



*"When selecting a platform to collect data from our field sales group, Flowfinity was the **only product on the market that met our needs**. We found the product easy to use, very stable, and has since performed very well for us."*

**- Solutions Consultant,
IT Innovation Group, Anheuser-
Busch InBev**



Save Money, Grow Your Business with Flowfinity

Flowfinity software has been adopted by leading Consumer Packaged Goods (CPG) companies as the standard technology for monitoring quickly changing retail conditions and managing teams in the field.

Many CPG companies have mobile teams visiting retail stores to observe how their products are displayed on shelves, whether there are any issues such as poor maintenance or out-of-stocks, and how well brokers are executing on marketing planograms. Flowfinity's mobile solutions for the CPG industry give organizations the opportunity to optimize field staffing levels without compromising in-store work.

Flowfinity Actions lets you quickly build and deploy enterprise mobile apps that run on different smartphones and tablets, so that you can:

- Access quick retail insight that drives results
- Reduce administrative overhead and the cost of gathering business intelligence
- Maximize productivity and improve accountability of mobile teams
- Improve broker management and communication
- Push instantly viewable media such as sales presentations to users' tablets



Our customers approached us for a better, more efficient way to collect and access data from store observations. Flowfinity Actions provided a way to automate the proven processes, forms and workflows that our customers already had in place, allowing them to migrate to a dynamic mobile platform without programming.

With Flowfinity Actions, our customers have gained a distinct competitive advantage by closely monitoring the execution of in-store merchandising programs.

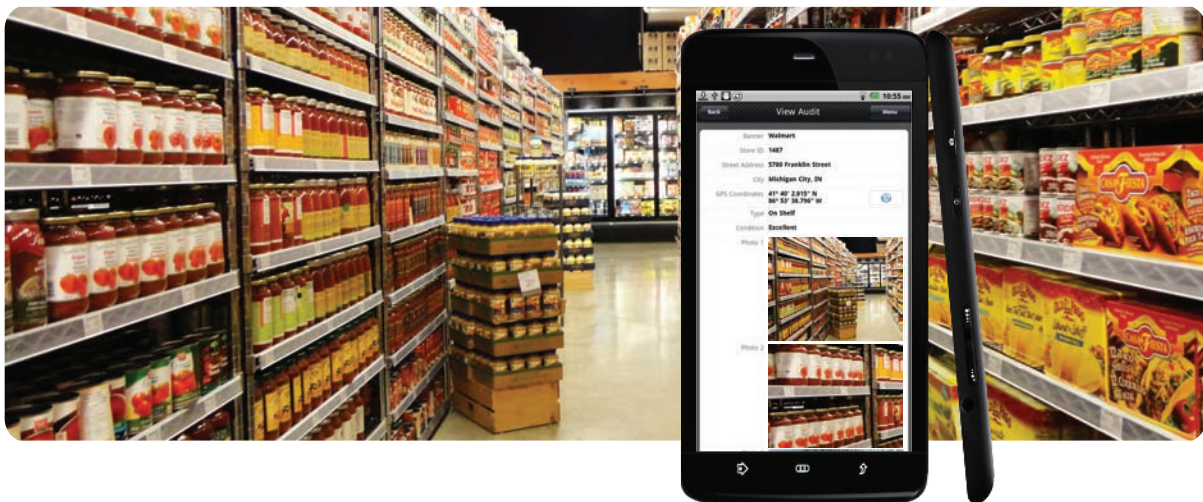
Access quick retail insight that drives results

With Flowfinity Actions, you can easily create dynamic electronic versions of existing paper forms on smartphones and tablets to eliminate paper and spreadsheets. Staff will no longer need to spend time re-typing and emailing data they've gathered in retail stores. This means that data is accessible immediately, as soon as retail audits have been completed. With better, faster insight, issues can be identified by management and addressed right away.

Automated reporting can be set up to show product and brand performance throughout the overall retail channel, so that brand metrics are always current and available. Filter views into specific regions, channels, or products to highlight any performance issues that may exist.

"It was relatively simple to match up everything the retail business managers did with a paper audit to an electronic format using Flowfinity Actions. And when we added the reporting component so we could utilize the data collected from the audits, we knew we had something great."

- U.S. Data Sync Manager, H.J. Heinz



Reduce overhead and the cost of gathering retail intelligence

Eliminate costs associated with data re-entry, revising and printing paper forms, and collating data from spreadsheets to generate reports on brand performance. With Flowfinity Actions, data collected on smartphones and tablets is pre-formatted and standardized for automatic report generation, greatly reducing or eliminating the administrative overhead required to analyze the results of store visits.

"In comparison with the previous fully outsourced approach to collecting data, the cost of operating the national survey is now reduced considerably."

- Business Data and Reporting Director, Bacardi U.S.A., Inc.

Improve Broker Management

Faster access to detailed information lets management close the loop more effectively with brokers, which is critical in quickly changing retail conditions. If any issues are observed that require corrective action, management can act right away, instead of waiting several days or weeks to communicate the information.

Data gathered through store visits can be streamlined to generate automatic reports that include pictures, and made available through a distributor portal so that brokers can see exactly how well merchandising plans were executed.



“With a solid communication process after audits are performed, it allows us to close the loop on current issues, store by store.”

- Director of Sales, McCormick & Co., Inc.

Maximize productivity and improve accountability of mobile teams

Flowfinity Actions allows you to design forms that are simple and quick to fill in and tailored to specific users. Drop-down menus, checkboxes, date and time, and other custom fields can be used to speed up information gathering. Conditional formatting allows certain fields to be displayed or hidden based on pre-determined criteria, such as which store the user is in.

Since Flowfinity Actions is installed directly on the mobile device, apps can be used without cellular coverage. Store addresses, planograms and other data are pre-loaded into users' smartphones or tablets, allowing them to look up the information they need on-the-fly. Mobile apps built in actions can also take advantage of native device functionality like camera and GPS, all within the app.

Timesheet entry apps with geotagging for work location can be configured for substantial cost savings and productivity gains in managing teams on the road:

- Gain access to accurate location information with start and end times at each location
- Provide information on travel time in between locations
- Eliminate paper timesheet entry, making this task more efficient



“Using our new mobile solution gave us an important competitive advantage: we were able to double the sales calls number per day while also improving quality assurance responsiveness from a number of days to resolving issues in a matter of hours.”

- Director of IT, Laura's Lean Beef

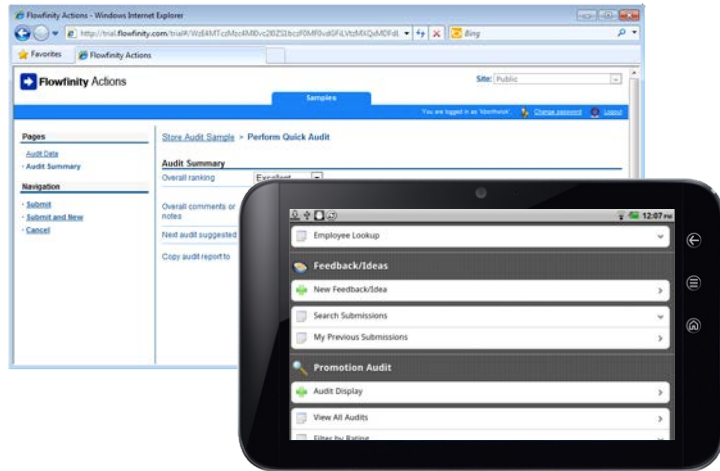
Streamline and standardize forms and procedures

Using Flowfinity Actions, our clients have standardized audit procedures and forms nationwide, giving management in head office broader insight into product trends across retail channels and regions.

Creating forms in Flowfinity Actions is easy, and can be done without programming or IT involvement. That means that business users can continually assess, improve, and push out new audit forms and procedures as needed, with the flexibility to deploy different apps to different users depending on their job roles or user permissions.

“Flowfinity Actions is flexible and adaptable enough to allow us to replicate our audit process exactly the way we wanted. Integrating the data into the way that we currently do business through our operational databases and into the enterprise system was seamless.”

**- VP of Sales,
Anheuser-Busch InBev**



Once audit forms are designed, they can be immediately deployed to smartphones and tablets in the field with one click, for instant updates. This makes it easy to deploy new forms and surveys for special promotional campaigns, new products, seasonal themes, or new retail channels for more insight. Product alerts, bulletins, or emergency notices can also be pushed out to field staff for immediate information or action.

Empower teams in the field with Instant Media

Give your field staff an edge with Instant Media, mobile media libraries pushed out to tablets and made instantly available for viewing and presenting anytime, anywhere. Product information catalogs, new marketing campaign videos, product fact sheets and presentations can all be organized within the Flowfinity Actions database and seamlessly pushed out to users' mobile devices.

Media libraries maintained from a central location can be distributed based on user permissions, giving head office the ultimate control and flexibility to keep important sales tools up-to-date and in the hands of those who need them.

