



# Optimizing Retail Execution With AFS RE

Briefing Document

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# 1 EXECUTIVE SUMMARY

When senior Consumer Packaged Goods (CPG) managers think of where to invest in their brands, they're finding that better in-store execution offers a payoff that is both immediate (sales volume and profit lifts) and long-term (more credibility with retailers up and down the management ladder).

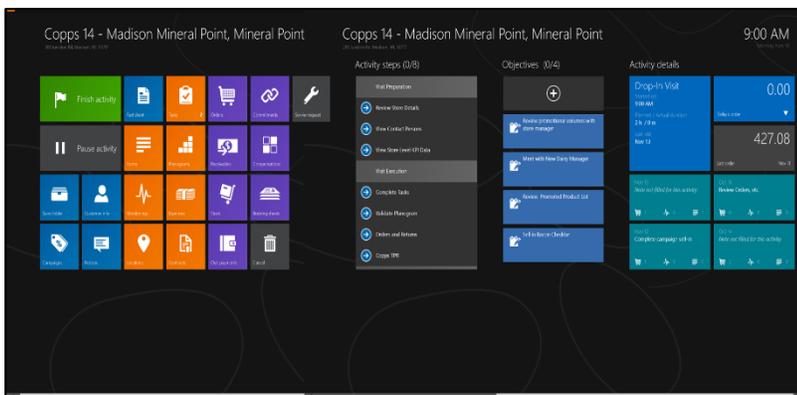
Leading companies investing in these initiatives are motivated by more than just the profit of the day. Like all CPG companies, they recognize that when brands (and retailers) execute well in-store, they satisfy consumers consistently, giving them the confidence to keep coming back to purchase their preferred brands.

Executives who think in terms of consumer lifetime value readily appreciate the full value of this approach. Initial results can be generated at a level of investment that is modest compared with other considerable expenditures offering far less predictable returns. Notable among these are the 20+% slice of revenue that typically goes to trade promotion each year, and long-term costs of research and development in product and packaging innovation. When companies ask, "Where can I excel, now?" the answer is found increasingly in new software solutions that leverage the latest mobile and cloud technologies to transform retail execution in the field.

These next-generation solutions give senior management a rare opportunity to gain real competitive advantage. They are able to utilize their field teams in new ways – with far more direct and immediate interaction between reps and head office – to achieve the greatest impact with customers, at the shelf and on the bottom line.

With AFS Retail Execution you can:

- **Optimize your field sales force** by focusing them on the highest value activities and opportunities
- **Monitor promotional compliance** and protect your trade spend investments
- **Identify untapped sales and category opportunities** and increase your share of shelf
- **Understand your competitors** price, promotion and product moves more quickly
- **Identify performance gaps** to improve your in-store execution strategy
- **Rapidly respond to issues** and apply corrective actions in the field



*The easy to use, intuitive, mobile application increases user productivity from the moment it is deployed.*

## 2 AFS RETAIL EXECUTION DIFFERENTIATION

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At AFS, our focus is providing technology and service solutions to all areas of the CPG Industry, something we have focused on for over 25 years. In addition, we continue to invest in people, who can provide not only the experience, but the corresponding best practices. With over years of experience delivering retail execution solutions to CPG companies around the world, AFS is uniquely qualified to ensure your field sales needs are met.



### Key areas of differentiation:

- Flexible, scalable, secure high performance Retail Execution platform representing CG industry best practices developed as a long-time supplier of retail execution applications to leading global CPG organizations
- Application workflow, business rules and user experience configuration down to the rep, territory, product hierarchy and customer hierarchy without the need for customization
- Easily integrated to existing enterprise solutions such as ERP and CRM, with integration to Microsoft Dynamics, SAP, and other solutions
- Support multiple devices and form factors to suit your organization and IT goals – Windows 8/10 Tablets, Android Tablets and Phones and iOS Tablets and Phones
- Global reach with local expertise and experience of retail execution in North America, Europe, Latin America and Asia.
- Scale from single location, small sales force, to global deployments with 1000's of reps
- Verifiable history of on time, on budget and fixed price implementations delivering high success with low risk
- On-premise or cloud-based solution with 2-3 product upgrades per year, Independently audited performance, reliability, scalability and usability to maximize reliability, ease of use, efficiency and adoption
- Flexible SaaS pricing with rapid implementation and minimal upfront expenditures
- Integrated real-time insights, analytics and KPIs

### 3 BENEFITS OF AFS RETAIL EXECUTION

AFS's experience with consumer products companies deploying field solutions around the globe has demonstrated ROI across each of the following:

- **Productivity gains** are derived from operational efficiencies and resultant time savings. This gives companies the opportunity to maintain their call frequency with lower resource costs or, as is often the case, time freed up from routine tasks can be redirected to high value activities.
- **Profitability improvements** are realized from both revenue growth (e.g. through more effective new product launches, improved promotional compliance, better store-specific assortments, reduced out-of-stocks) as well as cost reductions (e.g. paper, mailing and communication expenses) which are often immediate and dramatic.
- **Customer value** is delivered to retailers through better access to account and product information, through analysis and insights that reflect a better understanding of their business, and through collaborative partnering that offers win-win outcomes for CP companies and retailers alike.

And, of course, ROI is driven by consumers' purchase decisions when products are consistently stocked, ranged and promoted.

Examples of *real-world customer outcomes* realized from AFS Retail Execution:

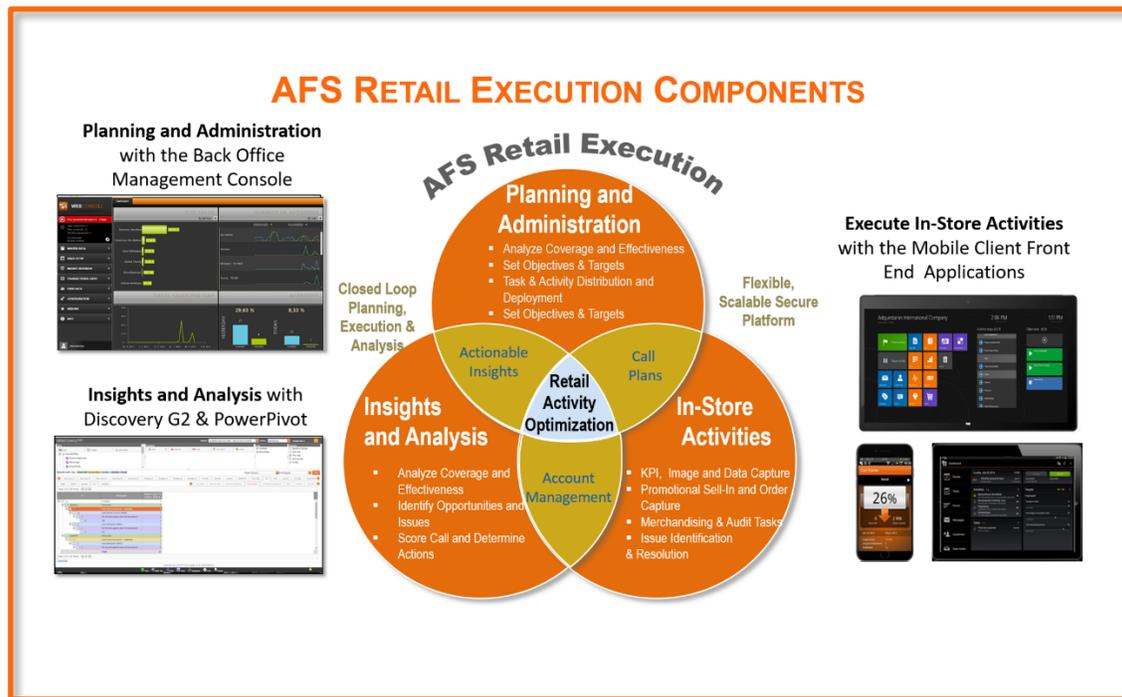
Food and Pet Care (Global)	<ul style="list-style-type: none"> <li>• Supporting users in 125 sales teams, in 40+ countries</li> <li>• Increased in-store call capacity by 15%</li> </ul>
Global Food Mfg. (Mexico)	<ul style="list-style-type: none"> <li>• Doubled daily in-store call volume</li> </ul>
Consumer Products (APAC)	<ul style="list-style-type: none"> <li>• 25% increase in sales rep productivity</li> <li>• 1 to 2 in-store visit increase per sales rep</li> </ul>
Beverage-Spirits (North America)	<ul style="list-style-type: none"> <li>• 70% reduction in mobile phone bills</li> <li>• Inbound call center reps redeployed to outbound marketing</li> </ul>
Wine and Spirits (Eastern Europe)	<ul style="list-style-type: none"> <li>• Increased in-store call efficiency by 200%</li> </ul>
Personal Care (Global)	<ul style="list-style-type: none"> <li>• 100% user take up of new solution in first two weeks</li> <li>• 20% increase in order value in first month</li> </ul>
Wine and Spirits (Western Europe)	<ul style="list-style-type: none"> <li>• 70% increase in distribution in four months</li> </ul>
Beverages (Baltic Region)	<ul style="list-style-type: none"> <li>• 40% increase in distribution in three months</li> <li>• 50% decrease in out of stock</li> </ul>
Food and Beverage (Americas)	<ul style="list-style-type: none"> <li>• 20% increase in call rates</li> <li>• 15% increase in promotional compliance</li> </ul>

## 4 AFS RETAIL EXECUTION SOLUTION OVERVIEW

The AFS Retail Execution solution is a SaaS application accessed via an App on your chosen mobile or tablet computing device. The application is available for Windows 8/10 tablets, Android phones and tablets and soon on iOS devices allowing an organization to choose the best devices for their specific operational and IT requirements.

The solution consists of the following components:

- **AFS Retail Execution Management Console** - the cloud-based solution used to configure, manage and coordinate in-field activities performed by the sales and merchandising team.
- **AFS Retail Execution Mobile** - the mobile application used in the field to make store visits, execute tasks and surveys, take orders and capture other essential in-store data.
- **AFS Discovery G2** – provides a powerful solution focused data visualization capabilities through a combination of role specific dashboards and tabular reports.
- **Digital Merchandising** - an integrated capability executed within the context of store calls/tasks featuring the capabilities of *Trax*, *Planorama* or *Lab4Motion* - providing rapid and highly accurate digital merchandising based on sophisticated in-store image processing and heuristics technology.



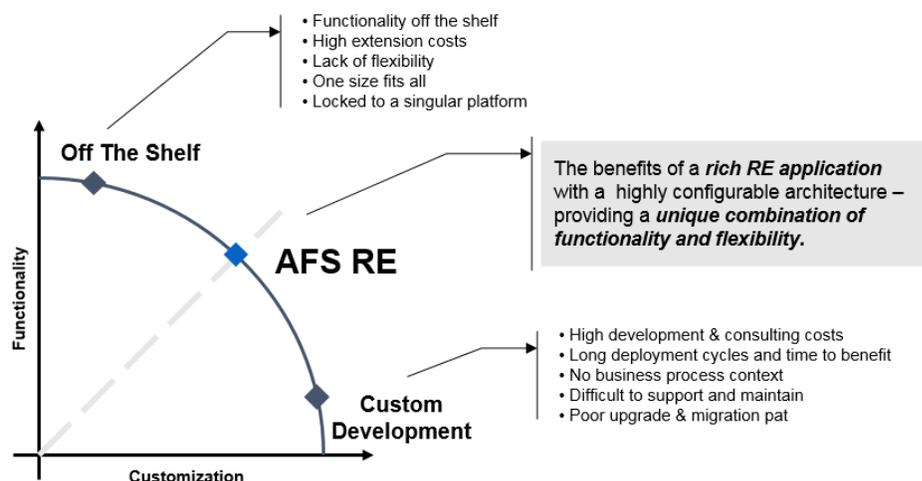
#### 4.1 The AFS Retail Execution Solution Approach

Two traditional solution approaches have emerged in recent years in the retail execution solution market:

- **Off The Shelf Solutions** – offering modest out of the box functionality which can usually be quickly installed, with functionality tuned to a specific vertical market or geography. While appealing, the reality is that customization and extensions are difficult, they typically lack flexibility and take a one size fits all view.
- **Custom Developed Solutions** – Lightweight nuggets of functionality that must be customized and woven together to make an end to end solution in a lengthy, costly consulting / development engagement. While it's true that anything is possible with time and money, the reality is CPG organizations do not have unlimited resources and quickly realize the solutions are difficult to impossible to support and maintain.

The **AFS RE solution approach is unique** in that it offers functional depth developed with leading CPG organizations, large and small, around the world, on a highly flexible, configurable platform that allows rapid deployment and configuration without the need for customization. The loosely coupled, services oriented architecture also facilitates rapid integration to third party / complementary solutions like Trax, Planorama, or Lab4Motion for Digital Merchandising, CACI for call / resource planning and optimization, Augment for augmented reality, or AFS TPM for Trade Promotions Management.

Our highly experienced team, streamlined implementation processes and proven methodology can ensure that AFS RE can be deployed as quickly as 4-6 weeks with minimal integration, or within 3-6 months with complete integration to ERP and CRM. Of course every CPG company and deployment is different and these results will vary for each.



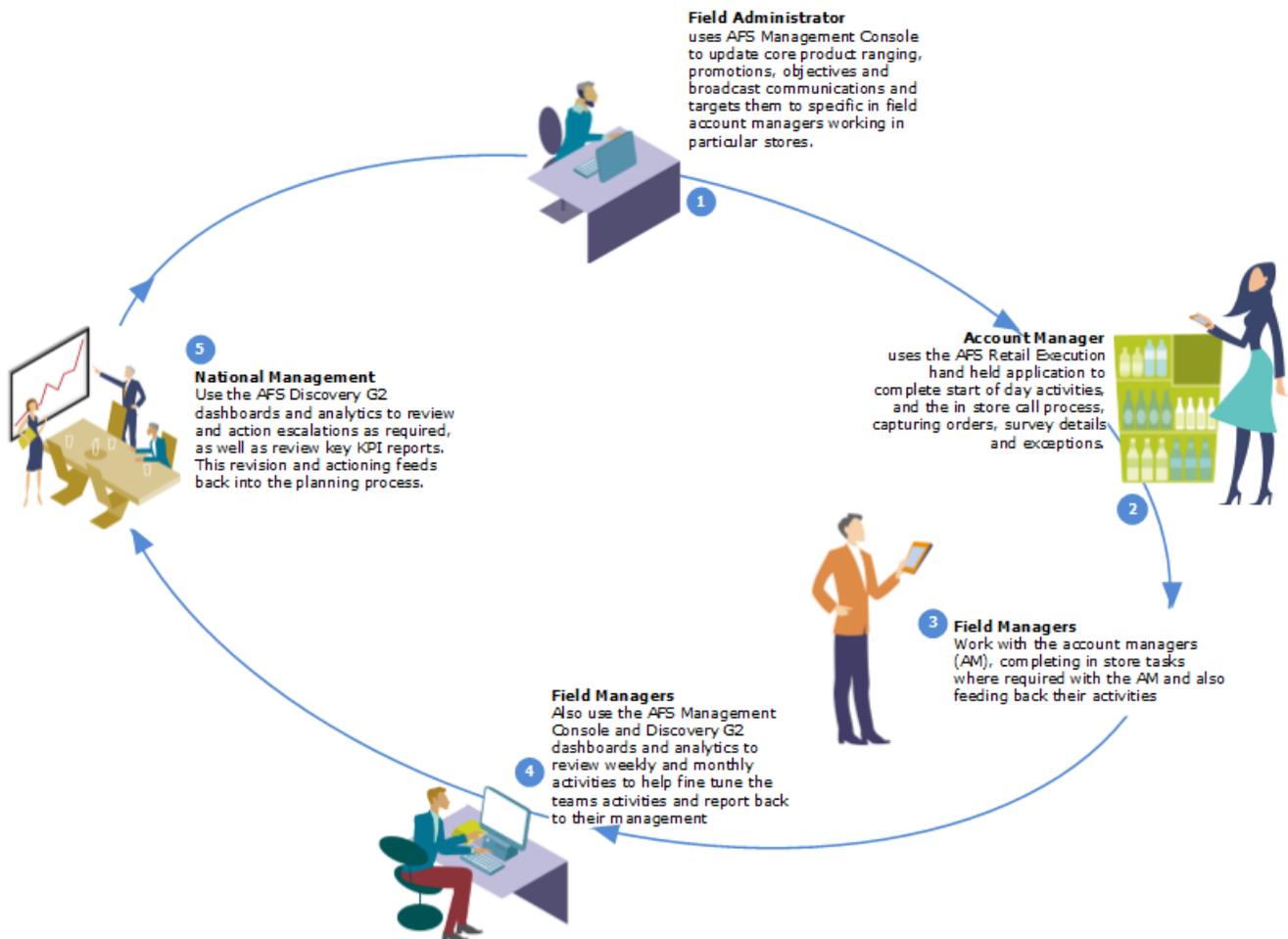
## 4.2 AFS Retail Execution Functional Overview

### 4.2.1 Call Planning

Whether calls are planned centrally, or self-managed by the mobile field force, a considerable amount of time and effort is typically spent planning and often re-planning calls.

Gone are the days when it is sufficient to have fixed routes and regular call schedules. The new imperative is to visit stores on the basis of the value of that customer and sales activity. With AFS Retail Execution calls can be prioritized based on in-store results such as merchandising a product delivery, checking promotional non-compliance, a banner focused blitz or any other criteria that drive organizational KPIs. Having the ability to analyze the results of such activities gives the organization powerful insight in to which stores and outlets will benefit most from subsequent visits.

For example an assessment of one organization's call patterns identified that their field force were averaging at least 1 unproductive call per person per day. The direct cost of this equated to half a million dollars a year in salary and travel related costs, but the lost business opportunities potentially equated to millions.



## 4.2.2 Order Taking

For those organizations that capture orders in store, two areas of potential benefit of using AFS Retail Execution are the time and accuracy of order capture, and the improved value of each order.

Without a mobile retail execution solution, orders are typically captured on paper in store, and then phoned, faxed or emailed to a call center where they are keyed in to the ordering system. This wastes time, causes unnecessary delays and introduces a high probability of errors. By capturing the data directly into a mobile device in store, time is saved, orders can be processed in a timely manner and data accuracy is greatly improved.

However, to really take in-store ordering to the next level, the sales person must be able to quickly access the key data behind the customer's purchases.

- What products and in what quantities have they previously bought?
- What have they bought in the past but are not buying now?
- What promotional deals are currently available?
- Are there any volume targets that the customer needs to meet to achieve a loyalty bonus?
- What stock is available in the warehouse or distributor?
- What is the store's sell through rate so that they don't run out of stock before the next delivery?

With the field representative able to access supporting details such as these, there is further opportunity to upsell and maximize the value of the order.

A review of the sales activity of one organization revealed that increasing sales of a hardware product by a few units per month across a single hardware store chain could generate over \$1,000,000 per year in additional sales.

The screenshot displays the AFS mobile application interface. The main screen is titled 'New order' and shows a list of products under the 'Ordered' tab. The products listed include:

- 80Z CF PROCESSED BACON CHEDDAR (Retail price: 2.57)
- 80Z CRYSTAL FARMS AMERICAN SINGLES (Retail price: 1.39)
- 160Z CF SHREDDED CHEESE, FINELY PARMESAN (Retail price: 4.37)
- 160Z CF SHREDDED CHEESE, FINELY MEDICAN TACO (Retail price: 4.14)
- 160Z CF SHREDDED CHEESE, FINELY CHEDDAR (Retail price: 4.30)
- 160Z CF SHREDDED CHEESE, FINELY MOZZARELLA (Retail price: 4.92)
- 160Z EGGLAND'S BEST WHITES (Retail price: 2.25)

A 'Product details' pop-up is visible for the '80Z CRYSTAL FARMS AMERICAN SINGLES' product, showing 'Historically ordered quantities' for Apr 7 (1 Case) and Apr 12 (1 Case). The 'Order 800187' summary screen shows the following details:

- Order no: 800187
- Customer: USPB000 (Public Ltd - Key West 1318 N. Roosevelt Blvd Key West 3300 FL)
- Wholesaler: GWS1 (Costco)
- Issued date: Jan 7
- Delivery date: Jan 9
- Order type: Direct
- Issued by: Caitlin Jones

The 'Ordered products' list on the right side of the summary screen includes:

- 80Z CF PROCESSED BACON CHEDDAR (NORMAL) 1 Case 27.84
- 80Z CRYSTAL FARMS AMERICAN SINGLES (NORMAL) 1 Case 23.70
- 160Z CF SHREDDED CHEESE, FINELY PARMESAN (NORMAL) 1 Case 27.12
- 160Z CF SHREDDED CHEESE, FINELY MEDICAN TACO (NORMAL) 1 Case 27.12
- 160Z CF SHREDDED CHEESE, FINELY CHEDDAR (NORMAL) 1 Case 27.12
- 160Z CF SHREDDED CHEESE, FINELY MOZZARELLA (NORMAL) 1 Case 27.12
- 160Z EGGLAND'S BEST WHITES (NORMAL) 1 Case 14.10

TOTAL EXCL. TAX: 174.12  
TOTAL INCL. TAX: 174.12

*Ordering is simple, informed, accurate and fast with Intuitive visual cues to alert the user.*

### 4.2.3 Promotional Compliance

In many markets trade promotions are the single biggest influence on consumer sales. Additionally, promotional spend is one of the largest items on a CP company's P&L. Typically retail organizations are spending up to 25% of total revenue on promotional activities and in some categories trade spend can be significantly higher.

A retail execution solution can directly impact both promotion success and spend. Real-time tracking of promotion execution will lead to improved compliance, ensuring that displays have been implemented and the consumer is able to purchase the promoted product, supporting the ultimate goal of increased sales volume. This is particularly important as more CP companies implement pay for performance schemes with the retailers where accurate compliance information is a pre-requisite.

One of the things that keep a brand manager awake at night is the thought of a product running out of stock during a promotion. Using a retail execution product to track stock on hand during the promotional period can alert the organization to a potential out of stock situation before it arises and remedial action can be taken to ensure prompt replenishment.

Even before the promotion runs it is essential the account manager has information on hand about forthcoming activities. When this is combined with promotional history and order history then he or she can pre-sell the promotion into the store much more effectively.

The screenshot displays a software interface for promotional compliance. On the left, a sidebar lists campaign details: Type (Generic Advertising), Planning (Dec 1, 2013 - May 25), WH buying (May 25 - Sep 1), In store (Jul 1 - Sep 20), Customer group (All Customers), Products in campaign (16), Status (Limited by Budget), and Project (Existing internal Mktg). The main area shows a 'Planogram Compliance' modal for 'Five Bros Grocery - Key West - FIV100' with a due date of 02/27/2015. A dropdown menu is set to 'No' for the question 'Is the Planogram Compliant?'. Below this is a checklist for 'Why is the shelf not compliant?' with the following items: 'Incorrect product placement' (checked), 'Missing shelf labels' (unchecked), 'Incorrect pricing' (unchecked), 'Competitive product bleed' (checked), 'Shelf/fixture not compatible' (unchecked), 'Planogram not properly communicated' (unchecked), and 'Stocking/workforce issue' (checked). At the bottom, there is a field for 'Enter shelf dimensions'.

*Promotions and planograms can be quickly checked for compliance and remedial action taken*

#### 4.2.4 In-Store Tasks and Activities

In store tasks and activities take many forms such as setting up displays, performing product audits, cutting in new product lines and educating store staff.

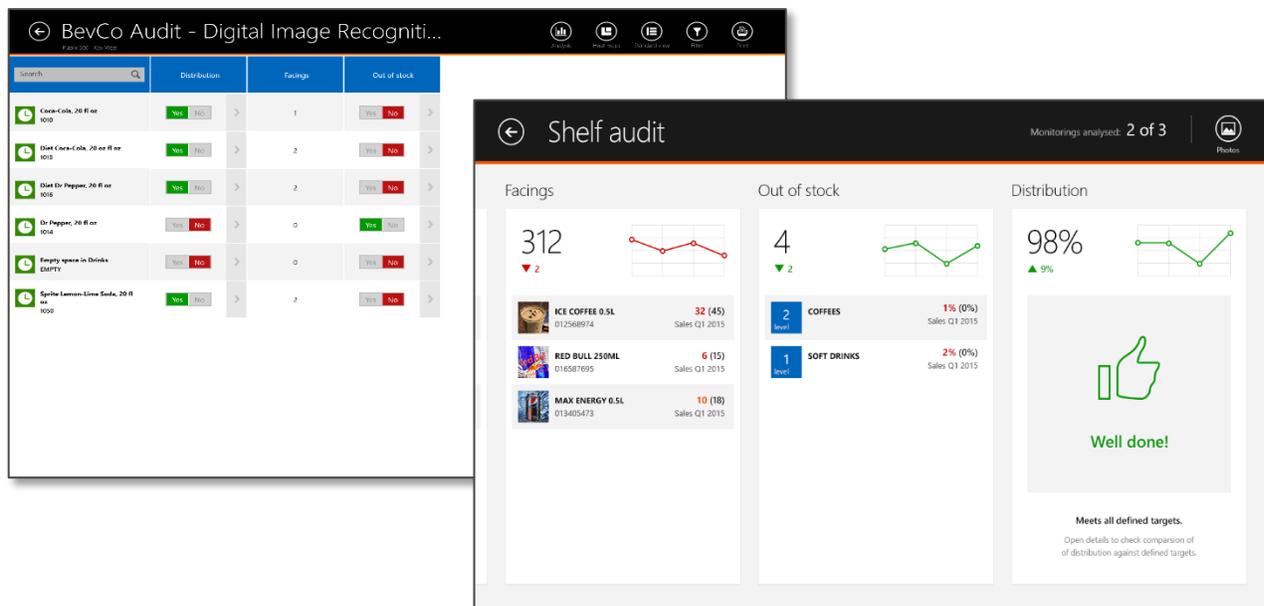
Auditing the store is at the core of the merchandiser's role, but it can be a time-consuming and inefficient activity. As with order capture, AFS Retail Execution system can eliminate the time to transcribe paper documents and remove errors and with more efficient data capture there is a reduction in out-of-stock rates.

With less time required to conduct the store audit field reps can make additional visits or alternatively capture previously un-tapped field intelligence such as competitor activity.

Importantly, with a retail execution system field management can act quickly against newly discovered in-store opportunities. Previous methods relied upon historical retail audit data from third-party market research providers that summarized or projected in-store conditions at a chain or market level.

Today it is possible to view store-level conditions that are impacting the business in real-time and to deploy resources against the most urgent opportunities within hours, ensuring both optimal results and the highest returns on labor and trade promotion costs.

Research shows that the direct cost of out of stocks is 4% of revenue, this is caused by consumers not making any purchase or by delaying a purchase but the actual cost of brand switching and loss of loyalty can be much higher.



*AFS retail Execution can easily be configured to efficiently capture the shelf metrics most important to an organization and can target specific core products or product groups as required.*

## Typical in-store tasks that can be configured using AFS Retail Execution include:

- **Product Distribution Check:** Typically these provide vital information about what products should be in the store. Which products the store actually ranges and which products are out of stock. Other metrics that are frequently captured include:
  - The number of shelf facings
  - Is the product correctly priced and is there a price ticket
  - The shelf price
  - Are there clip-strips, off location displays or other additional locations?
- **Share of Shelf Audit:** These are similar to a Distribution Check but are usually performed at a higher level in the product hierarchy such as category or sub-category. A Share of Shelf Audit may measure the total size of the sub-category (number of facings or feet and inches) and the organization's share of that shelf space. Often leading competitors in that sub-category will also be audited.
- **Asset Checks:** Many organizations provide their customers with an array of specialty racks, permanent displays, signage, food chillers, freezers and even food heaters. These may be worth hundreds or even thousands of dollars and as such need to be checked for:
  - Correct product placement in or on the feature
  - Correct positioning within the store
  - Damage and servicing requirements
- **Promotion Sell-In:** In independent and smaller outlets promotions need to be agreed between the Fields Account Manager and the store's Manager. These tasks will typically include information about the promotional deal and the products that are being promoted. The Retail Execution user may then capture information about:
  - The agreed dates for the promotion
  - Number of promotion-packs required
  - Point of Sale materials required to support the activity
  - Details of checks paid to the retailer to support the promotion
- **Quality Issues:** Another commonly performed task is the handling of product quality issues. These involve resolving problems that may have arisen at various stages of the supply chain or in the store. Generally they involve recording details of the product, the type of quality problem, the recommended resolution and often supportive photographs.

All of these and many more can be configured with AFS Retail Execution without the need to make changes to software source code.

In addition to being able to configure tasks, AFS Retail Execution allows tasks to be targeted at the appropriate outlets. As a result the tasks that an Account Manager is prompted to perform in a large format retail outlet can be significantly different to those that they are required to perform when they enter a Quick Service Restaurant in the Food Services channel.

## 4.2.5 Surveys

Being able to rapidly respond to changing market conditions is absolutely vital in today's retail environment. No one can afford to wait 6 months for half yearly sales figures before responding to a change in the market. By using AFS Sales Insights to analyze data from orders and distribution checks the management team can spot these changing conditions early and respond. But how does an organization identify what has caused the change, be it competitor activity, retailer activity or a change in consumer attitudes?

AFS Retail Execution allows surveys tasks to be created and deployed to the right field staff in the right stores within minutes. Information from the field can be rapidly assessed and strategies put in place to combat the market changes.

ID	Description	December 2012	January 2013	February 2013	March 2013	April 2013	May 2013	June 2013	July 2013	August 2013
5	2000 NATIONAL BRANDS									
	% Chg vs. Last Year Dollars	(10.91)%	(22.28)%	40.24%	(12.19)%	35.98%	(15.05)%	30.41%	17.36%	63.19%
	Current Cases	267	232	156	241	39	452	361	0	11
	Last Year Cases	77	60	395	158	447	250	397	25	25
	ABS Chg vs. Last Year Cases	190	172	(87)	(154)	(119)	5	111	(397)	(144)
	% Chg vs. Last Year Cases	246.75%	286.60%	(35.89)%	(39.89)%	(1.11)%	44.40%	(102.00)%	(31.81)%	(31.81)%
	Current Dollars	\$6,109	\$4,417	\$3,864	\$4,290	\$835	\$5,289	\$6,481	\$0	\$1,85
	Last Year Dollars	\$1,626	\$983	\$4,813	\$7,837	\$3,814	\$5,687	\$1,260	\$7,795	\$6.18
	ABS Chg vs. Last Year Dollars	\$4,483	\$3,434	(\$1,949)	(\$3,547)	(\$3,978)	(\$398)	\$1,191	(\$1,735)	(\$4.33)
	% Chg vs. Last Year Dollars	275.70%	349.33%	(34.93)%	(45.52)%	(103.52)%	93.96%	95.95%	(21.87)%	(71.87)%
	Current Pounds	3,747	2,917							
	Last Year Pounds	1,090	563							
	ABS Chg vs. Last Year Pounds	2,657	2,354							
	% Chg vs. Last Year Pounds	243.76%	416.11%							
	Current Pallets	21	17							
	Last Year Pallets	8	8							

*Changing sales conditions can be identified by analyzing and visualizing data in AFS Discovery G2.*

*Surveys can be designed to respond to the changes and identify causes. Responses can include all commonly used data capture controls including checkboxes, dropdown lists, date/time, text, and photographs.*

**Fill in form**

**DairyCo - Competitive Cheese Survey**

Competitive Brands Present?

Yes

No

Jun 7

Shredded Category Competitors

Borden

Crystal Farms

Horizon Organic

Kraft

Land 'O Lakes

Lucern

Sargento

Tillamook

Other

Jun 7

Borden

Crystal Farms

Horizon Organic

Kraft

Land 'O Lakes

Lucern

Sargento

Tillamook

Other

**Form preview**

**DairyCo - Perfect Store**

Are Power SKUs available at the store?

All of them

Are Power SKUs available with the minimum number of Facings?

All of them

Are all Products at a Hot Spot in the shelf?

Yes, Diamond Model

Are all brands organized in Vertical Blocks?

Yes

Do all products have an appropriate Price Tag?

Yes

What is the Share of Shelf in Deli? (please enter an integer Number)

00

How Many Additional Exhibitions are in Place?

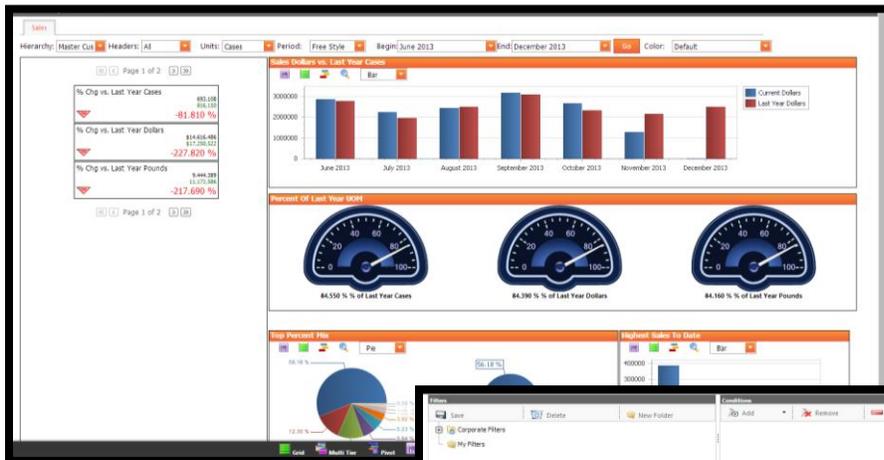
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#### 4.2.6 Sales Insight and Data Visualization – AFS Discovery G2

It's as true today as it was over 400 years ago, knowledge is power. Any organization that cannot analyze its in-store retail data in real time or close to real time is destined to miss out on opportunities that it's more knowledgeable and more agile competitors will grasp.

Sales Insights delivers the agility of a user-friendly platform with the power of advanced technology to quickly recognize the drivers that distinguish between winning and losing. Sales Insights is an integral part of every AFS product from warehouse management to direct store delivery, trade promotions management and retail execution.

- Quickly drill down into item-level transactions and slice and dice data in any way to instantly gather and reveal actionable insights to support timely decision-making and more profitable business outcomes.
- Uncover the most profitable selling and promotional activities, optimize customer profitability, and expose emerging business issues before they become critical.
- Use three unique platforms, including web, mobile or offline application
- Visibility into critical areas of information and KPI's
- Enables self-service access to proactive intelligence
- Provides real-time and complete business insight
- Leverages existing multiple sources of data
- Encapsulates best practices across all Business Applications



*User specific dashboards quickly show the state of an organization's business.*

*Drill in to data to identify trends and causes or opportunities.*

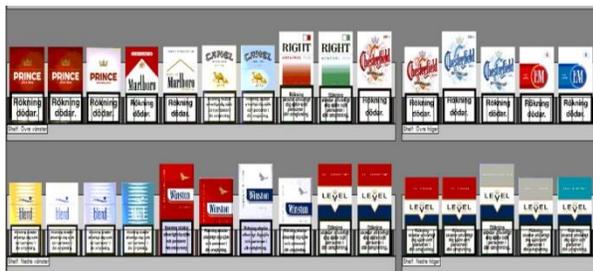
ID	Description	Current Cases	Last Year Cases	Abs. Chg vs. Last Year Cases	% Chg vs. Last Year Cases	Current Dollars	Last Year Dollars	Abs. Chg vs. Last Year Dollars	% Chg vs. Last Year Dollars
100	Discovery Foods	58,718	101,314	(42,596)	-42.04%	\$1,247,057	\$2,131,248	(\$884,191)	-41.54%
9120	Carlos Martinez - Foodservice Central	7,583	13,402	(5,817)	-43.40%	\$175,656	\$323,472	(\$147,816)	-45.83%
9130	Daniel Springer - Foodservice SE	5,396	10,160	(4,764)	-46.93%	\$116,877	\$216,267	(\$99,390)	-45.93%
3140	Dave Fuller - Foodservice Mid-48	4,511	5,201	(690)	-13.27%	\$104,208	\$100,369	\$3,839	3.83%
9150	Honey Kja - Foodservice NE	3,427	5,395	(1,968)	-36.47%	\$61,995	\$112,656	(\$50,661)	-44.93%
9200	Kim Doherty - Foodservice Mountain	7,007	11,821	(4,814)	-40.72%	\$132,180	\$225,589	(\$93,409)	-41.41%
22380223	SYSCO MONTANA - MT	390	1,076	(687)	-63.85%	\$7,434	\$22,972	(\$15,538)	-67.63%
22320423	SYSCO SEATTLE - WA	1,474	3,068	(1,594)	-51.95%	\$31,688	\$68,910	(\$37,222)	-54.16%
22330724	SYSCO PORTLAND - OR	627	1,122	(495)	-44.11%	\$11,394	\$25,787	(\$14,393)	-55.83%
23680223	FOOD SERVICES OF AMERICA - WA	246	95	151	158.94%	\$5,455	\$2,473	\$2,982	120.40%
23920223	SYSCO IDAHO - ID	606	1,036	(430)	-41.49%	\$10,827	\$18,170	(\$7,343)	-40.41%
24200221	SYSCO HOUSTON - DENVER - CO	2,172	2,914	(742)	-25.47%	\$37,480	\$51,614	(\$14,134)	-27.38%
28794224	U S FOODSERVICE/SEATTLE - WA	98	336	(238)	-70.83%	\$1,280	\$7,548	(\$6,268)	-83.02%
<b>Totals</b>		<b>58,718</b>	<b>101,314</b>	<b>(42,596)</b>	<b>-42.04%</b>	<b>\$1,247,057</b>	<b>\$2,131,248</b>	<b>(\$884,191)</b>	<b>-41.54%</b>

#### 4.2.7 Digital Merchandising with Trax Inside

With the integrated image capture and intelligent processing capabilities of “Trax Inside” you can benefit from the improved speed and accuracy of digital merchandising as a component of AFS Retail Execution. This enables sales reps to take pictures on their mobile device while executing a task, and use these images to rapidly, intelligently obtain real-time and post-visit analysis information.



Today’s trade commercial agreements often specify a category planogram, enabling the CG manufacturer to visualize on-shelf presence and shelf share. However, ensuring that the planogram becomes an in-store reality remains a critical challenge as it is rarely measured or corrected. Furthermore, there are numerous additional KPIs which need to be managed like pricing, point-of-sale material, secondary placements and more. Digital Merchandising provides insight into compliance with commercial agreements at the store level, enabling your sales force to effectively monitor and improve in-store performance.



Planogram



Realogram



Planogram Compliance

#### Planogram Compliance Example

##### Control

- Provides the needed comparison between planograms and “realograms”
- Indication per facing
- Compliance Heatmap

##### Optimization

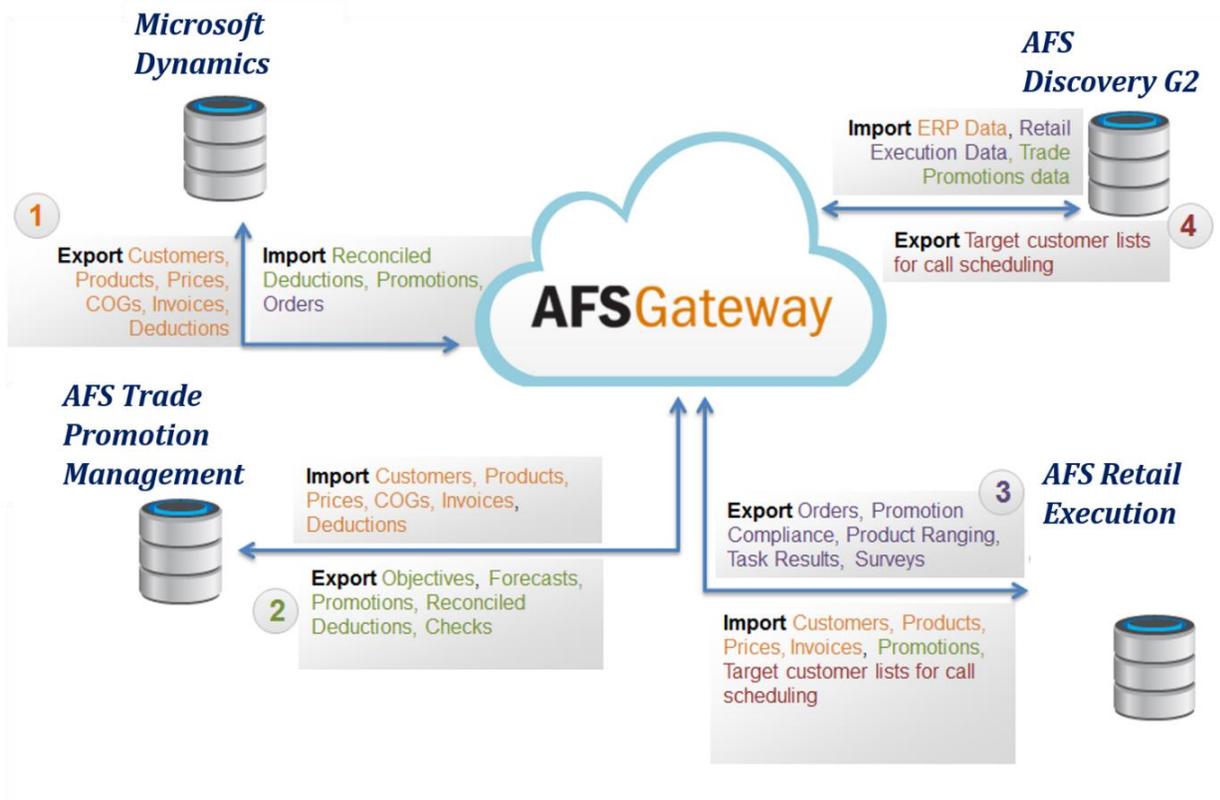
- Track store performance over time
- Devise and consistently measure improvement plans

Key advantages of AFS Retail Execution with Digital Merchandising:

- Up to 60% less time required to audit a store resulting in merchandiser productivity improvement resulting in more calls per day with more information captured.
- The camera never lies – the information is more accurate/reliable than manual methods.
- Richer information captured with automated planogram compliance checking and feedback, complete share of shelf versus competitor brands.
- Supporting a mixed audit approach, because not all retailers allow digital merchandising and not all stores will have a reliable signal.

### 4.3 Integration with Your Corporate Systems

AFS Retail Execution can be used as a standalone system or it can exchange data with your corporate ERP, CRM or other systems using AFS Gateway. Gateway is the standard integration tool between all AFS products and external systems and comes standard with all AFS products, providing simple out of the box integration between AFS products and other corporate systems.



In the example above, AFS Retail Execution, AFS TPM Retail trade promotion management and AFS Sales Insights all connect to SAP ERP through the flexible and resilient AFS Gateway.

Typically AFS Retail Execution will exchange data with:

- CRM systems for Customer and Contact data
- ERP systems for product, pricing and sale/invoice data
- Trade Promotions Management systems for promotion data
- Excel spread sheets and flat files for a great variety of data that might include anything from simple lists to complex pricing matrices.

#### 4.4 Multi-Platform Native Client Mobility Support

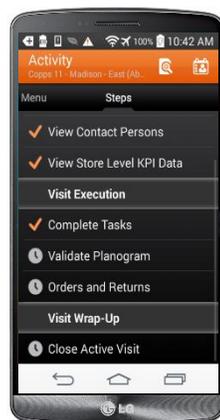
AFS is committed to support the latest generation of mobile technology to meet the various corporate and regional objectives of our enterprise customers. These newer devices offer a wider range of capabilities than their predecessors including cellular phone, photos, QC Code and Bar Code Scanning, GPS and Text messaging in addition to the mobile computing capability found in previous generation devices.

Currently, our AFS Retail Execution mobile solution has been optimized to function as a native client on Windows 8/10x devices, Android tablets and phones, and iOS phone and tablet devices. Below are examples of our Retail Execution mobile client as seen on a number of these devices.

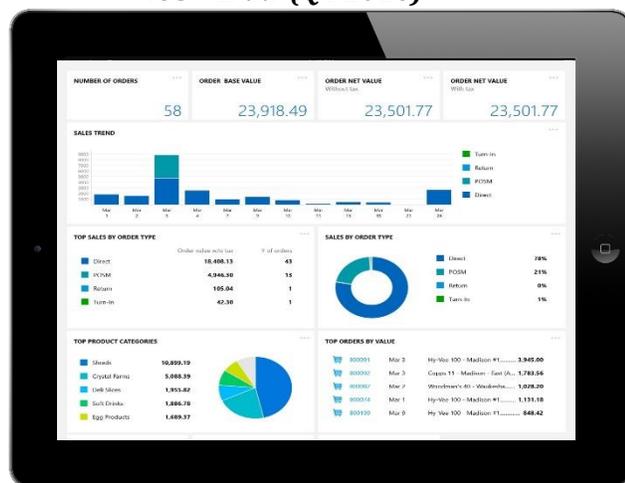
#### Windows 8/10 - Tablet



#### Android - Phone



#### iOS - iPad (Q4 2016)



## 5 INDUSTRY VALIDATION AND CUSTOMER SUCCESS

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We take great pride in our industry recognition and customer successes and are happy to share a few of their successes and quotes here.

### 5.1 Industry Leadership

AFS is highly regarded and has received numerous accolades from industry analysts covering solutions for the Consumer Goods industry. Our Retail Execution solution recently received the top ranking for a vendor serving the Consumer Goods industry exclusively for mobility solutions out of 19 total vendors surveyed. Sources: Gartner Vendor Panorama for Retail Activity Optimization (RAO), 2013, and Market Guide for Retail Execution and Monitoring Solutions for the Consumer Goods Industry, 2016.



*"The Sales Intelligence and Data Visualization tools are **among the best we have seen**. The sales rep experience is highly ergonomic and has benefitted from years of experience in many geographies and user types." – Dale Hagemeyer, Gartner Research VP, 2013*

*"AFS continues to be a leader in this space, and should be considered when high weight is placed on consumer goods industry knowledge, having one global partner for REM, or when interested in tying analytics directly to instore actions." - Ed Porter / Stephen E Smith, Gartner Research, 2016*

## 5.2 Customer Successes

The logos below represent just a small subset of our 100+ Retail Execution implementations.

### SAMPLING OF RETAIL EXECUTION CUSTOMERS



100+ Implementations Globally | 50 Countries | 25 Languages | 130,000+ Users