ABOUT FIELDBI

FieldBi Retail Execution is a cloud-based complete mobile data collection solution designed to build, schedule and monitor field team activities in real time.
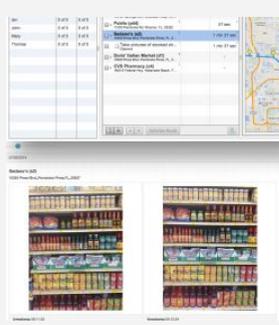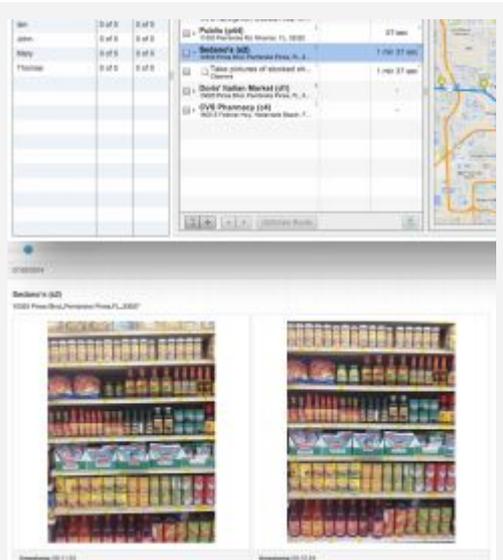
THE CASE FOR MERCHANDISING ACTIVITIES

1. **Main challenge:** Dealing with many people, at many different locations, bringing in a LOT of information on many products.

VISUAL MERCHANDISING

WHAT IF?

→ Your reps could **perform in-store activities** on their existing mobile devices, eliminating paperwork.
→ You could **design the tasks** assigned to your teams, so you get the exact information needed from field.
→ You could easily assign territories, visits/tasks to your field reps.
→ You could monitor in real time what is happening in the field: Where your reps are, what are they doing, results of their works.
→ You could generate **up-to-the-minute report** filtering all the information that comes from the field.

UNIQUE BENEFITS

→ **Pay-as-you-go** and Cost -effective
→ Every mobile activity is GPS and time-stamped
→ Customer Route Optimization both on app and on the management interface
→ True offline/online capabilities: Mobile users are able to work offline upload data once online.

MOBILE ACTIVITIES SUPPORTED

➔ Check stock level and expiry date
➔ Record Out-of-stock
➔ Record on shelf available
➔ Record on shelf void
➔ Mobile Ordering
➔ POSM management
➔ Retail audits and inspections
➔ Other in-store activities with Photos and Audios recording functions
   ◆ Product demonstrations
   ◆ Sampling
   ◆ Pricing Surveys
   ◆ Feedbacks
   ◆ Record redemption, Damages & Destroy
   ◆ Record promotions
   ◆ Mobile invoicing/Receipt

HOW IT WORKS

SET UP: Office creates users, customers, products, designs task templates and assigns territories.

1. Office plans visits and schedules them for mobile reps including any recurring visits

2. On their mobile devices, reps follow the visits scheduled for the day and perform tasks assigned by upperline

3. At the office, upperline are able to see where mobile reps are and which activities are being performed

4. Upperline can then create and share detailed user and/or customer reports

FIELDBI OFFICE

➔ **Manage** Customers, SKUs and Users
➔ **Assign territories** through easy mapping
➔ **Plan Visits,** advanced tasks templates building
➔ **Schedule visits and Tasks** individually or bulk
➔ **Monitor** -Track user activities live on the map
➔ **Reports -** advanced tools allow to extract

FIELDBI MOBILE APPS

➔ **Android** & **iOS**
➔ **Offline and Online** mobile data capturing
➔ **Outlet's information,** Task histories
➔ **On the go** scheduling, planning and route optimization.

data in various formats