



# **Streamline your multichannel service**

Retail Execution and DSD

# A Life Cycle of questions



## Additional areas of the organization

Can I see key performance indicators results in a timely fashion and by any dimension? Can I leverage the data captured to be shared by other systems (HR, Finance)?



## Headquarters

Do I have a consolidated view of the data coming from the field? How can I validate the right level of service provided? Are all my stores within the parameters of the Picture of Success?



## Sales Rep



Do I get enough information to perform effective negotiations? Am I aware of the condition of the products in the shelf? Do I get notified about supply issues?

## Deliveries



Am I getting my deliveries properly picked and packed? Is my route optimized? Can I identify any opportunities of upselling? Can I report anything that I find in the store?

## Merchandiser



Do I get visibility of the deliveries being made? How can I report the conditions of the products in the shelf accurately and consistently? Can I report back to the company any exceptions?

# In Summary...

How can I streamline the data workflows and processes across various members of my sales organization?

# Systemic approaches

## PROCESS ORIENTED

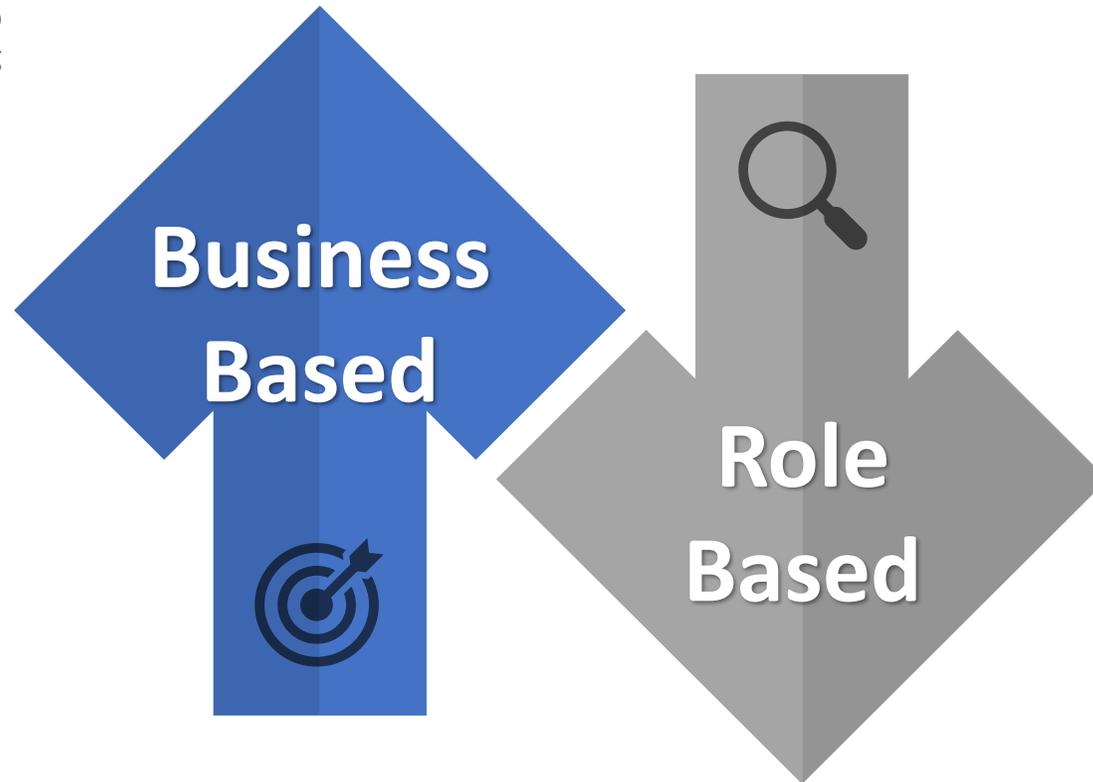
Solutions have to adapt to the process, not the other way around! Instead, solutions have to become enablers to enhance the existing processes.

## TOOLBOX BASED

Focused on providing modular features and functionalities, with enough flexibility for companies to build business processes based on those features..

## LESS ENDPOINTS

A single administration point for all processes, with just one set of interfaces with all systems around will simplify the deployment of the solution.



## STRICT ROLES

Predefined conjunctions of features and functionalities oriented to serve the common usage on a specific role (may fall short or be an overkill).

## SEPARATED APPS

Often companies have to deal with separated apps for their different roles, depending on their business processes. This increases the administration footprint and in general the overall TCO.

## MORE ENDPOINTS

More applications to sustain = more endpoints to integrate. The risk of disjointed/outdated information increases.

# The solution!

A single application that will manage  
the whole lifecycle of my sales  
organization!

# RE/DSD by AFS Technologies

## SALES REP

Generates orders  
Validates compliance of Contracts  
Negotiates new spaces and additional opportunities

## DELIVERY

Brings product to the store  
Generates opportunities for Upselling  
Picks up damaged goods  
Ensure service level compliance

## MERCHANDISER

Organizes the product  
Detects any immediate exceptions & reports back  
Traces deliveries to replenish product in the shelves

## PLANT WAREHOUSE

Prepares orders  
Picks and Dispatches product  
Controls inventory on the vehicles

## HEADQUARTERS

Generates reports and analyzes trends  
Launches events (campaigns, tasks)  
Manages the solution  
Has a single point for Administration Activities



# RE/DSD by AFS Technologies

- ❖ Allows data to flow natively between the different users, without leaving the same system.
- ❖ Grants 360 degrees views on customer activities
- ❖ Can be installed much faster and adopted easier, making people interchangeable across roles.
- ❖ Involves much less integration endpoints
- ❖ Covers all the necessary features to build your business process, regardless of the channel
  - ❖ Presales
  - ❖ Direct/Van/Peddle Sales
  - ❖ Deliveries
  - ❖ Merchandising
  - ❖ Key Account Management
  - ❖ Sales Representatives
  - ❖ Sales Managers
  - ❖ System Administrators
  - ❖ Warehouse clerks

# A Vast number of features

Pick and choose what you need to suit  
your business

# Features for Selling

Authorization Lists

Contracts

Credits/Returns

Historical Activities

Orders

Booking Sheets

Product Audits

Guided Selling

Cash Tills

Price Lists

Campaigns

Budgets

Fact Sheets

Power Products

Receivables

Planogram Compliance

Targets & KPIs

Discounts

Product Info

Payments

Surveys



# Features for DSD

**Deliveries**

**Time Tracking**

**Credits/Returns**

**Inventory Management**

**Inventory Transfers**

**Scanning**

**Settlements**

**DEX**

**US Military customers**

**Price Lists**

**Printing**

**Vehicle Checks**

**Route Optimization**

**Power Products**

**Cut-Off Times**

**Scan Based Trading**

**Targets & KPIs**

**Sales Hierarchy**

**Check-in/out**

**Payments**

**Drivers & Vehicles**

# And much more!

- ❖ Digital Image Recognition
  - ❖ Route Optimization
  - ❖ POS Data Management
  - ❖ Perfect Store / Picture of Success
  - ❖ Multiplatform capabilities (Windows, Android, iOS)
  - ❖ Reporting and Datawarehouse
- 
- ❖ ...And the list goes on!

# With a Joint solution from AFS...

**TCO**



## **Sustainability Cost**

Reduce your costs to install, deploy and sustain your Retail Execution and DSD in 70%, compared to install them separately.

**SALES**



## **Opportunity increase**

Increase your net Sales Volume in more than 15%, and your revenue in similar numbers by streamlining your processes within the 1<sup>st</sup> year of deployment

**OUT OF STOCKS**



## **Product Availability**

Reduce your Out of Stocks in 10% within the first 6 months of implementation by granting visibility of the life cycle through the whole channel.

**To Learn More...**

Visit us at <https://re.afsi.com>

