



Retail Execution

Equip your team with the intelligence to make every minute count

For most CG companies, improved revenue realization—not industry growth—is now the primary driver of economic profit, and effective in-store execution is a top investment priority. Field sales reps have to be more judicious than ever about which outlets get their attention. And they have to make the most of their limited face time with retail managers to demonstrate that their strategies are effectively addressing pain points and driving sales.

AFS Retail Execution gives your team the maximum return on in-store time.

Built on secure and reliable Microsoft cloud technology, this flexible, configurable software-as-a-service solution lets you efficiently gather data that yields powerful analytics around category execution, pricing promotions, and inventory. It provides the information and insights to drive programs that increase profitability and market penetration, improve segmentation of outlets and brands, achieve more effective marketing spend, and promote better organizational alignment.

Spend more time in store and less time planning

- Save time with advanced route planning
- Prep on the go with a unified view of all resources
- Set up new solutions, features and users easily
- Define balanced territories and optimized routes reflecting sales potential and “premiumness” of points of sale
- Focus the field force on the right activities by setting targets at many levels: territory, store, category, SKU, or user

Get to work quickly with on-site access anytime, anywhere

- Work seamlessly across any device
- Utilize essential resources, even when offline
- Process orders on-the-spot
- Evaluate performance with robust, user-friendly dashboards and reports



AFS Retail Execution has enabled hundreds of companies across the globe to drive efficiencies and improve a wide range of KPIs, including:

- Increased efficiency through digital merchandising, call workflow and ordering
- Increased distribution and order value due to more accurate pricing, promotions, and historical order visibility
- Improved collaboration and sell-in execution
- Reduced margin leakage as a result of identifying pricing errors, credit mistakes, and erroneous discounts

Ensure ROI with more efficient and informed merchandising-compliance audits

- Collect more comprehensive competitive insights
- Implement store door/segment/channel specific KPI's along with compliance measurement and enforcement
- Identify and correct shelf voids and out-of-stocks on promoted items
- Ensure product availability across multiple locations in the store, as well as across a chain, channel or season

Boost productivity

- Provide insight for customized cross-sell and upsell
- Share best practices with social and mobile capabilities that foster real-time action
- Optimize in-store activity ensuring accurate merchandising and planogram compliance
- Execute “defend, maintain and gain” strategies to outperform competitors
- Enable corrective actions to address trends around out-of-stocks, ranging issues, and declining order volumes



Solution Overview

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Planning & Administration

Insights & Analysis

Execute In-Store Activities with the Mobile Client Front End Applications



Why Microsoft

Consumer Goods organizations are embracing digital transformation to thrive in today's competitive environment. Microsoft and partner solutions enable consumer goods organizations and brands to combine the best of digital and in-store to deliver personal, seamless, and differentiated customer experiences.

Empower people to deliver maximum business impact. Personalize your customer engagement by using advanced analytics to understand, predict, and better serve customers. Transform your business through an intelligent, modern platform. With our solutions, you can engage employees, turn data into insights, and take advantage of dynamic, agile systems that adapt to business needs and secure data.

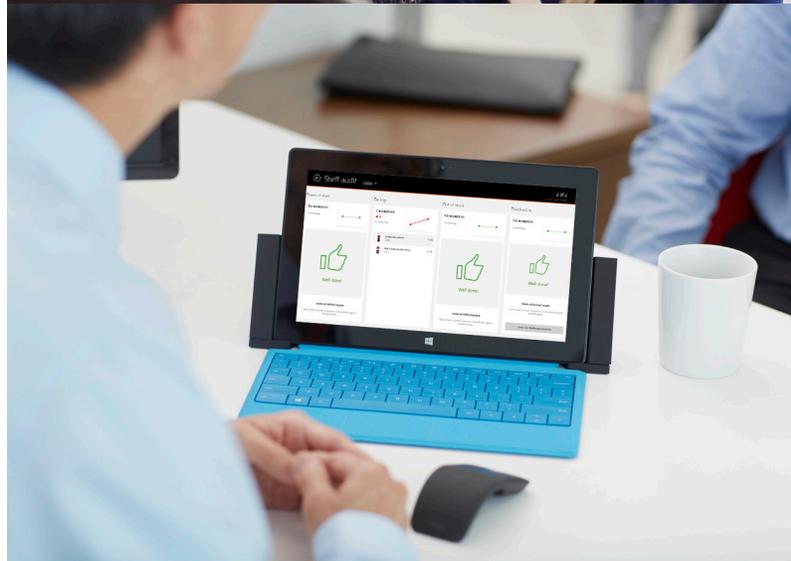
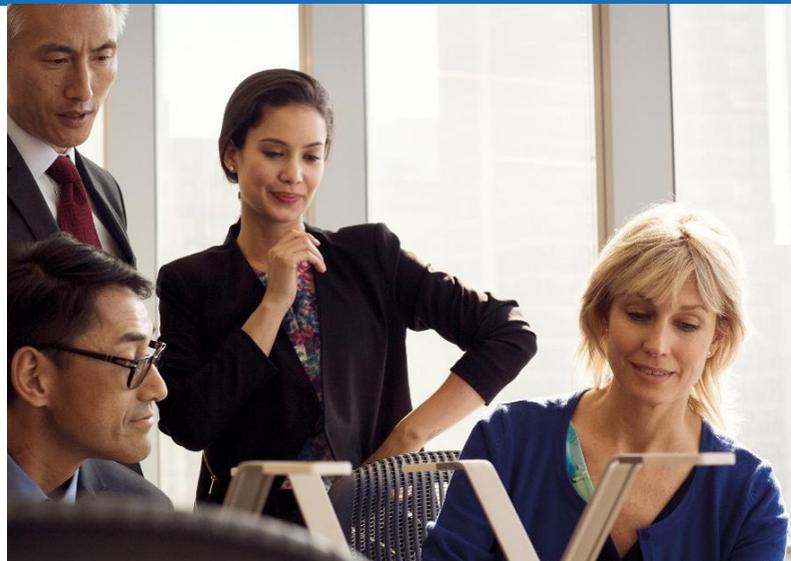
Microsoft offers a fully integrated, end-to-end solution for CPG organizations to use as they engage with their customers in the field, covering visit and merchandising, sales, asset management and audit as well as a full suite of BI and analytics

Business users can discover, trial and acquire this SaaS solution through AppSource

"At AFS our customers require solutions that drive value today as well as anticipate requirements driven by competitive trends in the Retail/CPG marketplace. In Microsoft, we found a partner whose platform enables our current offerings in a way that is highly accessible, secure, scalable, and reliable ...basically covering our table stakes. The big win came in the form of Microsoft's advanced technologies. We now have the ability to expand our trade, retail execution, and direct delivery solutions in critical areas such as BI, analytics, AI, and gamification all driven by specific value propositions designed to improve the competitive position of our customers."

"Our customers require solutions that drive value today as well as anticipate the needs of the Retail/CG market of tomorrow. In Microsoft we found a partner whose platform enables our current offerings to be highly accessible, secure, scalable, and reliable – basically covering our table stakes. The big win for AFS came with Microsoft's advanced intelligence capabilities. We now have the ability to expand our trade, retail execution, and direct delivery solutions in critical areas such as BI, analytics, AI, and gamification all driven by specific value propositions designed to improve the competitive position of our customers."

Joe Bellini, CEO, AFS Technologies



Learn more
www.Appsource.com

