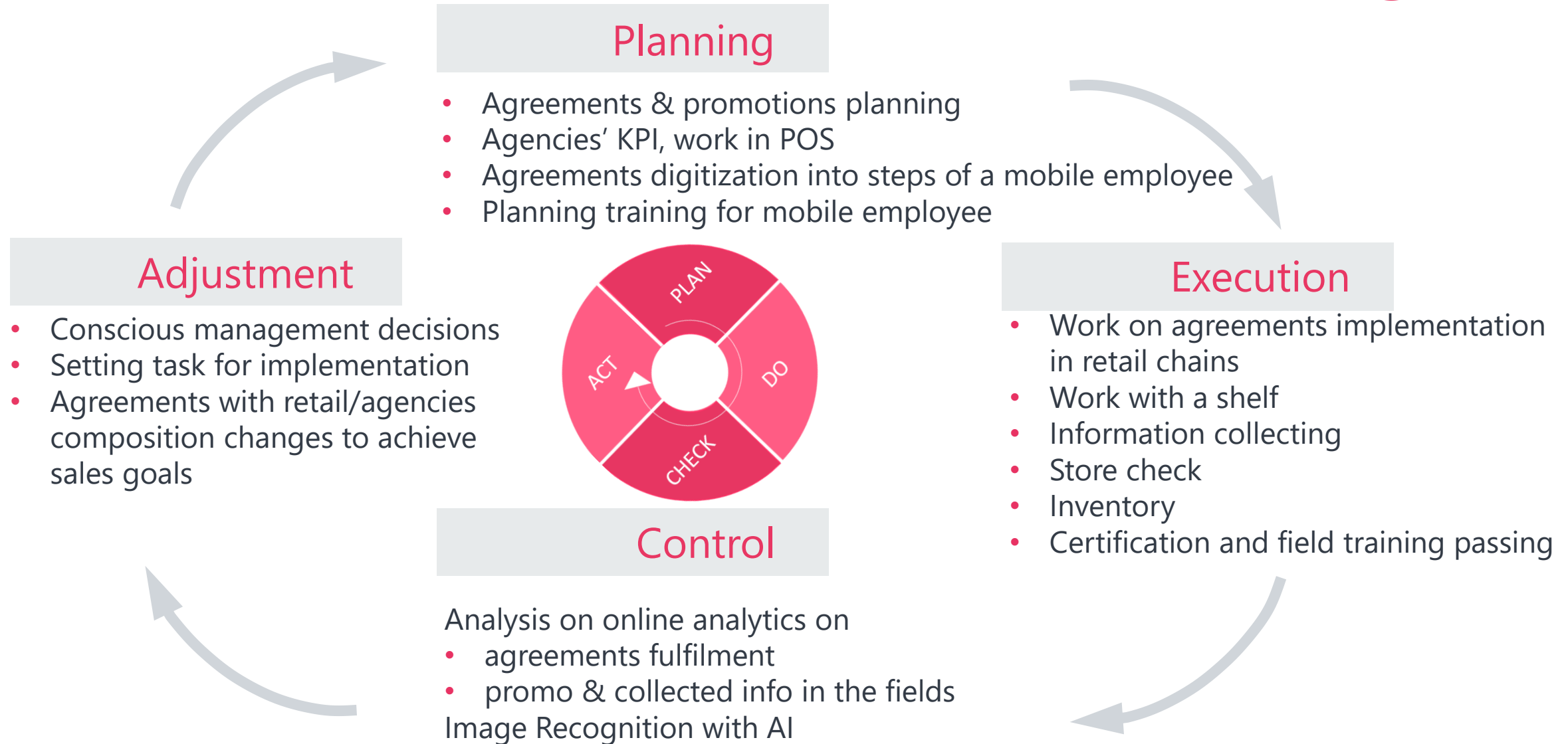
After first 1-3 months of the service usage

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 >



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!