



The Standard for Retail Execution Management

Enhance the shopper experience by ensuring products are presented at the right time and place in stores. With Flowfinity, you can optimize retail execution management processes and maximize sales by ensuring that carefully planned product displays and promotions are carried out.

Flowfinity gives you the flexibility to automate your existing business processes, forms and workflows, without programming, by migrating them to a dynamic mobile platform.

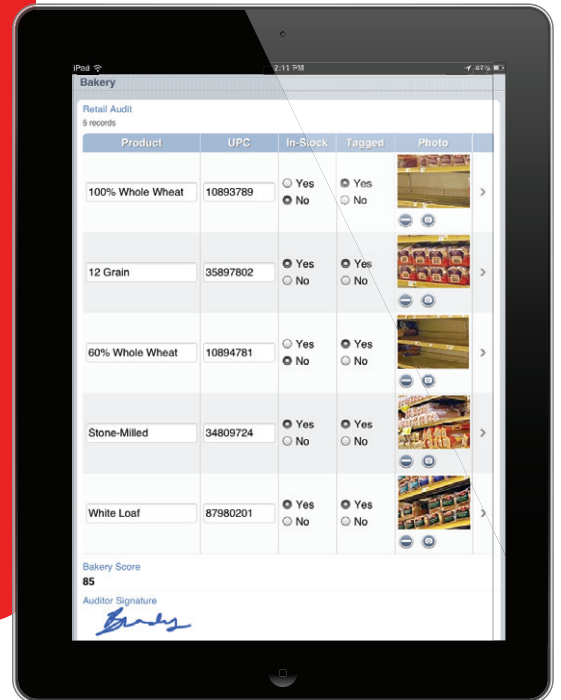
"Now, I get an accurate picture of exactly how our products are presented to customers so we can do a trend analysis over time. Decision-making flows much easier up the ladder because I can present the numbers that will get peoples' attention. Ultimately that means we can influence consumers in a deeper and richer way."

**- Director of Retail Operations,
H.J. Heinz**



Quickly deploy enterprise mobile apps to:

- Streamline retail execution management and gain insights
- Reduce overhead and the cost of gathering business intelligence
- Maximize productivity and accountability of field teams
- Improve broker management and communication
- Distribute documents and media to mobile devices
- Integrate with existing enterprise systems



Improve field staff productivity and get the most out of store visits by customizing secure mobile data collection and workflow apps with a point-and-click solution to manage:

- ✓ Voids & out-of-stocks
- ✓ Competitor information
- ✓ Shelf conditions
- ✓ Promotion execution
- ✓ Planogram validation
- ✓ Broker performance

Drive results with effective retail execution management

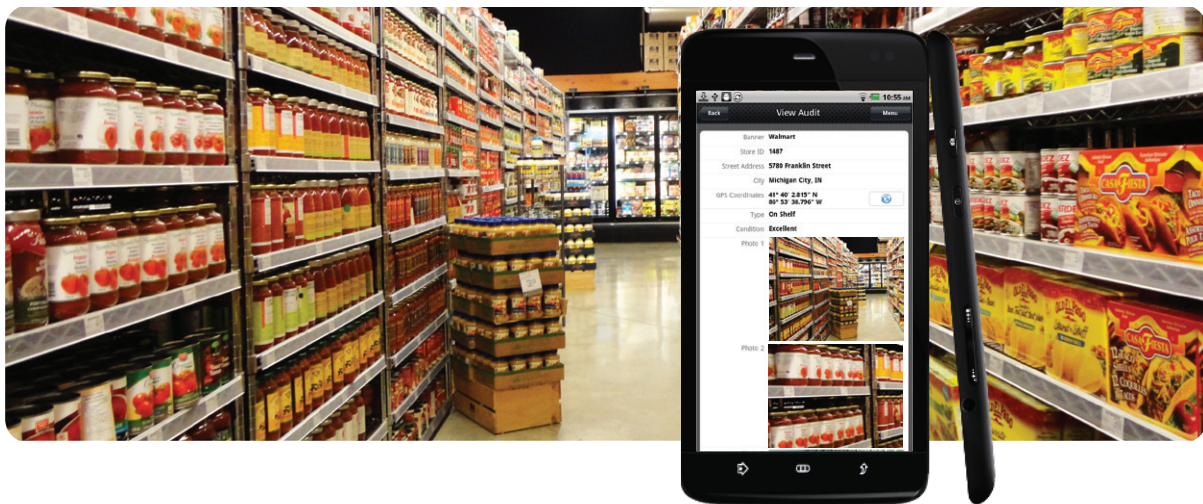
With Flowfinity, you can conduct more store visits while gathering more complete and accurate data for better visibility into retail conditions. Using Flowfinity mobile apps for store surveys or audits enables immediate access to the results. With better, faster insight, issues can be identified by management and addressed right away.

Set up automated reporting to show product and brand performance throughout the overall retail channel, so that brand metrics are kept current and readily available. Filter views into specific regions, channels, or products to identify trends or gaps in retail performance.



“We needed a standard way of scoring execution in retail accounts, and we found Flowfinity easy and convenient to use.”

- Vice President of Sales, Anheuser-Busch



Reduce overhead and the cost of gathering retail intelligence

Eliminate the costs associated with data entry, printing, paper form revisions, and collating data from spreadsheets to generate reports on brand performance. With Flowfinity, 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.

“The new reporting system is really fast. All of the audit data is submitted overnight, and can be reviewed by anyone in the sales department, up to daily if needed. Retail managers can download a report, highlight the issues, and disseminate that information to brokers.”

- VP Trade Relations, McCormick & Co.

Improve Broker Management

With faster access to detailed information, your management team can 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 days or weeks later.

Streamline store survey data to generate and publish media-rich reports through a distributor portal, so that brokers can see exactly how well merchandising plans were executed.



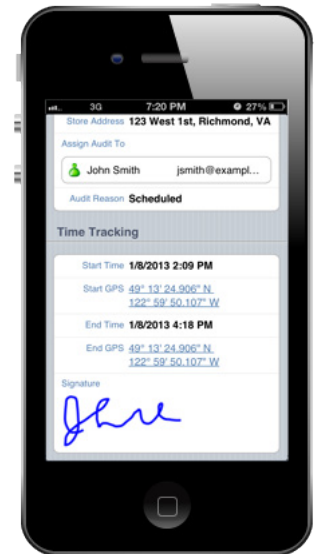
“With a solid communication process after audits are performed, it allows us to close the loop on current issues, store by store.”

- Director of Sales, McCormick & Co.

Maximize the productivity of mobile teams

Flowfinity allows you to design forms that are simple and quick to fill in, while guiding users through the process. Drop-down menus, checkboxes, date and time, and other dynamic fields can be used to speed up information gathering. Conditional formatting allows certain fields to be displayed or hidden based on customizable rules, such as which store the user is in.

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 can also utilize native device functionality like photo albums, cameras, and GPS, and work offline without network coverage to maintain productivity if the signal is lost.



Improve employee accountability and reduce costs

Time and location data can also be collected for substantial cost savings when managing teams on the road. Store visit and travel times reported to the minute can help to eliminate rounding inaccuracies. With better planning and the ability to validate routes, transportation costs can also be reduced.

- Collect GPS location information with start and end times at each location
- Validate routes and travel times between locations
- Replace paper timesheets with mobile timesheet forms

“The staff are definitely being more productive now... With better tracking and planning of mileage we have already achieved 50-60% in cost savings.”

**- Retail Coordinator,
Food Marketing Inc.**

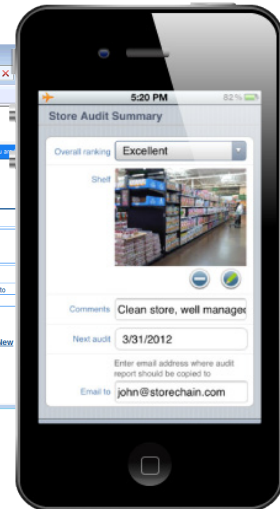
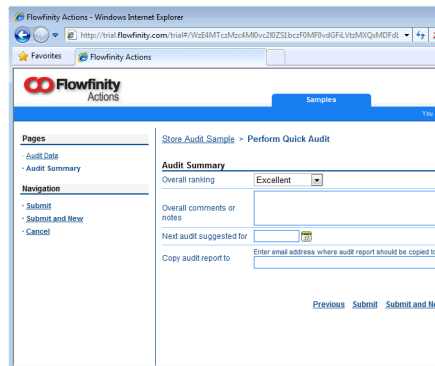
Streamline and standardize forms and procedures

Using Flowfinity, store survey and retail execution processes can be streamlined nationwide, giving management broader insights into trends across retail channels and regions.

Creating forms in Flowfinity is easy, and can be done without programming or IT involvement. This allows business users to continually assess, improve, and publish new forms and procedures as needed, with the flexibility to deploy apps to different users depending on their job roles.

“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.”

- IT Director, Meyer Natural Foods



Once survey forms are designed, they can be immediately deployed to smartphones and tablets in the field with one click. This makes it easy to deliver new forms and surveys for special promotional campaigns, new products, seasonal themes, or new retail channels. Product alerts, bulletins, or emergency notices can also be distributed to employees in the field for immediate action.

Mobile Document Management

Give your sales staff an edge with instantly available collateral available for viewing and presenting anytime, anywhere. Store your up-to-date product information catalogs, marketing campaign videos, product fact sheets and presentations in Flowfinity for quick access from smartphones or tablets. Maintain your media library in a central location and distribute materials based on user permissions for the ultimate control and flexibility.

