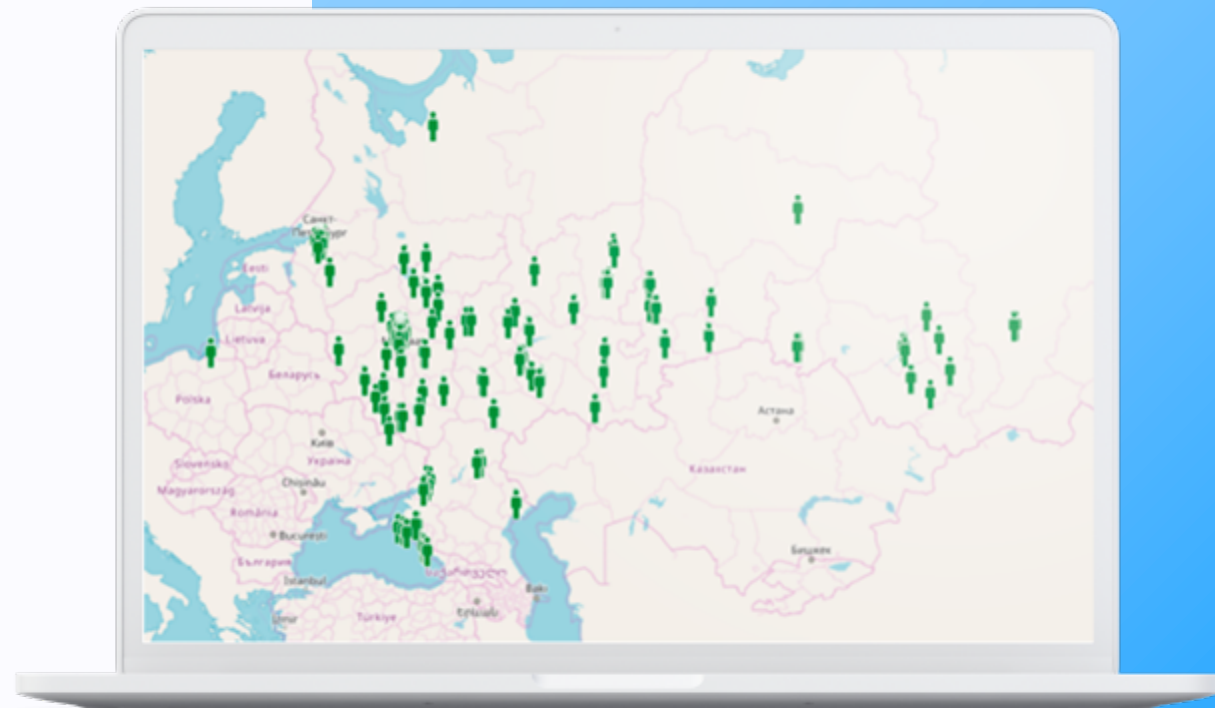




**Your way to Perfect Store!**



## Our profile – fast growing IT-product born in



DANONE



Kraft *eir*



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



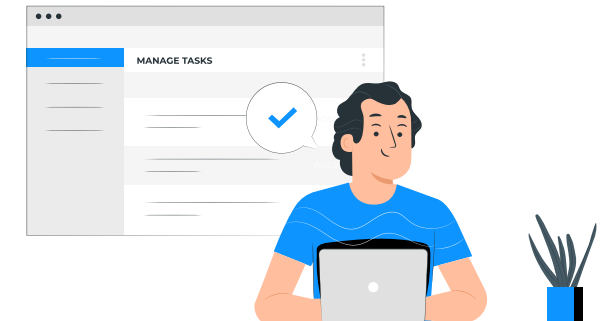
- Order taking
- Shipment
- Cash collection
- Returns management
- Documents print

## Sales supervisor



- Team management
- Task setting and control
- Team KPIs

## Sales manager



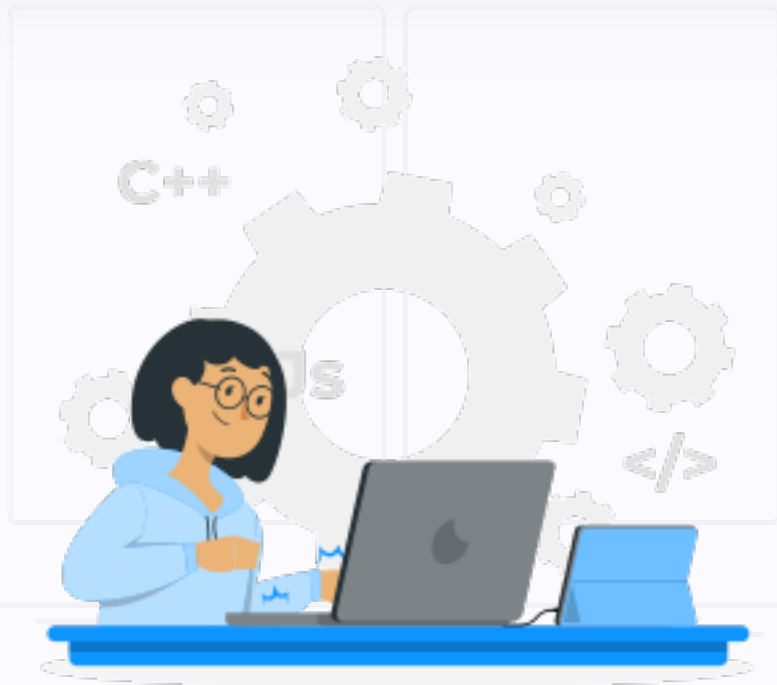
## General workflow that we automate (example)



# 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

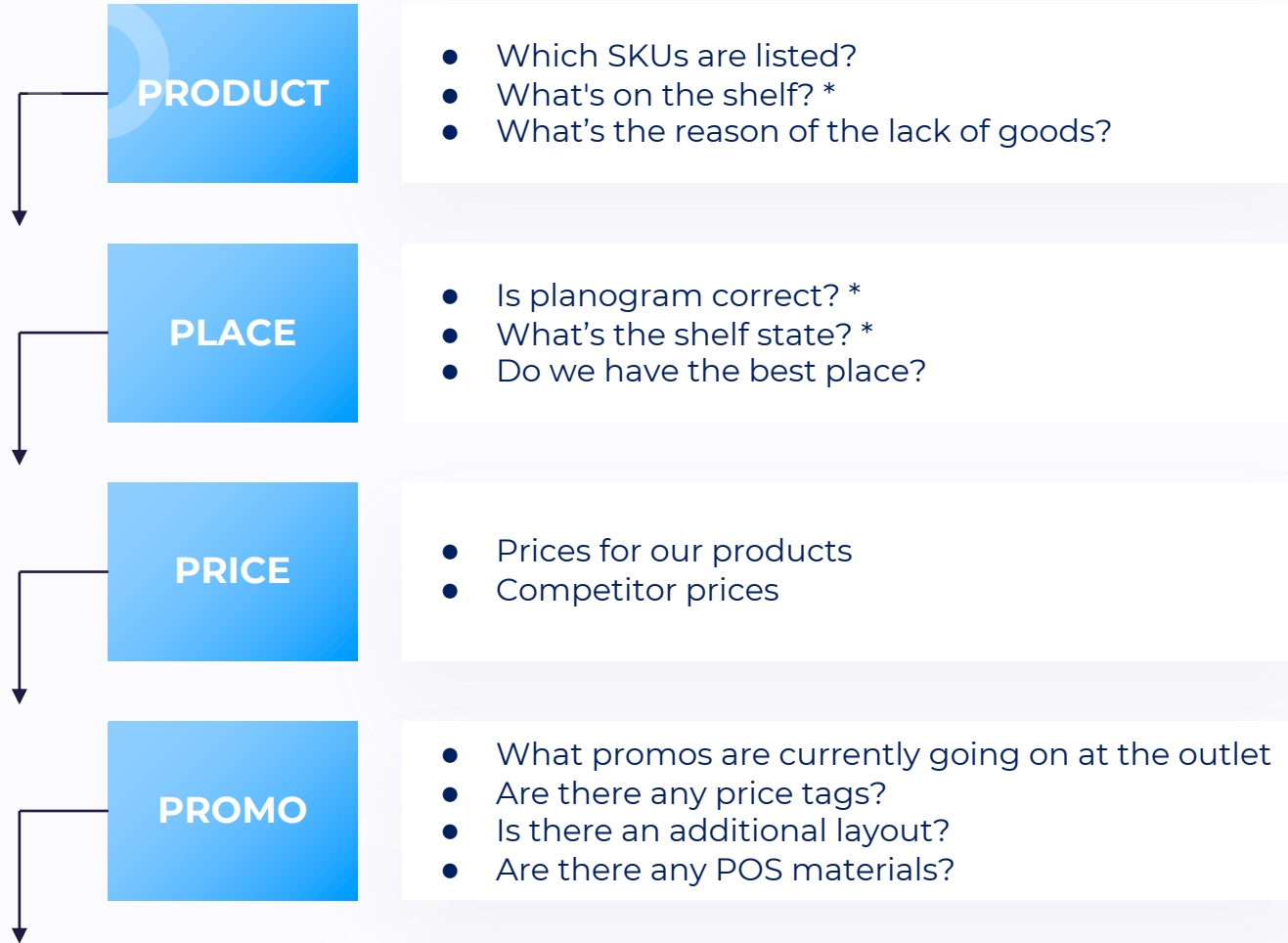
**KPIs dashboard – mobile and web** –  
sales, distribution, shelf state, visits' efficiency, any kind of reports

# What info you need to get a right sales order?



 <p><b>Any # of price lists in a system</b></p>	 <p>Flexible logic of recommended order calculation</p>
 <p>Several product matrixes (MSL, contract matrix, store format, etc)</p>	 <p>Information about product availability at warehouse</p>
 <p>Credit limits and accounts receivables</p>	 <p>Sales history up to 6 months (orders, shipments, stocks, etc)</p>

# 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)



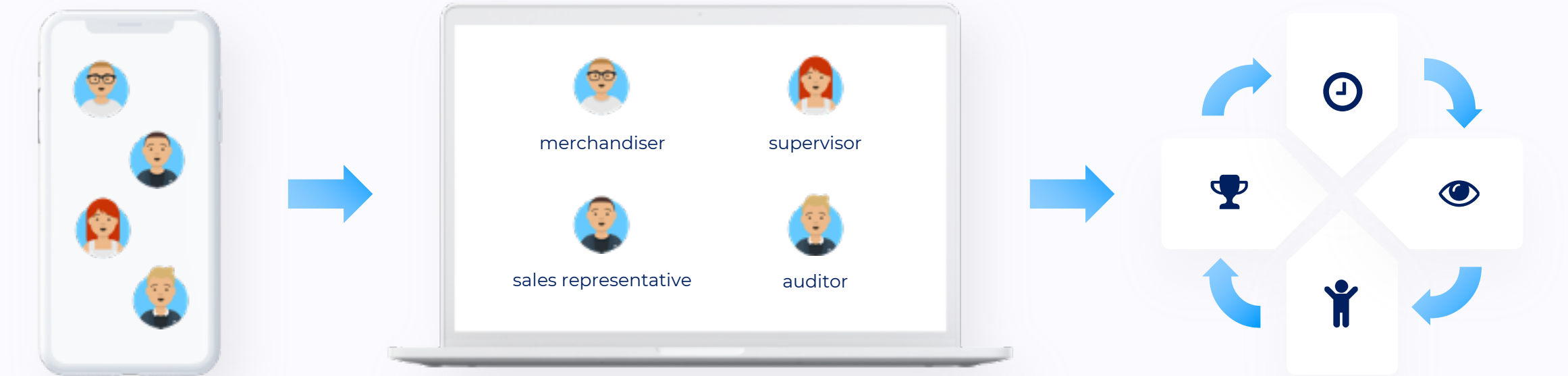
Equipment  
movement orders



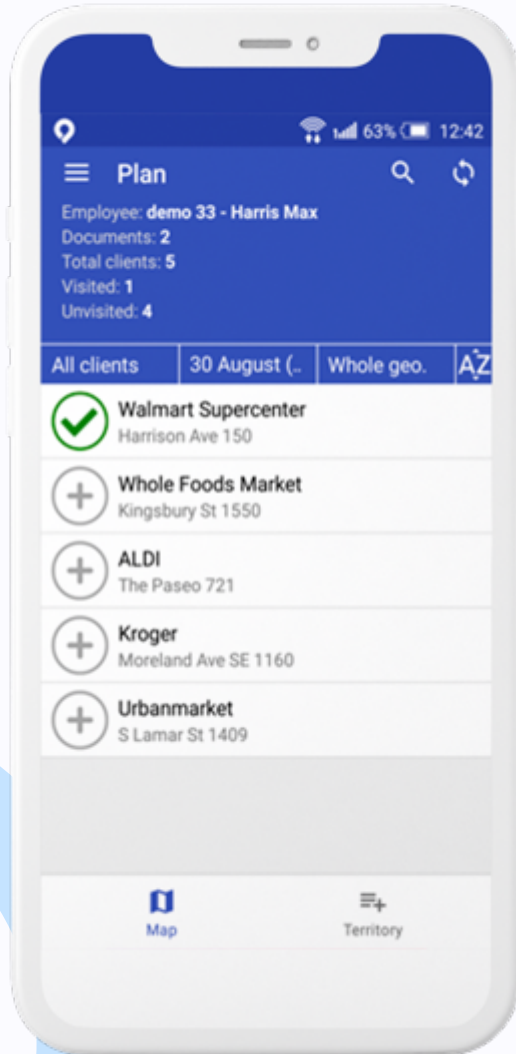
Equipment  
maintenance orders



## 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

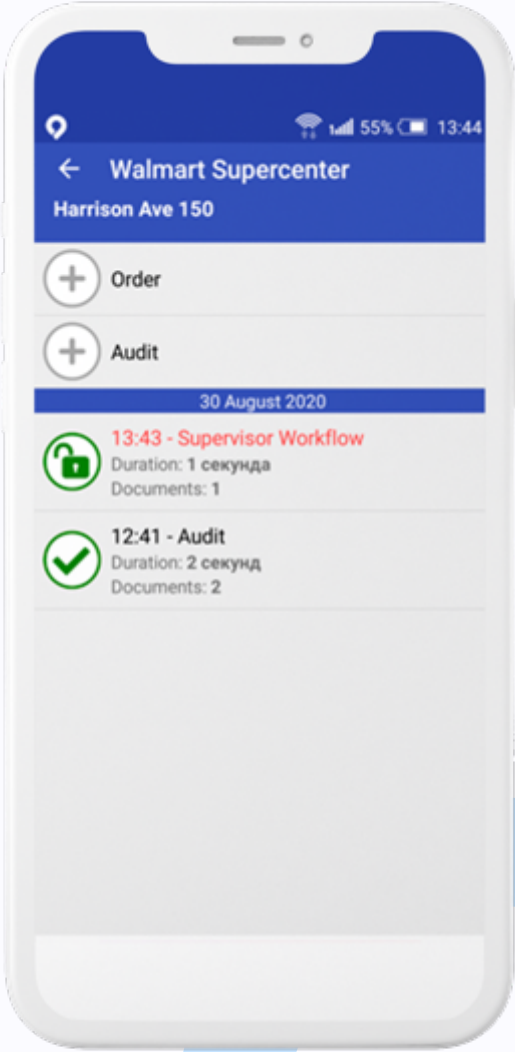
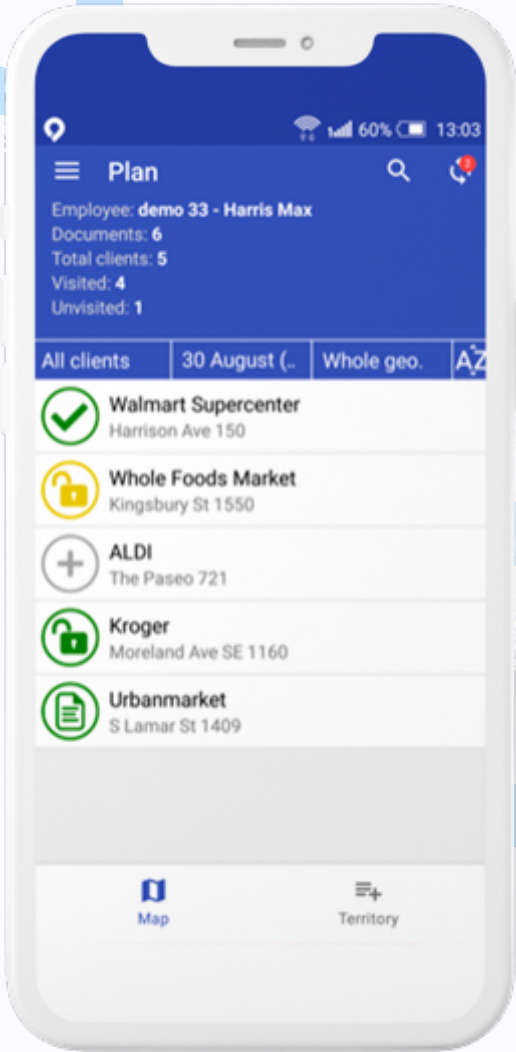
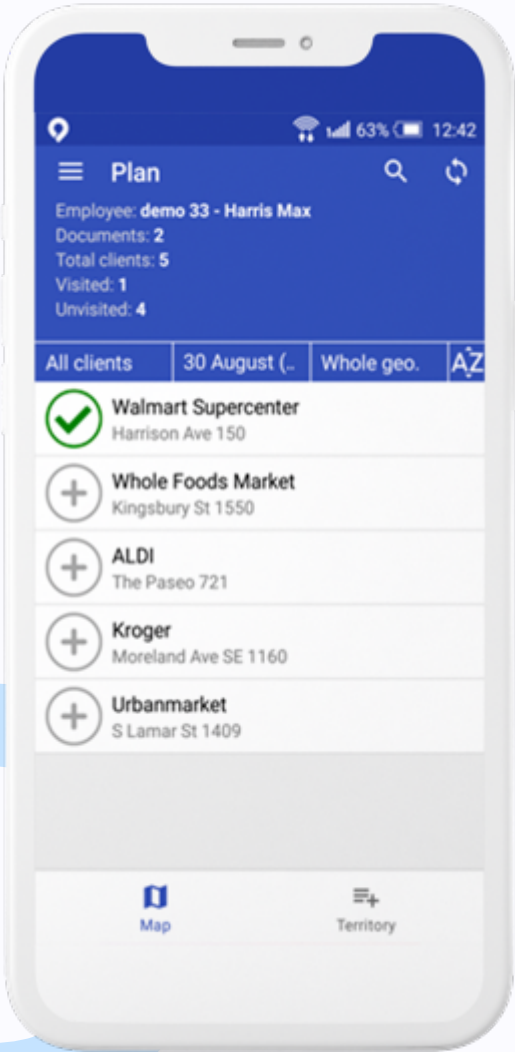
5

**No need for modification** for 99% of FMCG companies

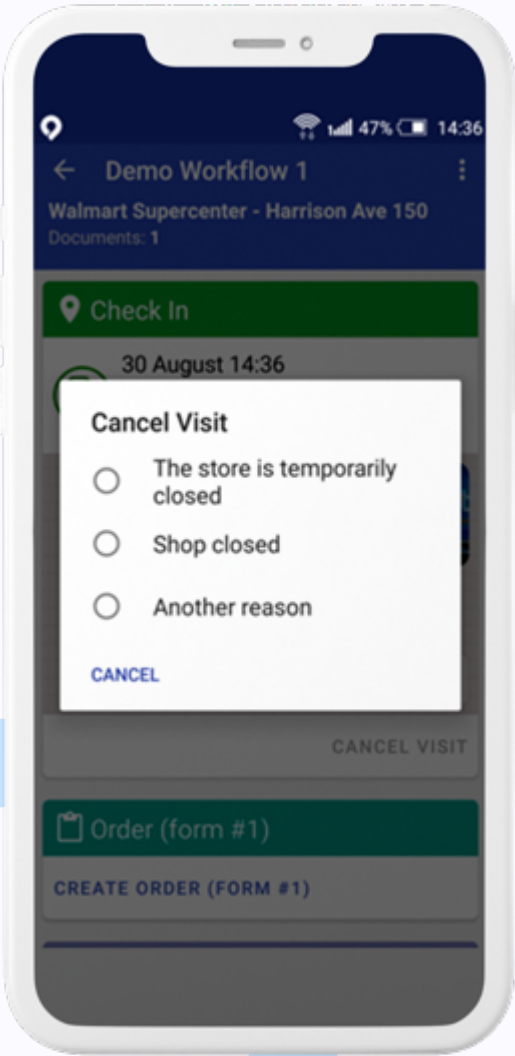
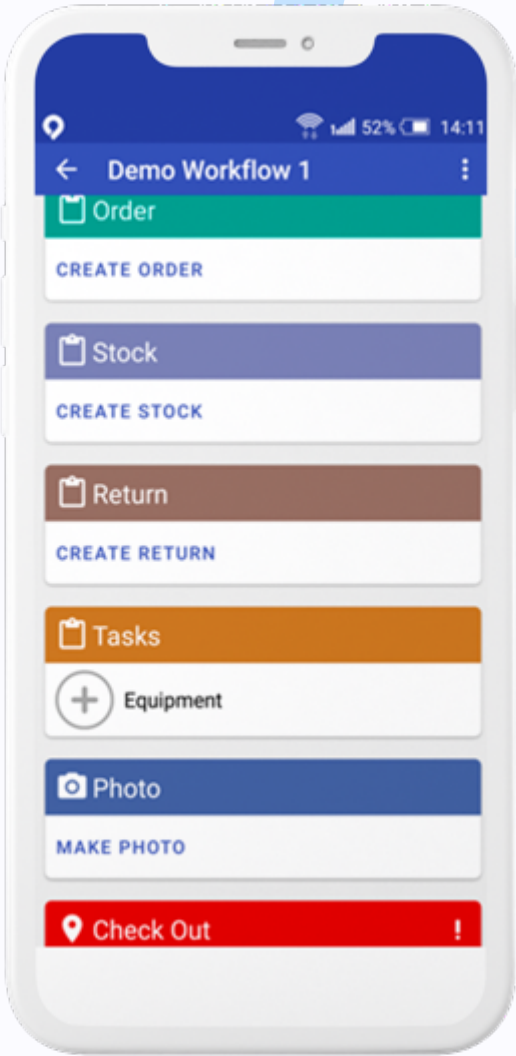
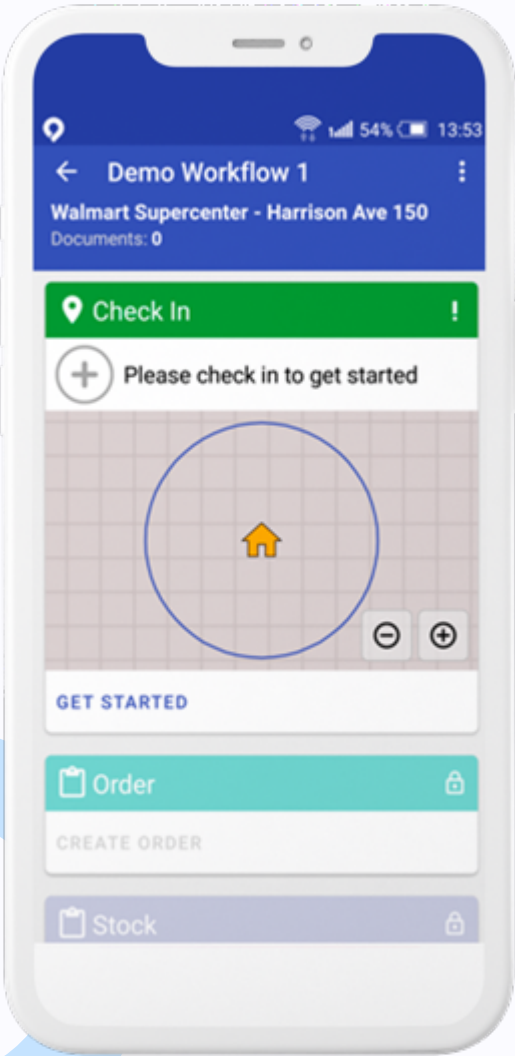
6

**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: -  
Warehouse date: -  
Product price: 1.00 usd  
Discounted price: 1.00 usd  
Discount: 0%  
In box: 1  
Order sum: 34.00 usd  
Amount: 34.00  
Total weight: 34.000 kr

789←

456

123→

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	✓	...
SKU 08		2
SKU 09	✓	...
SKU 10	✓	...
SKU 11	✓	...
SKU 12		3
SKU 13	✓	...
SKU 14	✓	...
SKU 15	✓	...
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	✓	...
SKU 03	✓	...
SKU 04		1
SKU 05	✓	...
SKU 06		2
SKU 07	✓	...
SKU 08		3
SKU 09	✓	...
SKU 10	✓	...
SKU 11	✓	...
SKU 12	✓	...
SKU 13		3
SKU 14	✓	...
SKU 15	✓	...
SKU 16	✓	...
SKU 17	✓	...
SKU 18	✓	...

☐ Incorrect order

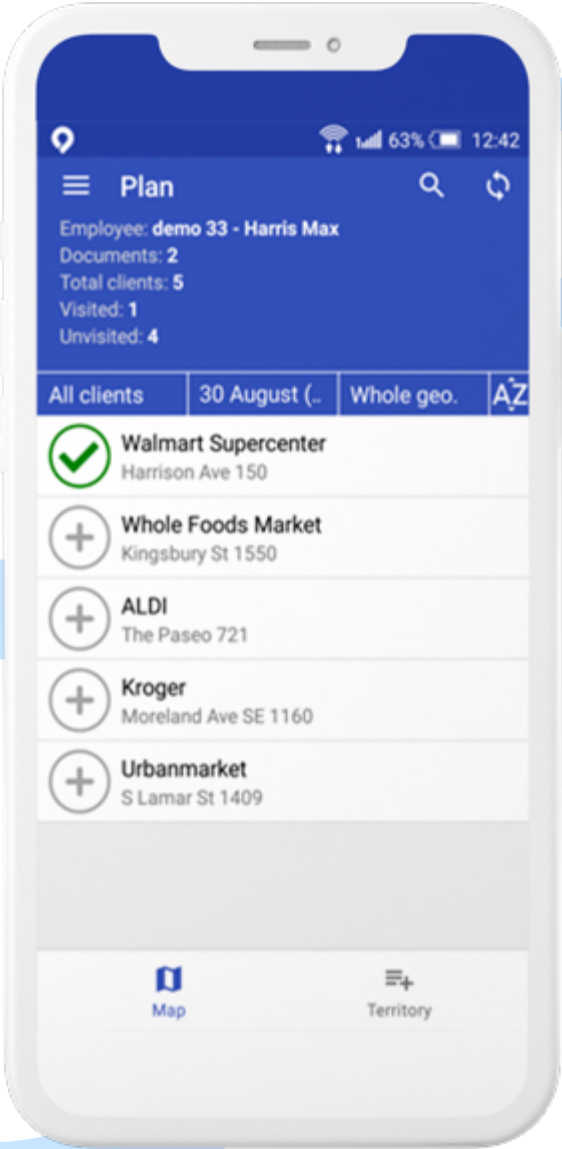
☐ No order delivery

☐ Expiration

CLEAR

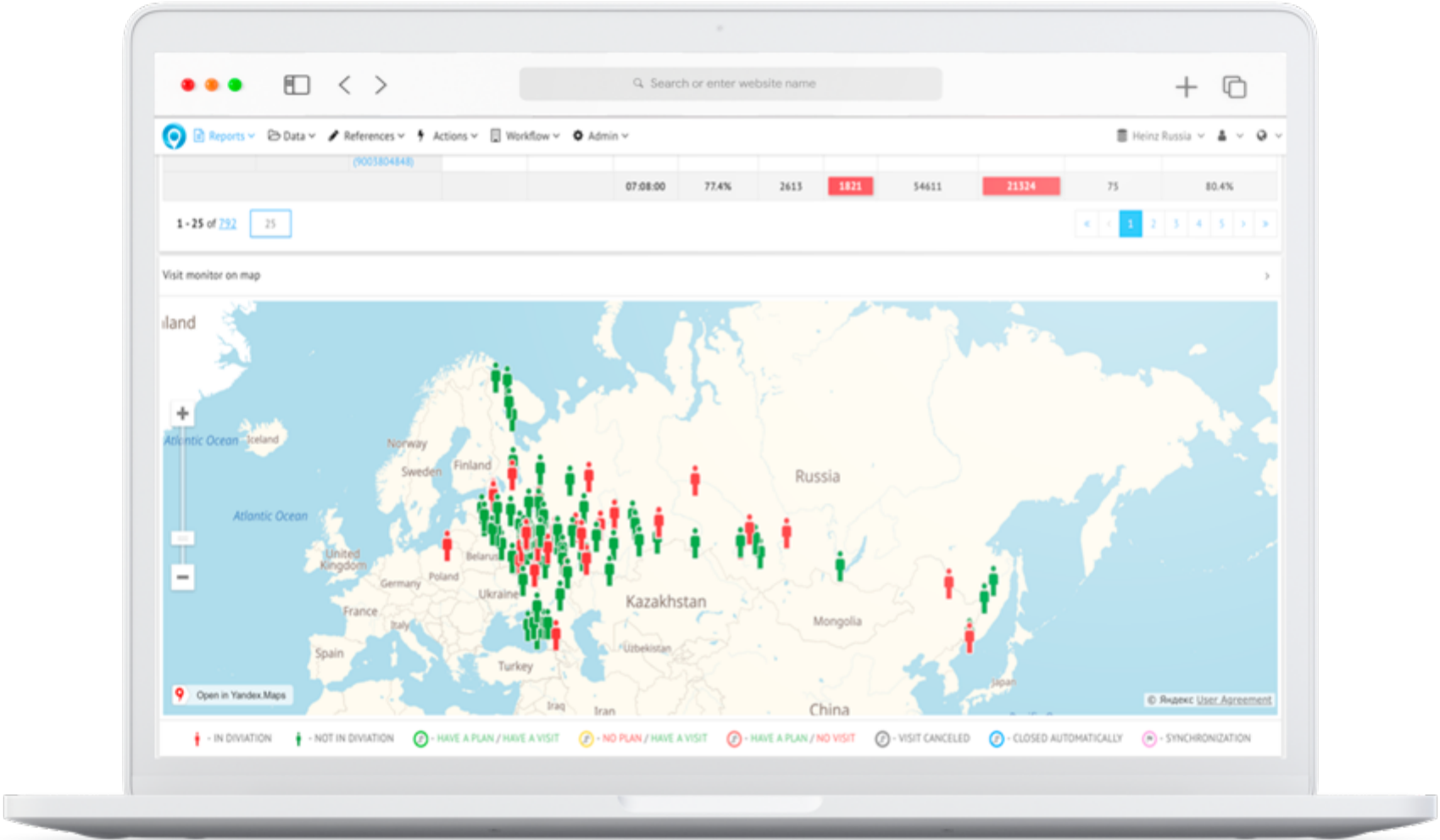
CANCEL

... AND a lot more other functions available!

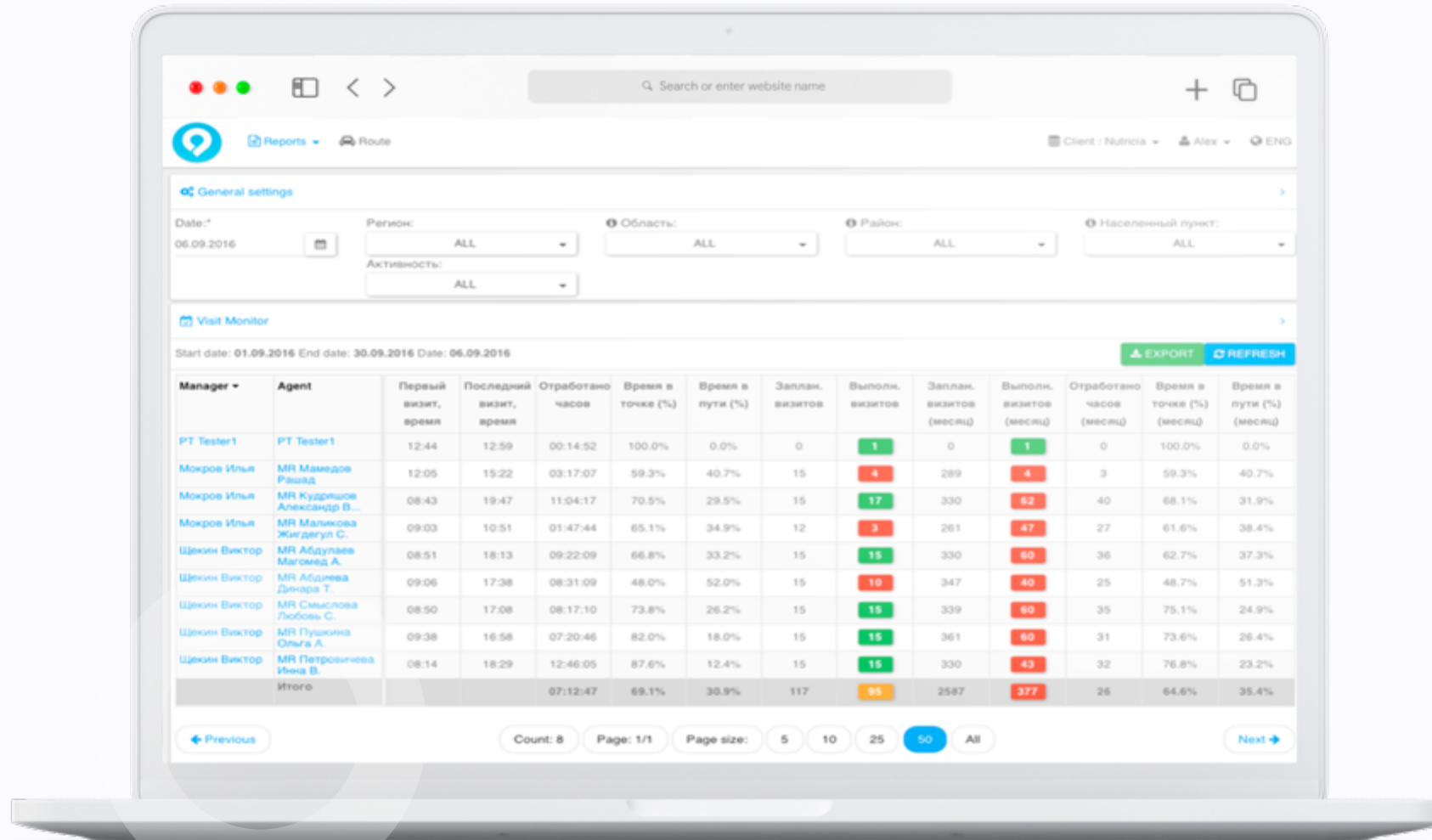




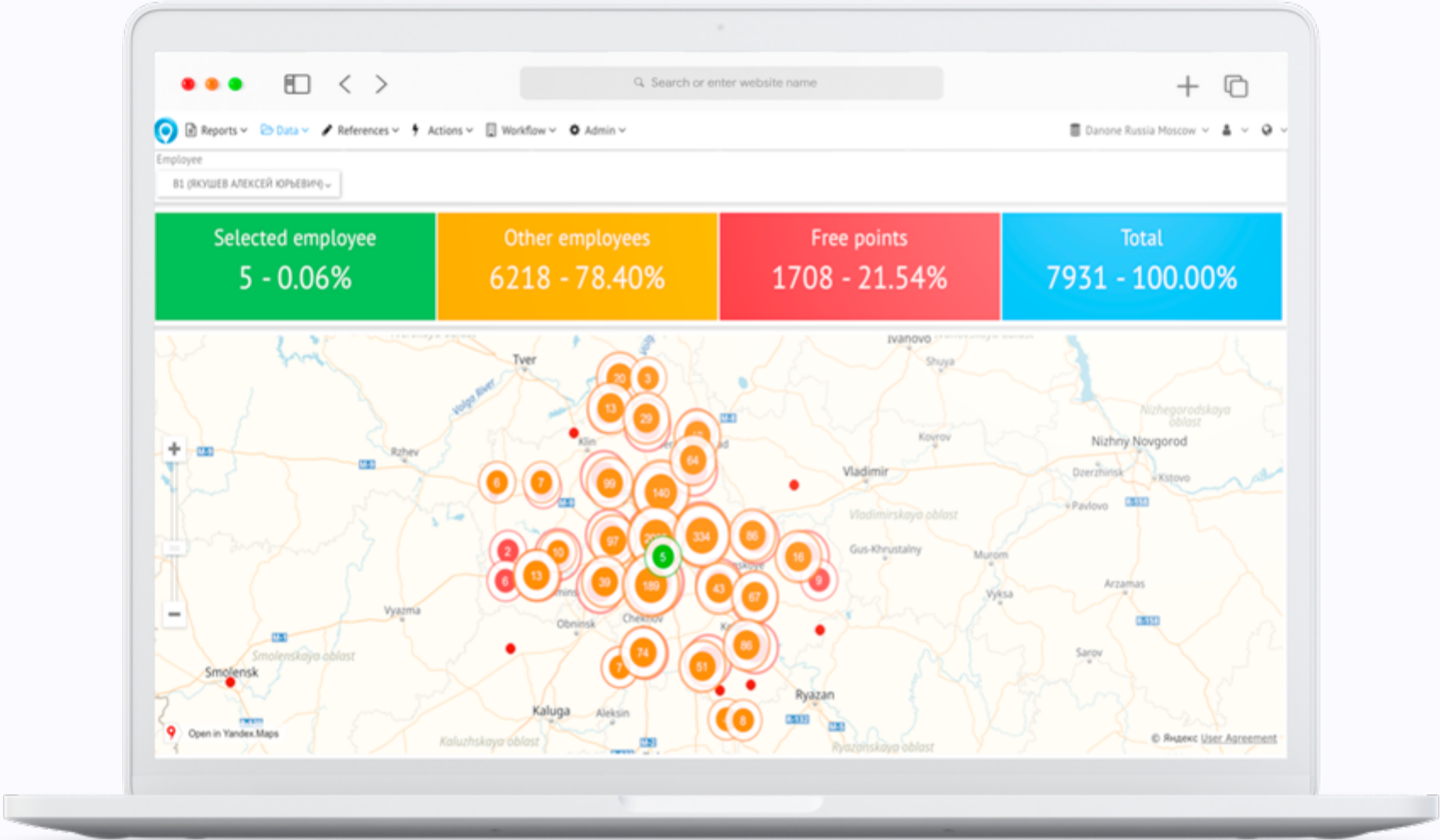
# Management console – your team on the map online



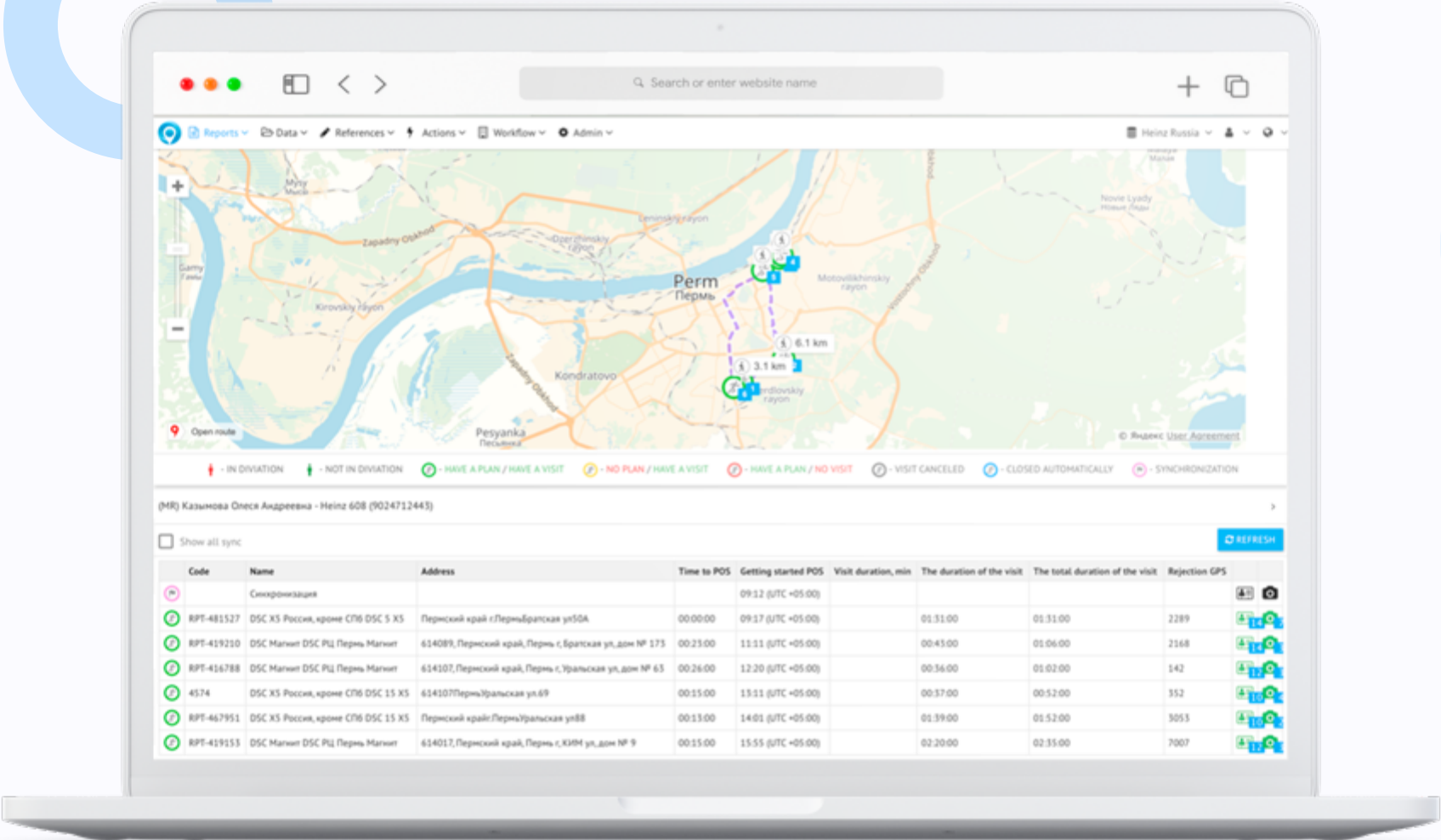
# Management console – your team's KPIs



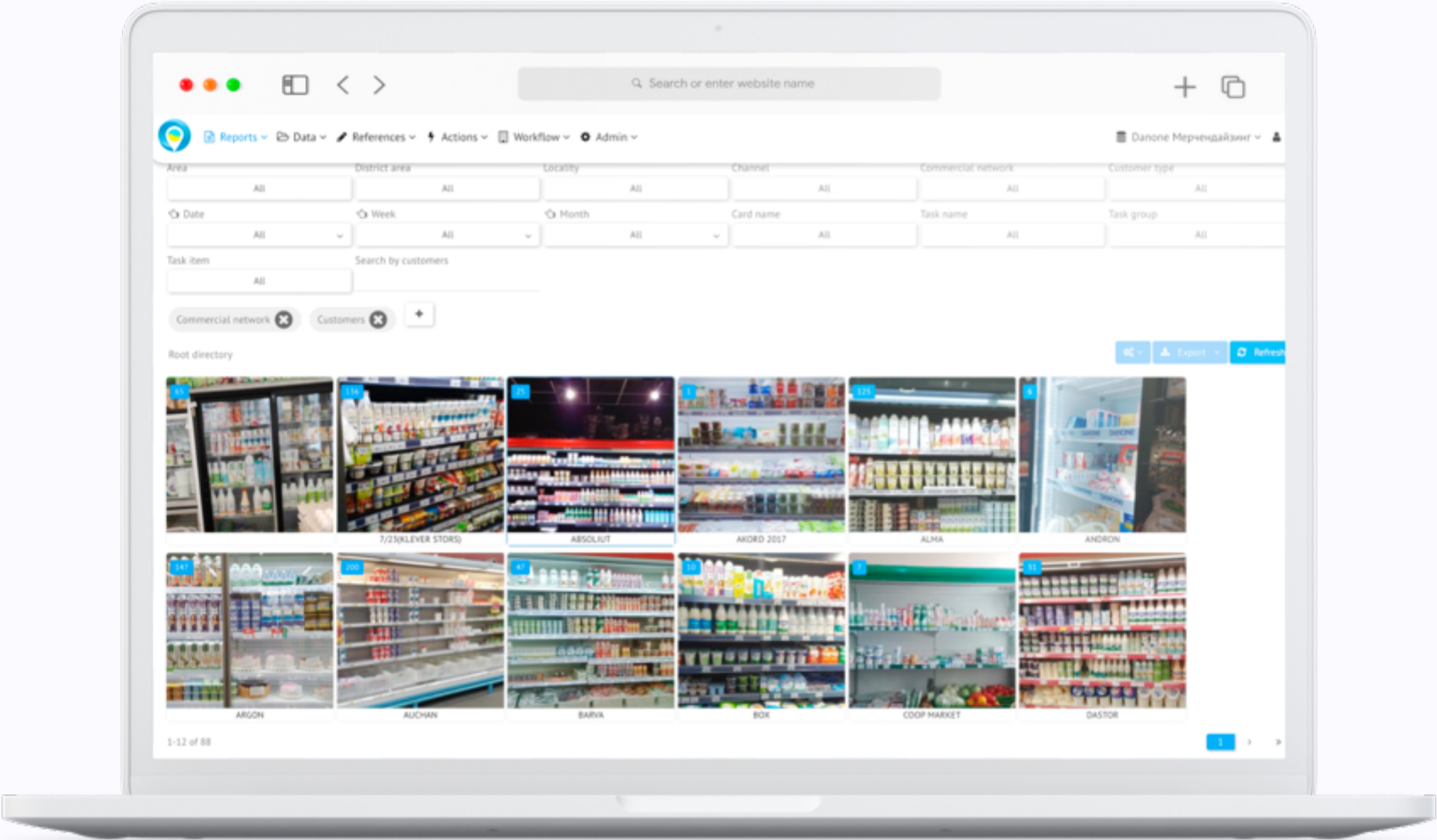




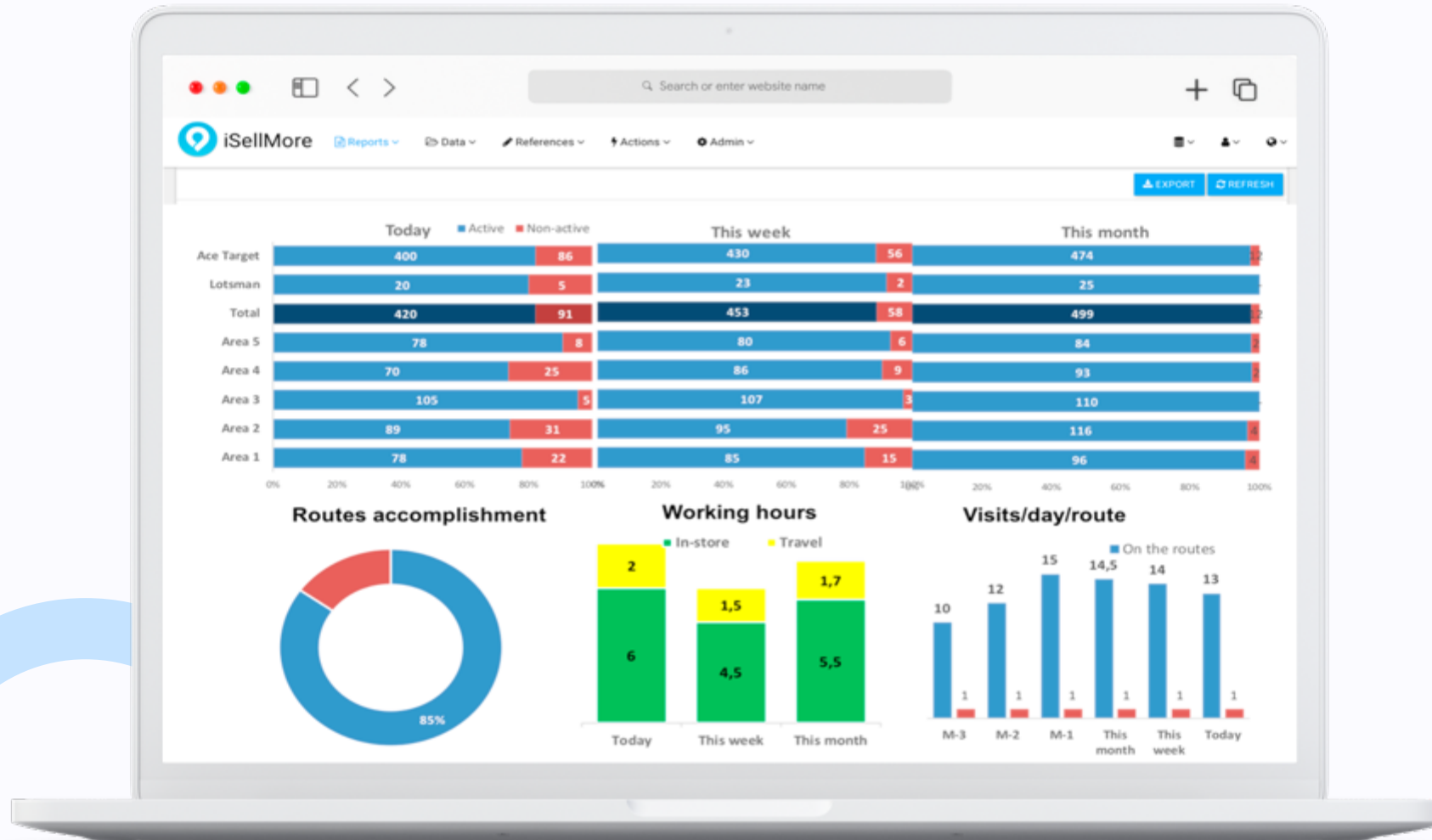
# Management console – routes management



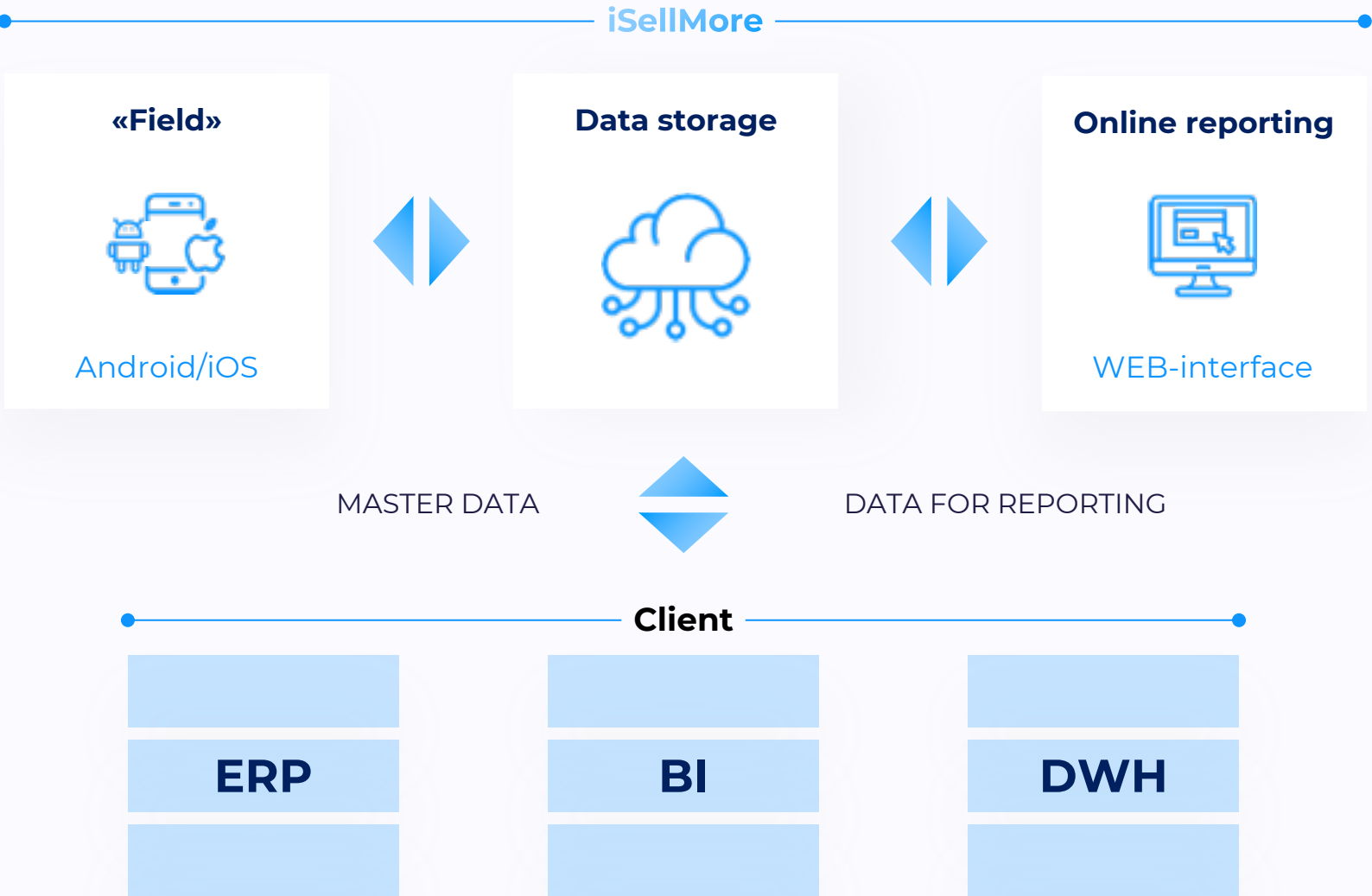
# Management console – photo gallery



# Management console – KPIs dashboard



# Cloud architecture provides **system reliability** and **fast data exchange**



No CAPEX needed



# We are outperforming our competitors in flexibility and deployment speed



Inputs from client



Configuring the system  
in the client's business  
terms

Organization structure,  
names of processes and steps

- **No coding** required
- The business process is **assembled from modules in a few hours**



System  
deployment speed

**1-2 weeks**  
with high-quality master  
data and business process  
descriptions

**Pilot test – free of charge**



Speed of modification

The system is modified  
in **1-2 weeks free  
of charge** if necessary



System update

Every **2 weeks**  
(new functionality  
is **available to all clients  
for free**)

**No modification fees**



**1-4 weeks from demo  
to roll out**

# Implementation results – Danone Ukraine (2015)

## Project scope

Start - 2015

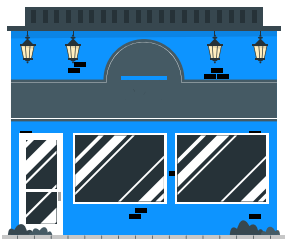
Sales Reps  
**300**



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