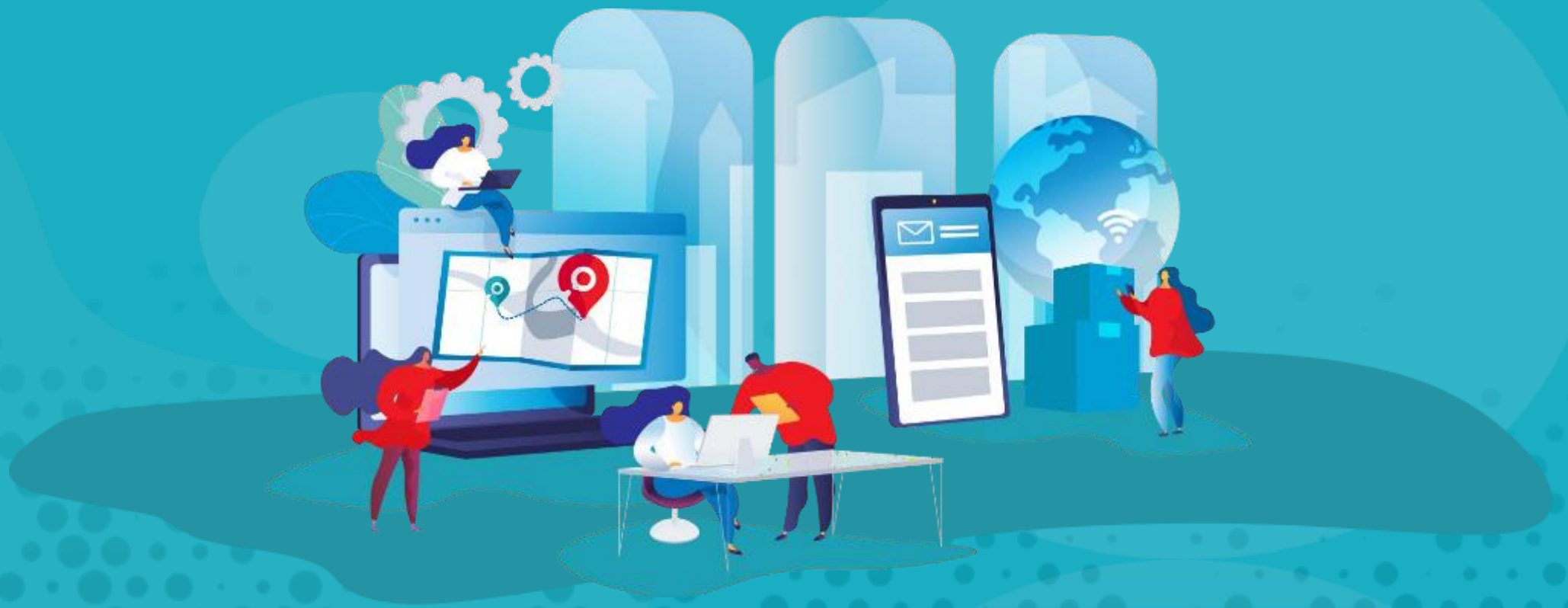


NEXT-GENERATION FIELD FORCE AUTOMATION

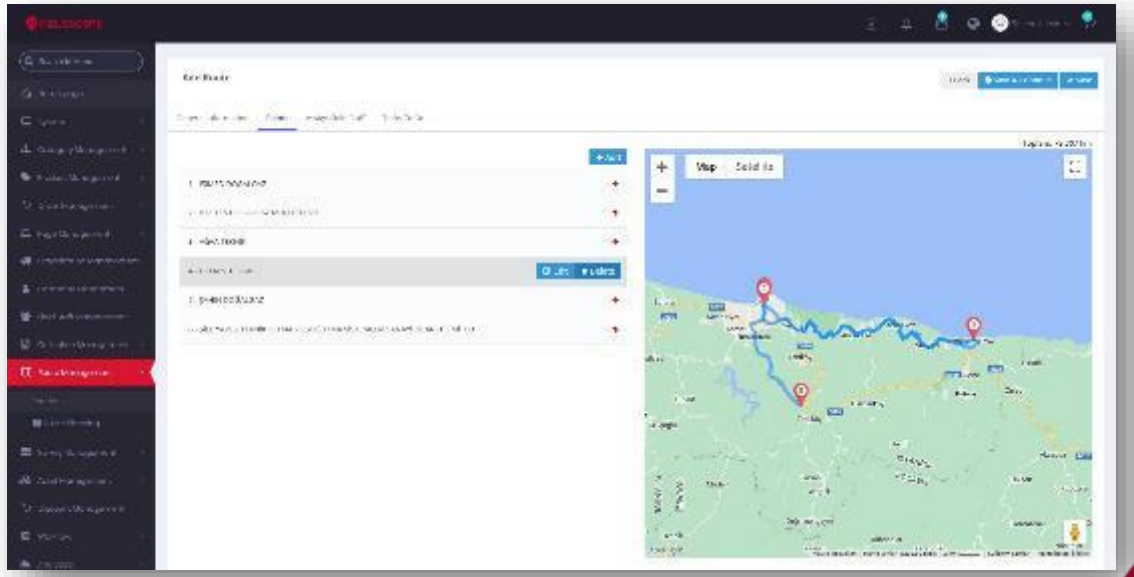
Is a;

- *Next- Generation*
- *AI Powered*
- *End-To-End*

FFA (Field Force Automation) & **SFA** (Sales Force Automation) solution;

Provides;

- *Web and Mobile Applications*
- *Intuitive User Interface*
- *Gamified User Experience*
- *In-depth Configurability*



END-TO-END SOLUTION

One tool, One solution designed to cover the whole process

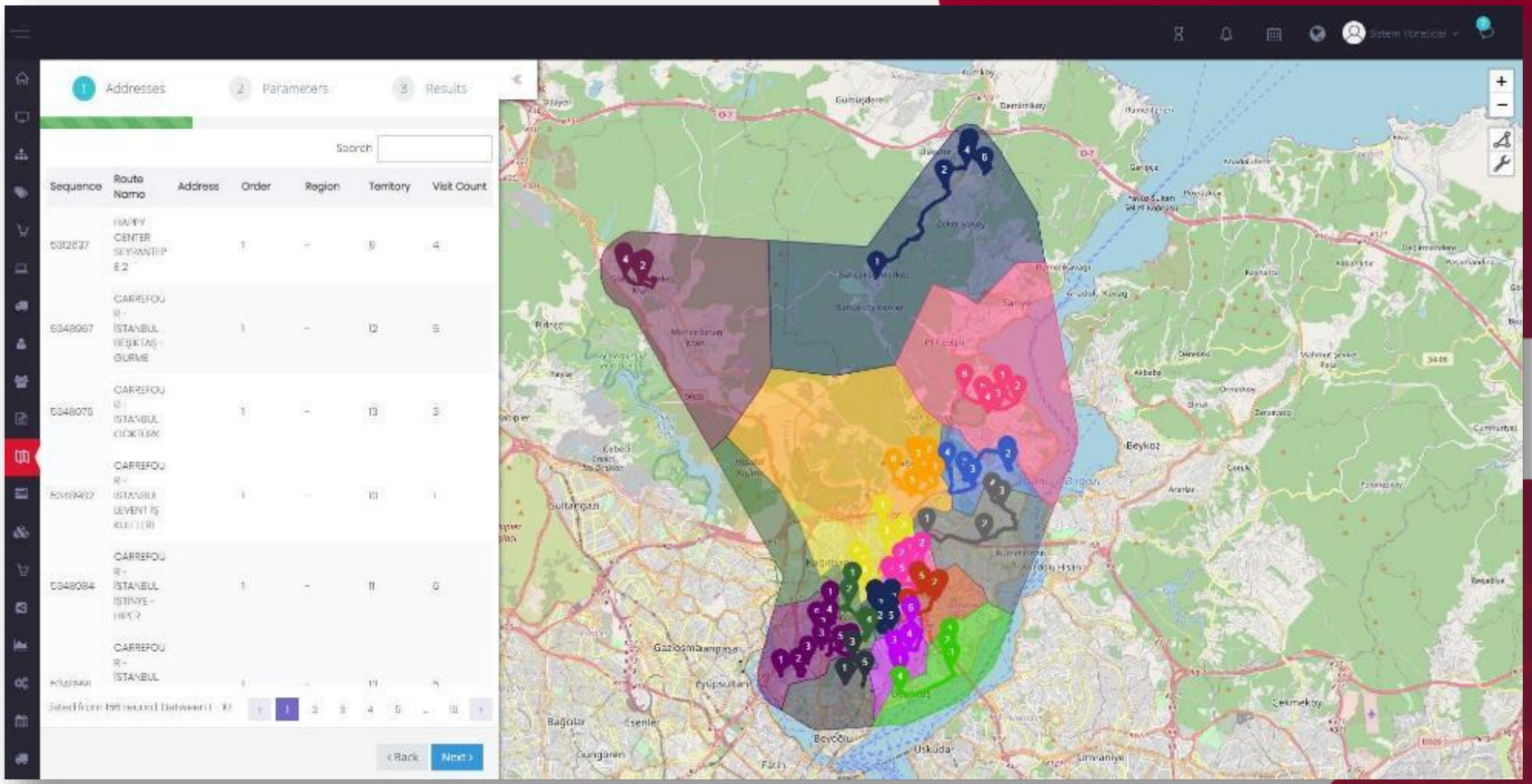
FieldScope is the only companion you'll ever need across your field management journey

PLANNING

Let AI Manage The Field

PLANNING

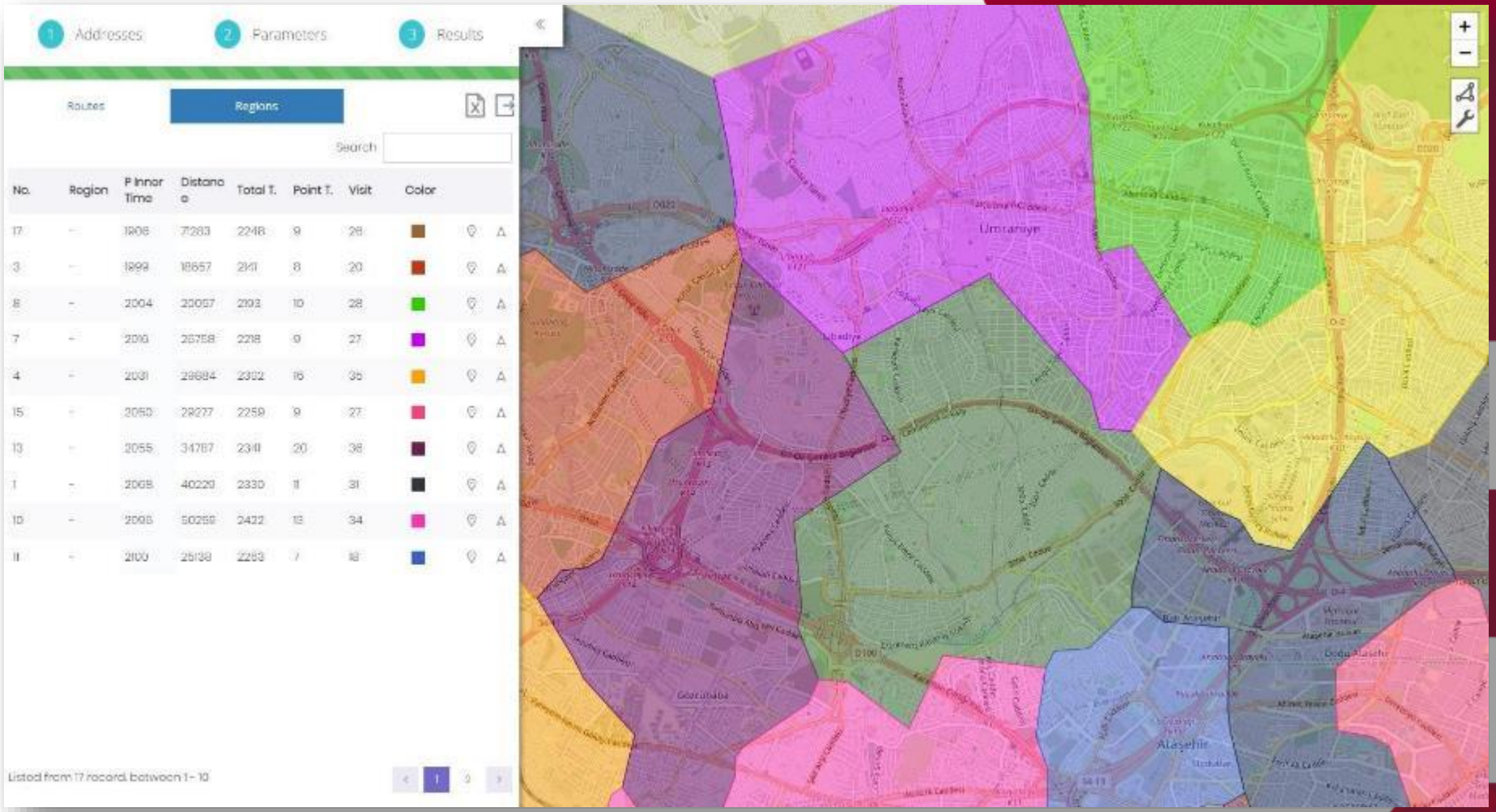
FieldSense Optimization Suite



PLANNING

FieldSense Optimization Suite – Territory Planner

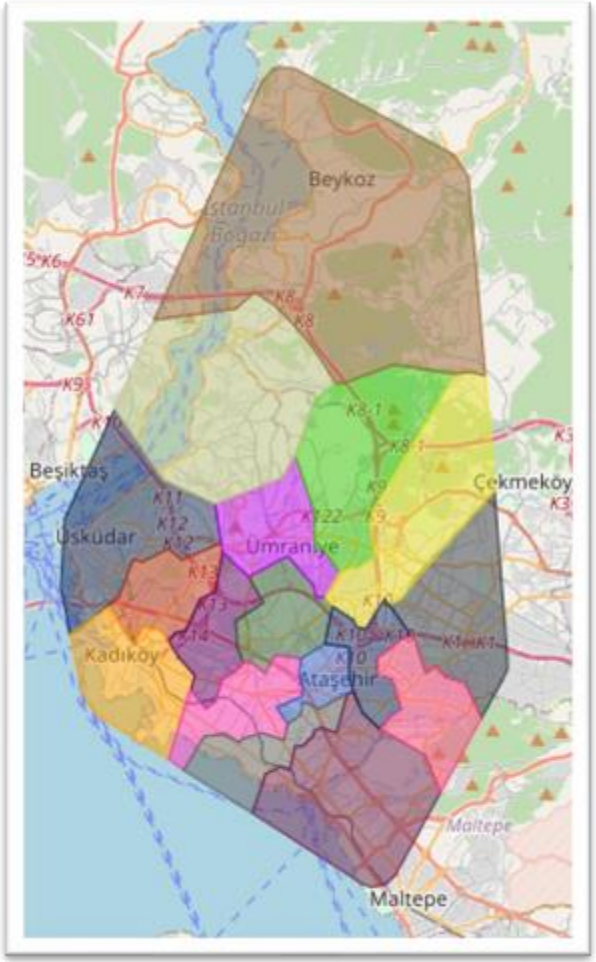
Plans the field operation by dividing the workload into territories

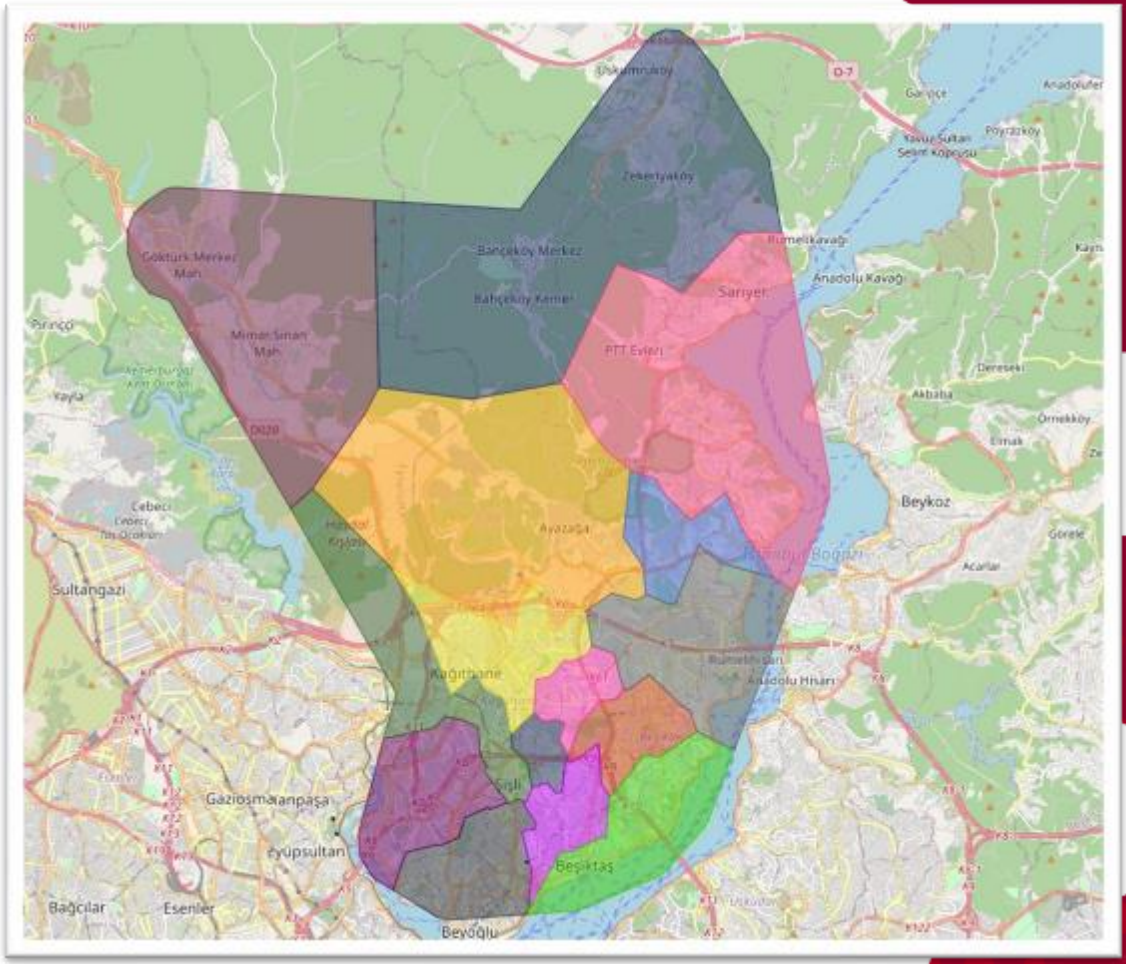


PLANNING

FieldSense Optimization Suite – Territory Planner

Geographical Compactness ensures each staff is always close to all possible task locations in case of urgent change in plans





PLANNING

FieldSense Optimization Suite – Territory Planner

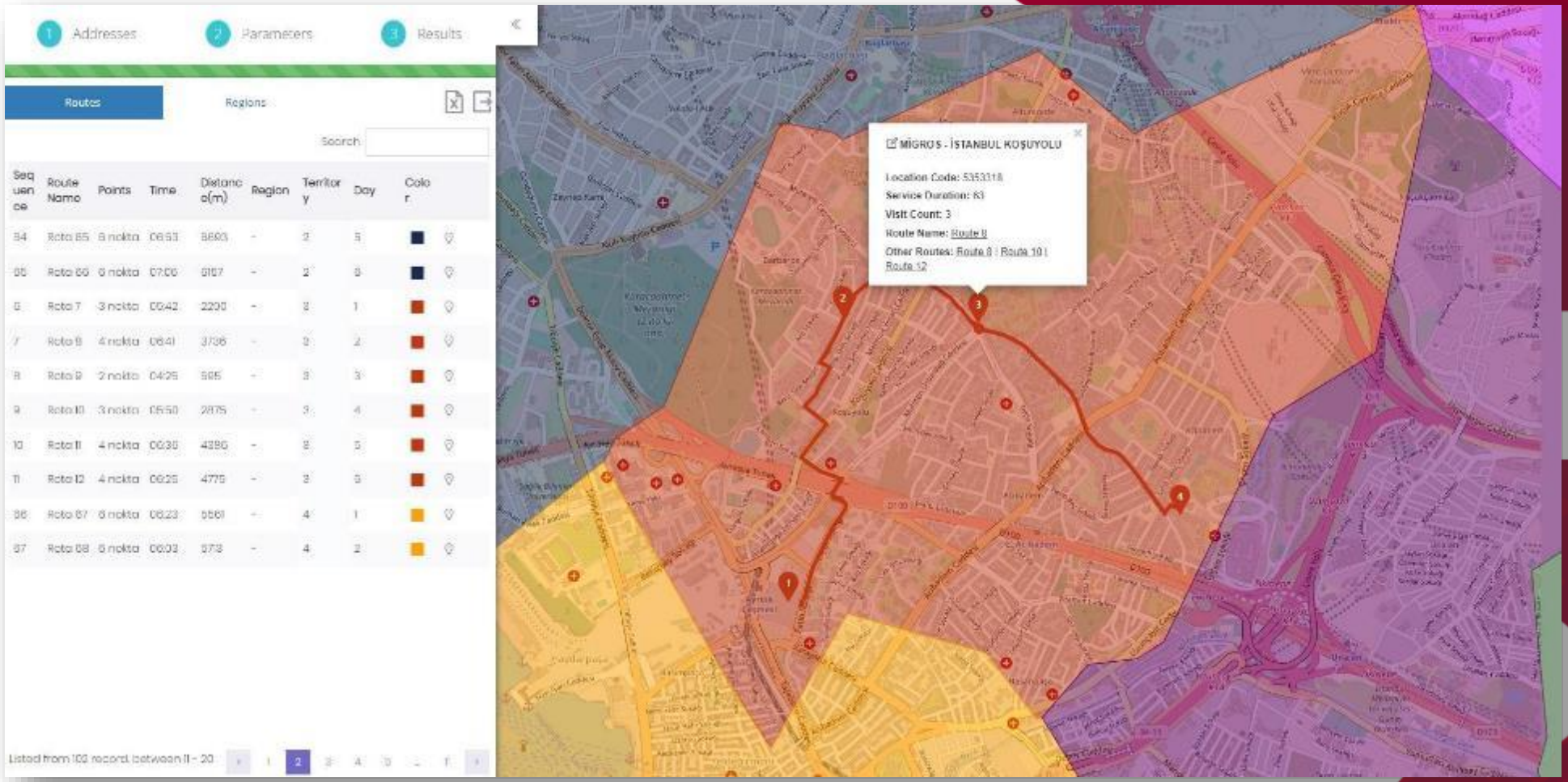
- **Balanced Territories** ensures workload can be planned optimally and attributes are distributed fairly amongst the staff
- Supports balancing of custom variables

No.	Region	P Inner Time	Distance	Total T.	Point T.	Visit	Color
17	-	1906	71283	2248	9	26	
3	-	1999	18657	2141	8	20	
8	-	2004	20057	2193	10	28	
7	-	2016	26758	2218	9	27	
4	-	2031	29884	2302	16	35	
15	-	2050	29277	2259	9	27	
13	-	2055	34787	2341	20	36	
1	-	2068	40229	2330	11	31	
10	-	2096	50259	2422	13	34	
11	-	2100	25138	2263	7	18	

PLANNING

FieldSense Optimization Suite – Route Planner

Finds the best routes which will lead the overall system to be cost-efficient



PLANNING

FieldSense Optimization Suite – Route Planner

Periodically Balanced Scheduling; FieldSense AI will ensure all visits during the defined period are periodically distributed

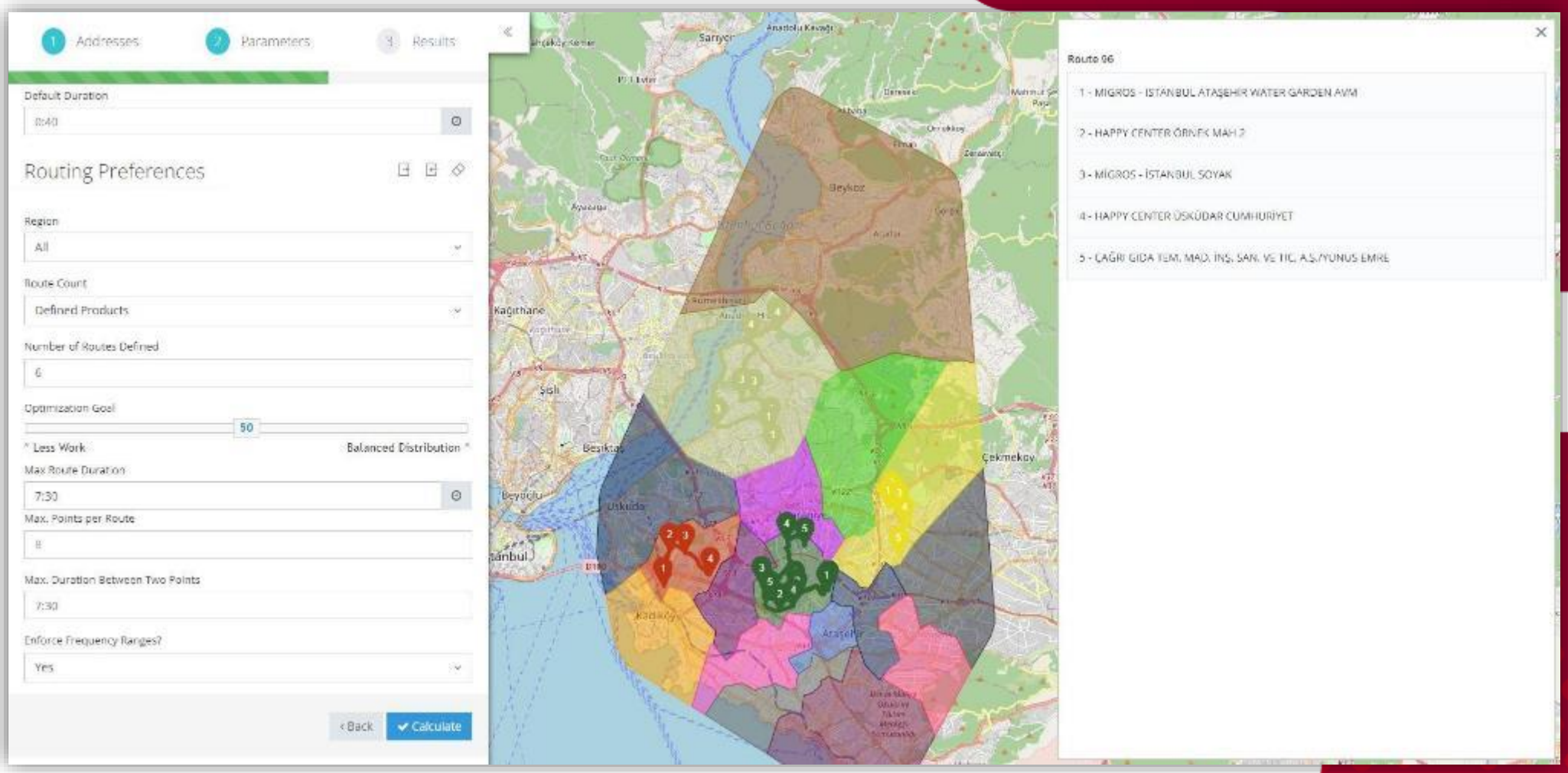
Location	V. Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Point 1	3	X		X		X	
Point 2	2		X			X	
Point 3	4	X	X		X		X

Queue	Name	Points	Duration	Distance	Day	Color	
90	Route 91	6 nokta	07:01:13	4.822	1		✓ Select
92	Route 93	4 nokta	05:09:15	3.958	3		✓ Select
94	Route 95	6 nokta	06:48:22	3.918	5		✓ Select

PLANNING

FieldSense Optimization Suite – Route Planner

Defining Constraints; User preferences on visit days can be defined and considered when creating routes



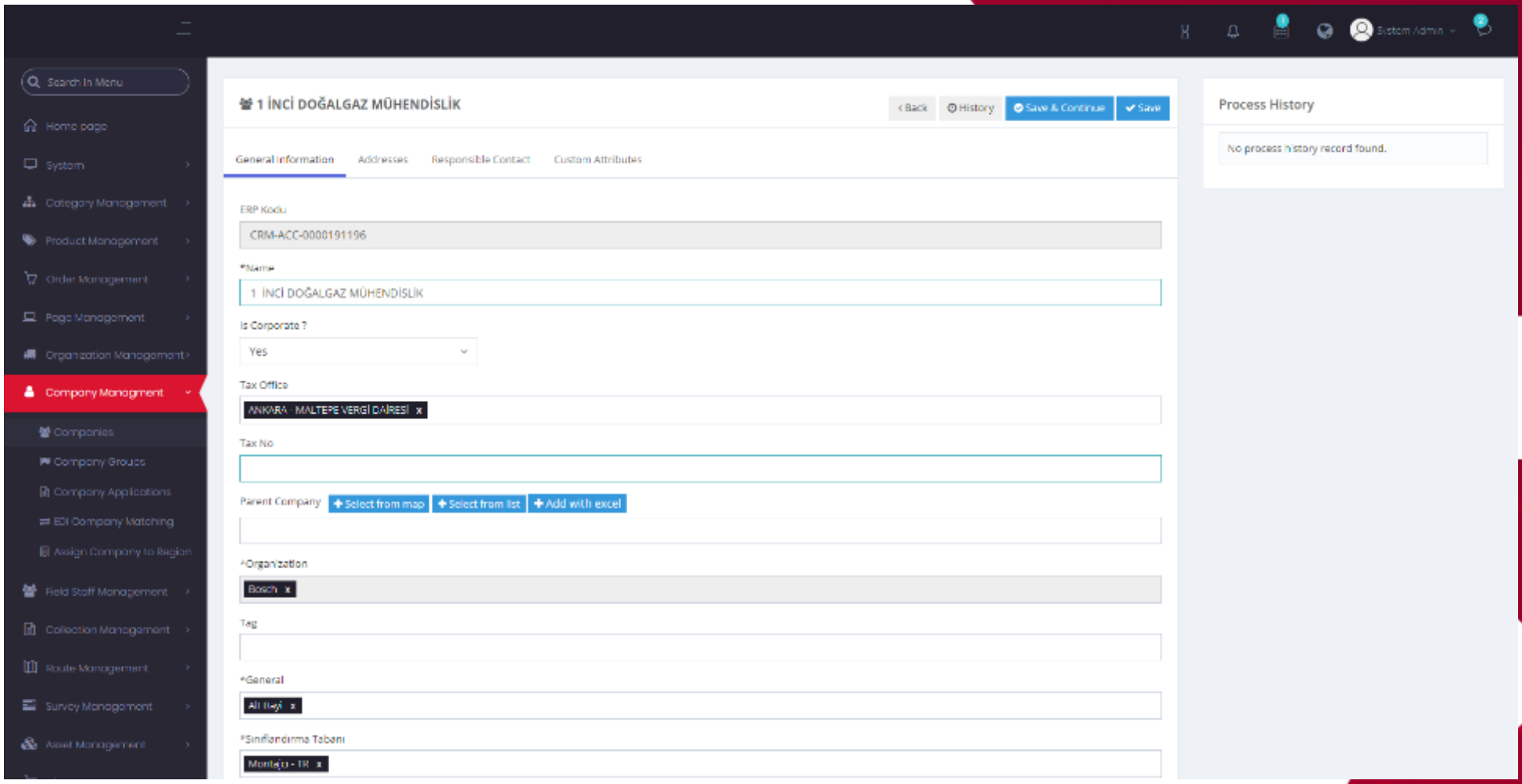
MANAGING

Intuitive, High-Performance, Intimately Configurable

MANAGING

CRM System

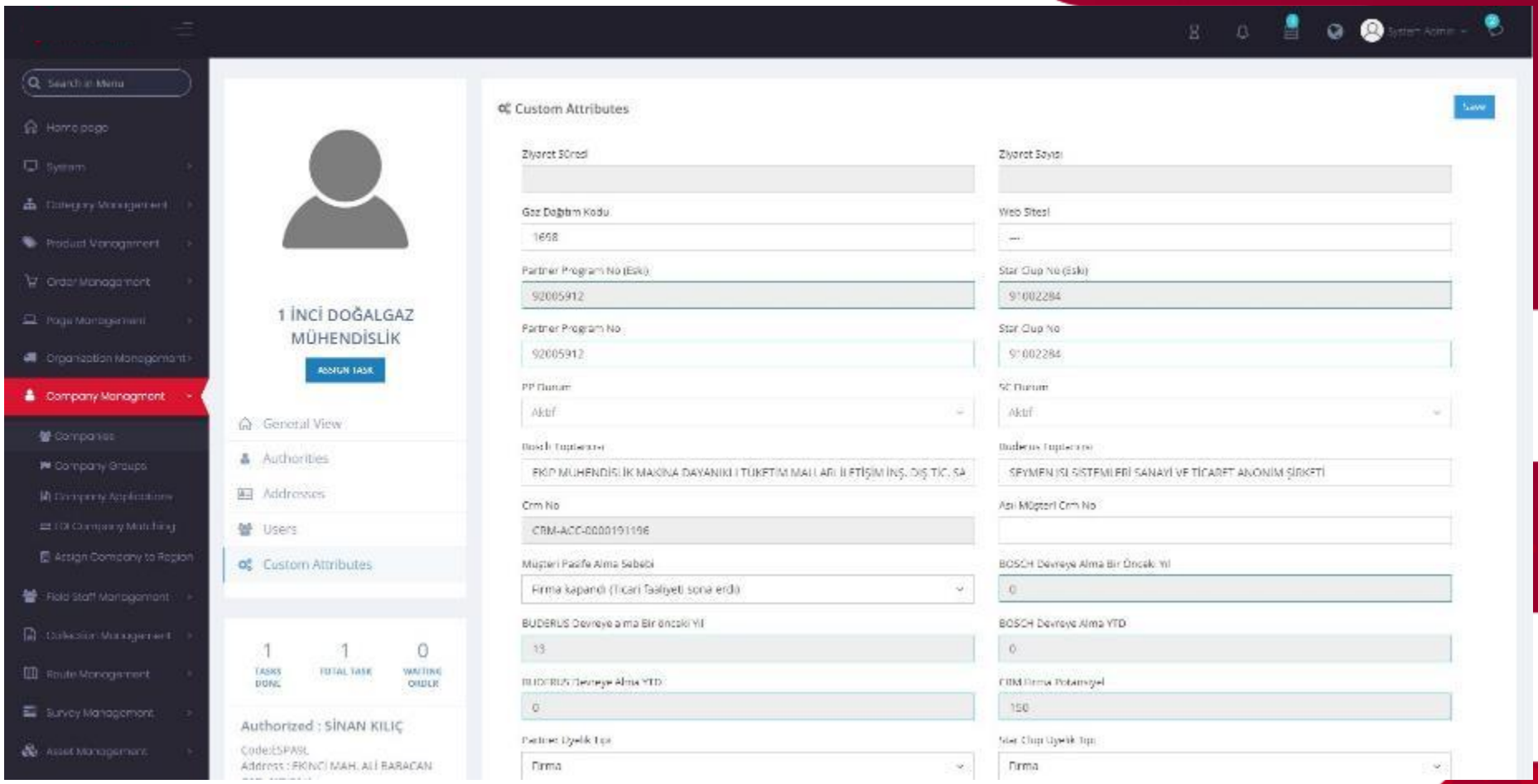
Company Detail with unlimited customer group information using **smart tags**



MANAGING

CRM System

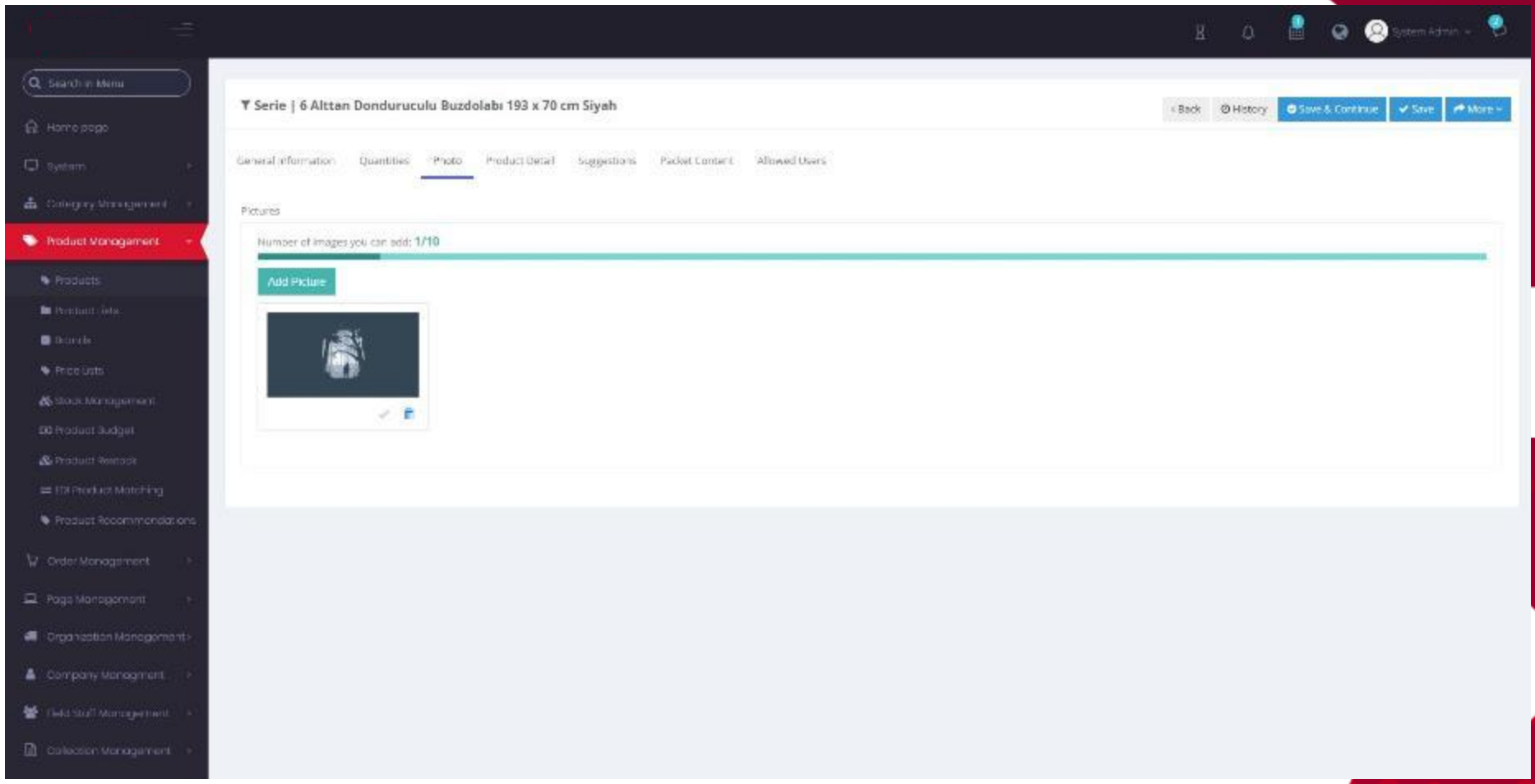
Company Card with unlimited **custom attributes**



MANAGING

CRM System

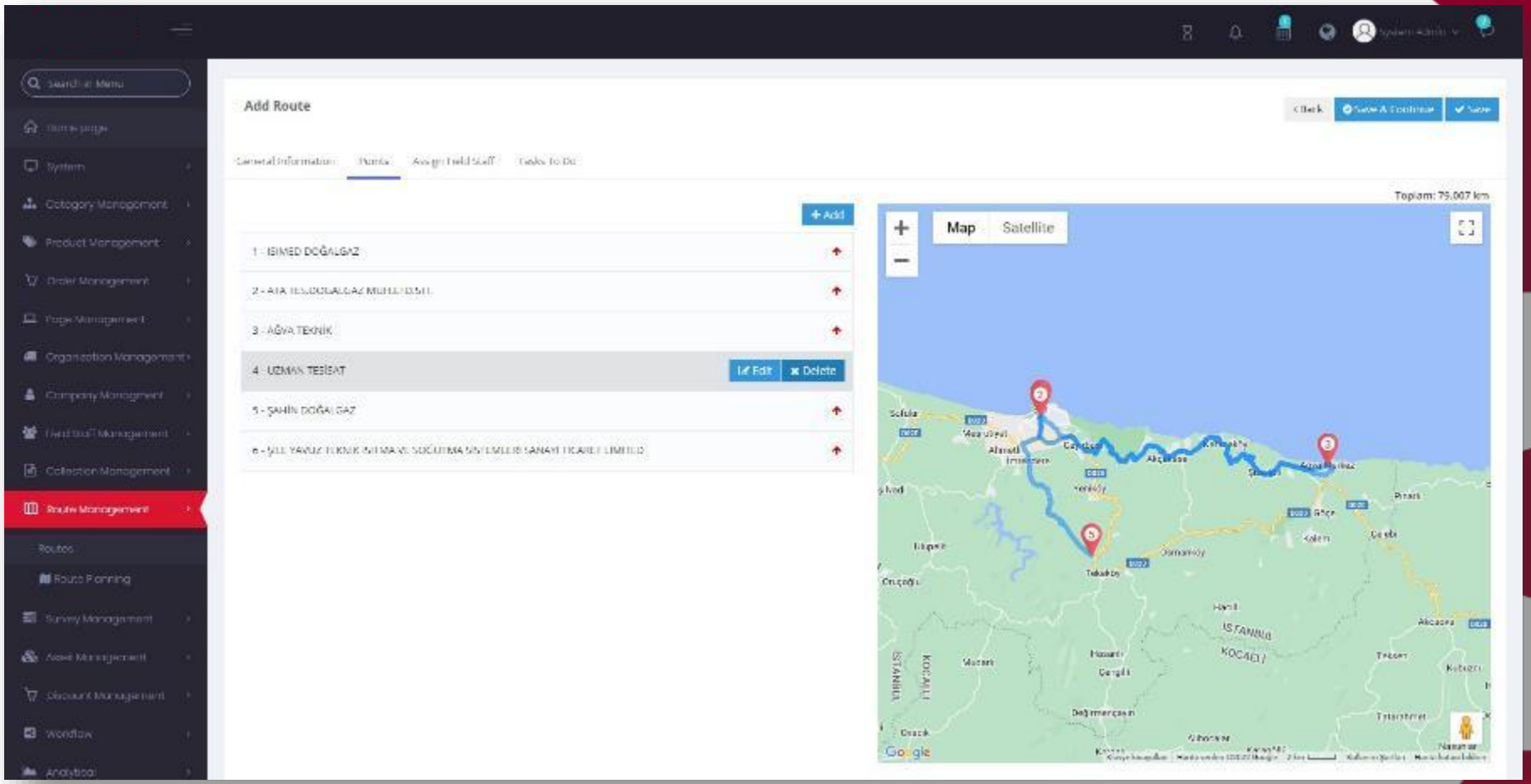
Product Card with customizable properties and multimedia content support



MANAGING

Manual Route Management

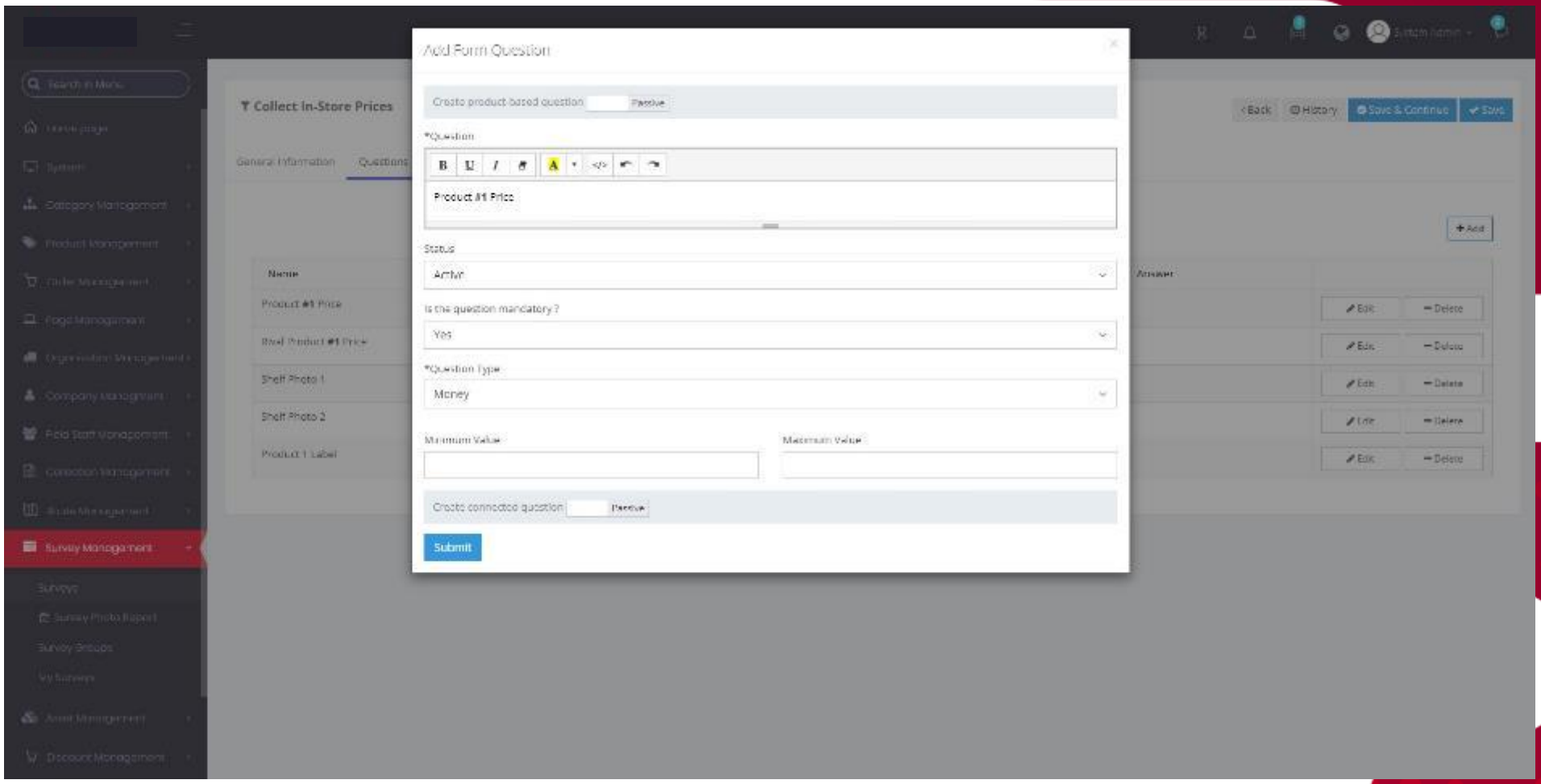
Manually manage user routes and schedules using drag-and-drop enabled, easy to use interface



MANAGING

Form Builder

Use form builder to easily design and customize mobile tasks



EXECUTION

Multi Platform Mobile Application Works Offline / Online

EXECUTION

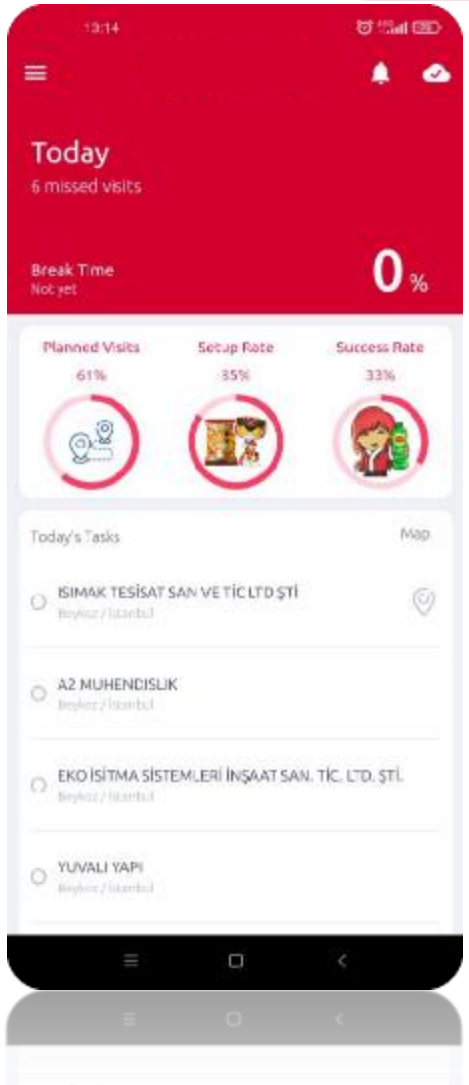
Mobile Application

General Features

- Intuitive UI
- Gamified UX
- Can work offline/online
- Works on iOS and Android phones / tablets

Main Screen

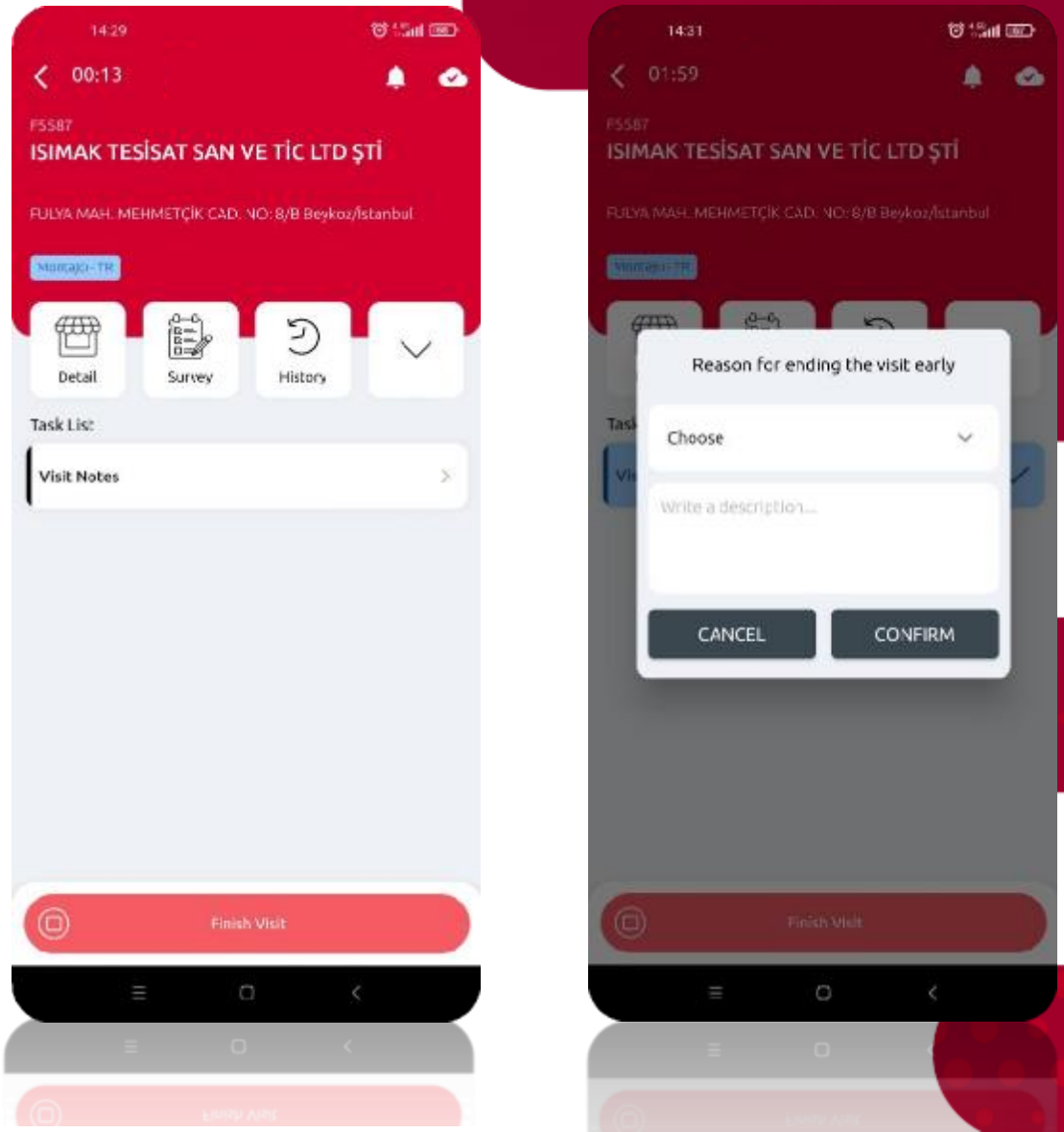
- Break time tracking
- Gamified goals, top lists and competitions
- View tasks on map and get directions



EXECUTION

Mobile Application – Task Details

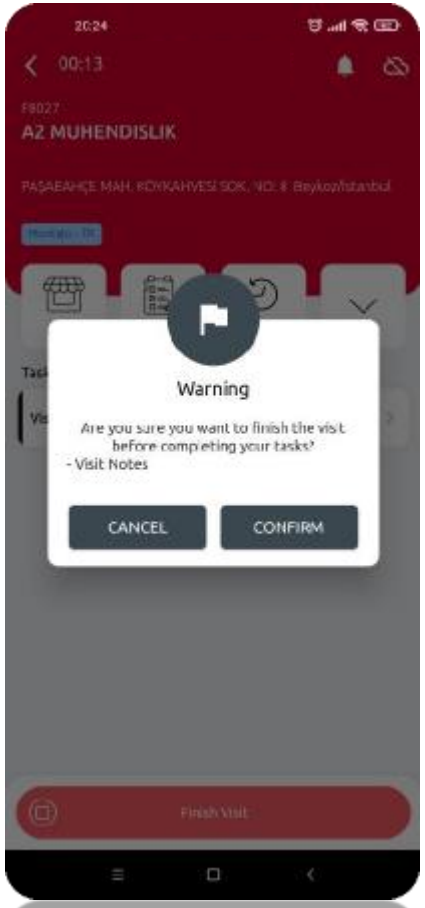
- Geofencing
- Auto-finish on move away
- Task timer
- Warn on out-of-schedule task completion
- Access system-wise company history
- View company detail information

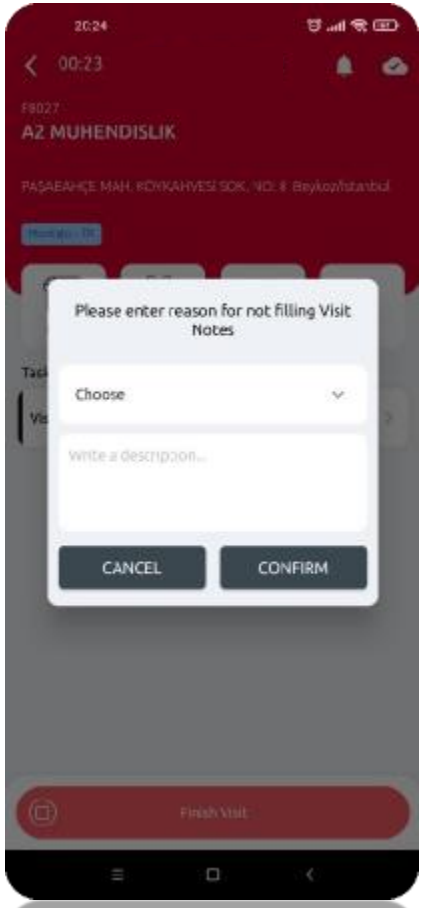


EXECUTION

Mobile Application – Forms

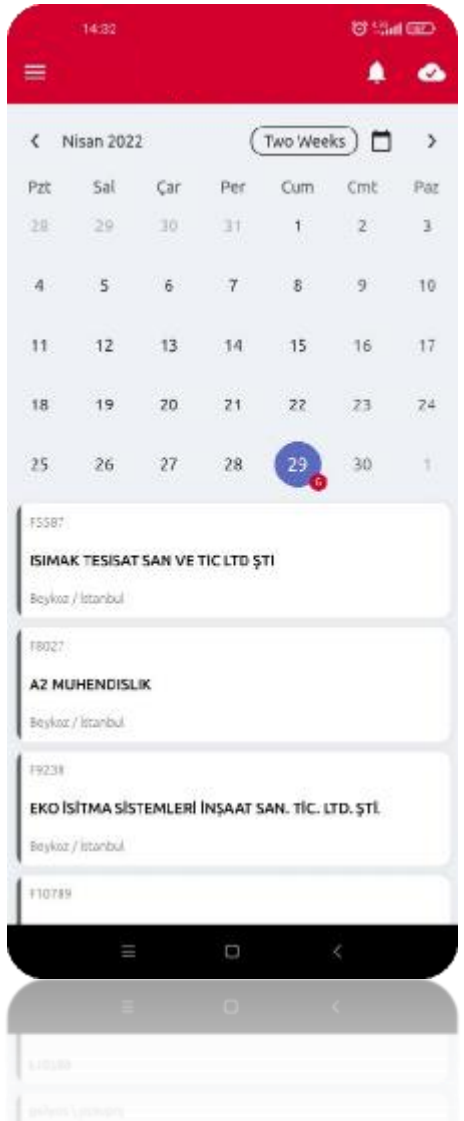
- Fill forms created by Form Builder
- Ability to remember and auto fill old answers if allowed
- Incomplete forms warning and justification request





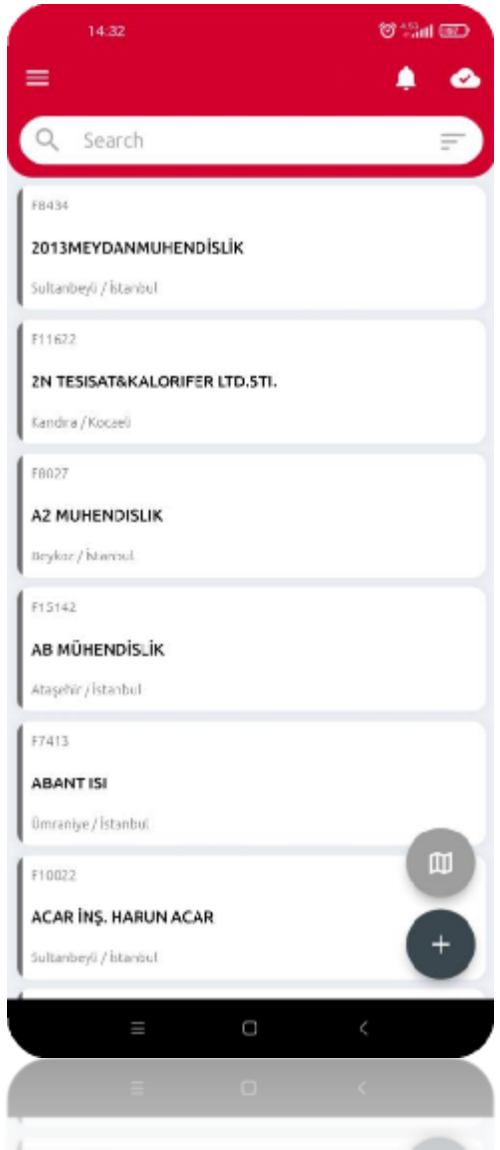
EXECUTION

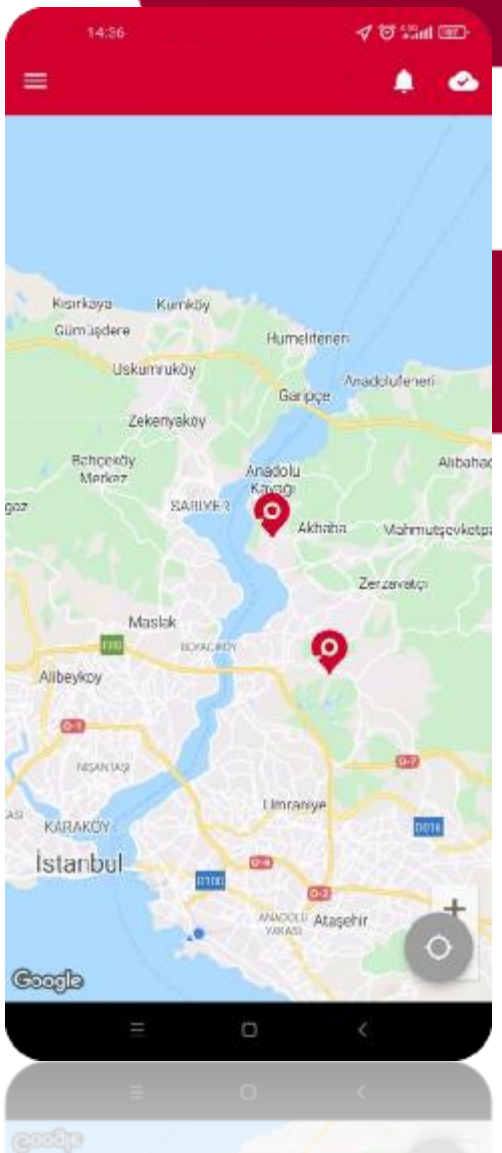
Mobile Application – Calendar View



EXECUTION

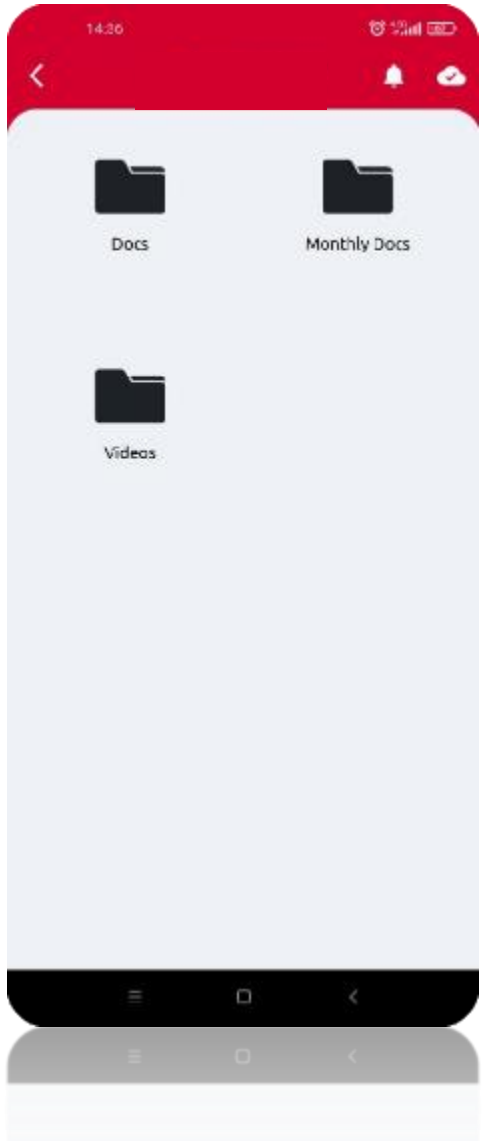
Mobile Application – Companies List & Map View

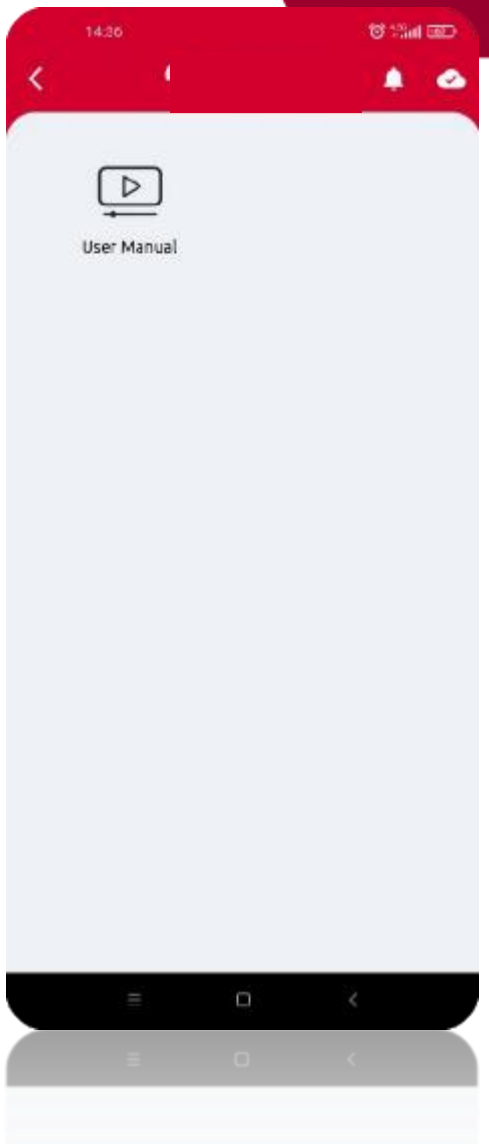




EXECUTION

Mobile Application – Corporate Multimedia Library

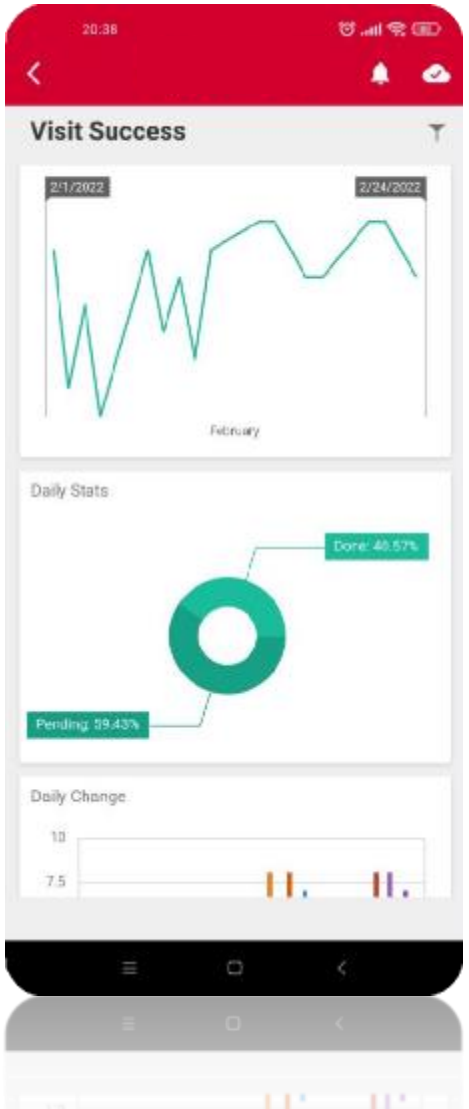


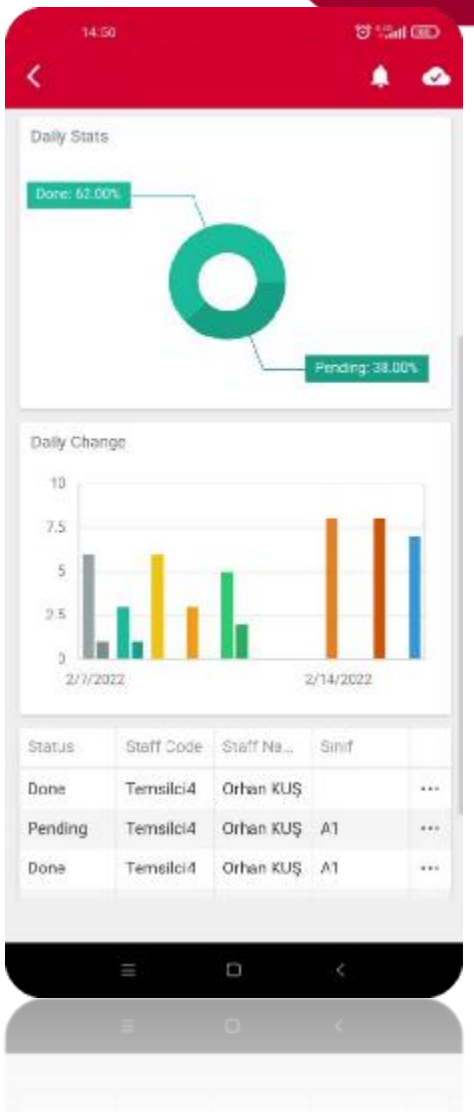


EXECUTION

Mobile Application – FieldAnalytics Mobile Dashboards

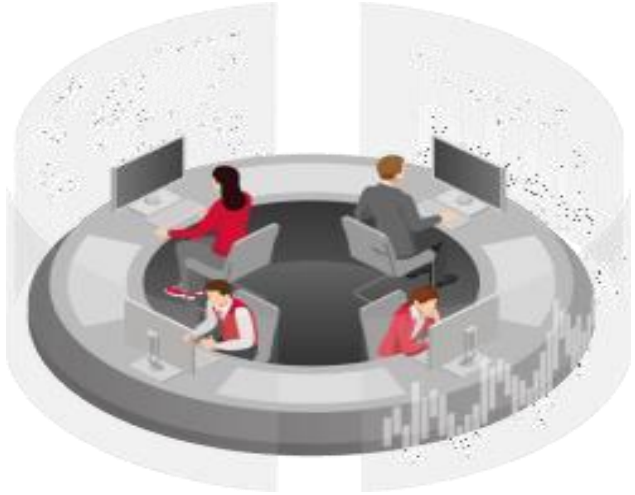
Access dashboard dynamically created by Dashboard Designer





MONITORING

Integrated full featured BI solution with AI features

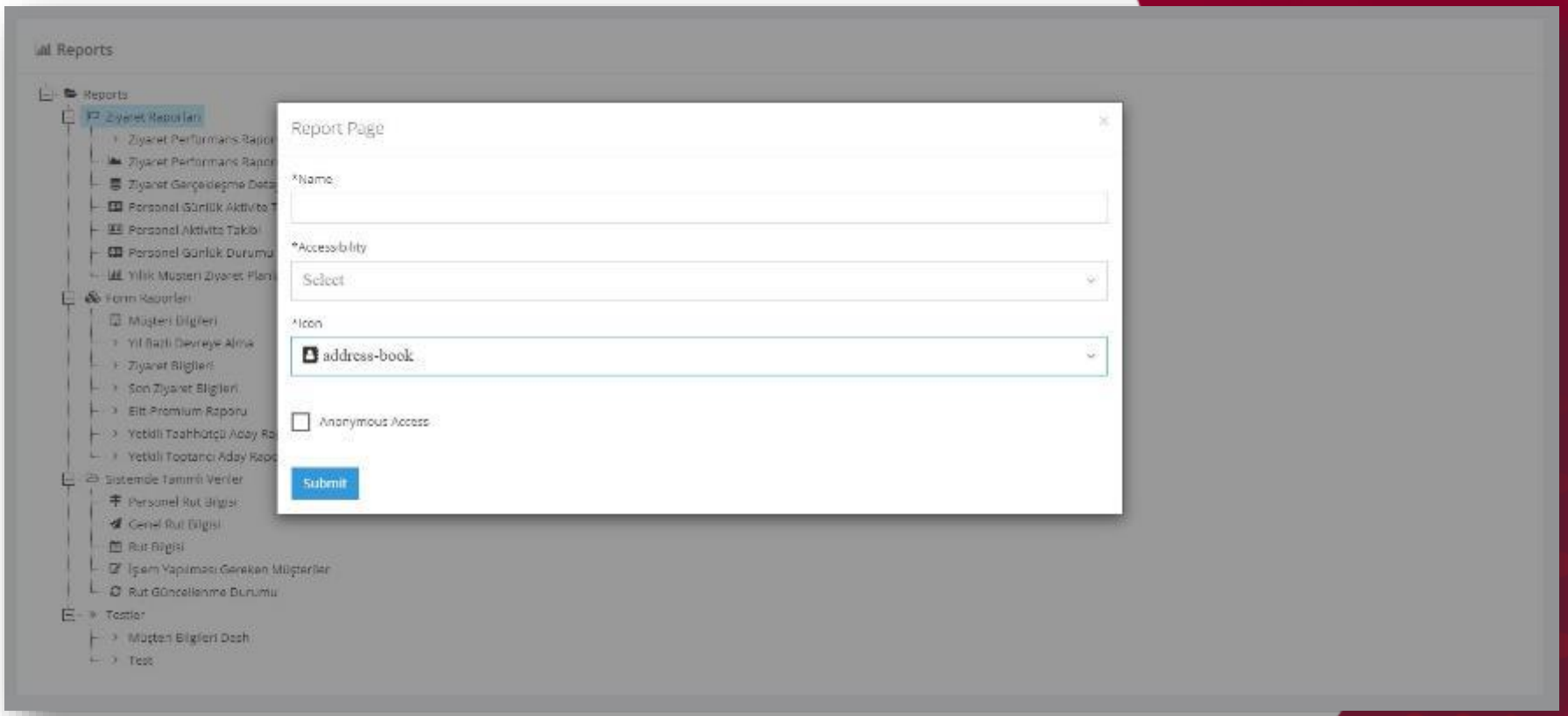


MONITORING

FieldAnalytics

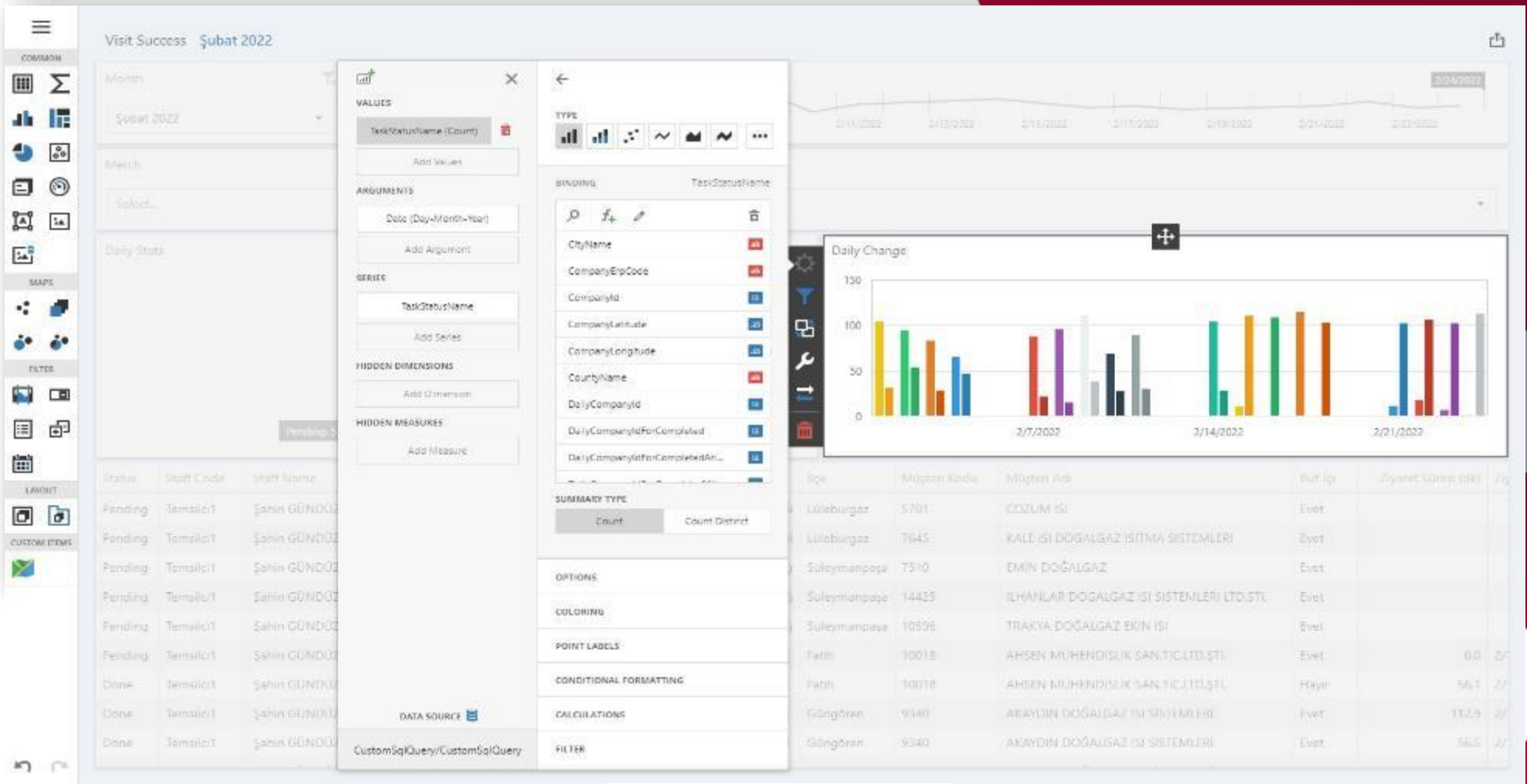
FieldScope offers integrated fully featured BI solution;

- Data warehousing and pipelines
- Dashboard builder
- Document report builder
- Scheduled reports and alarms



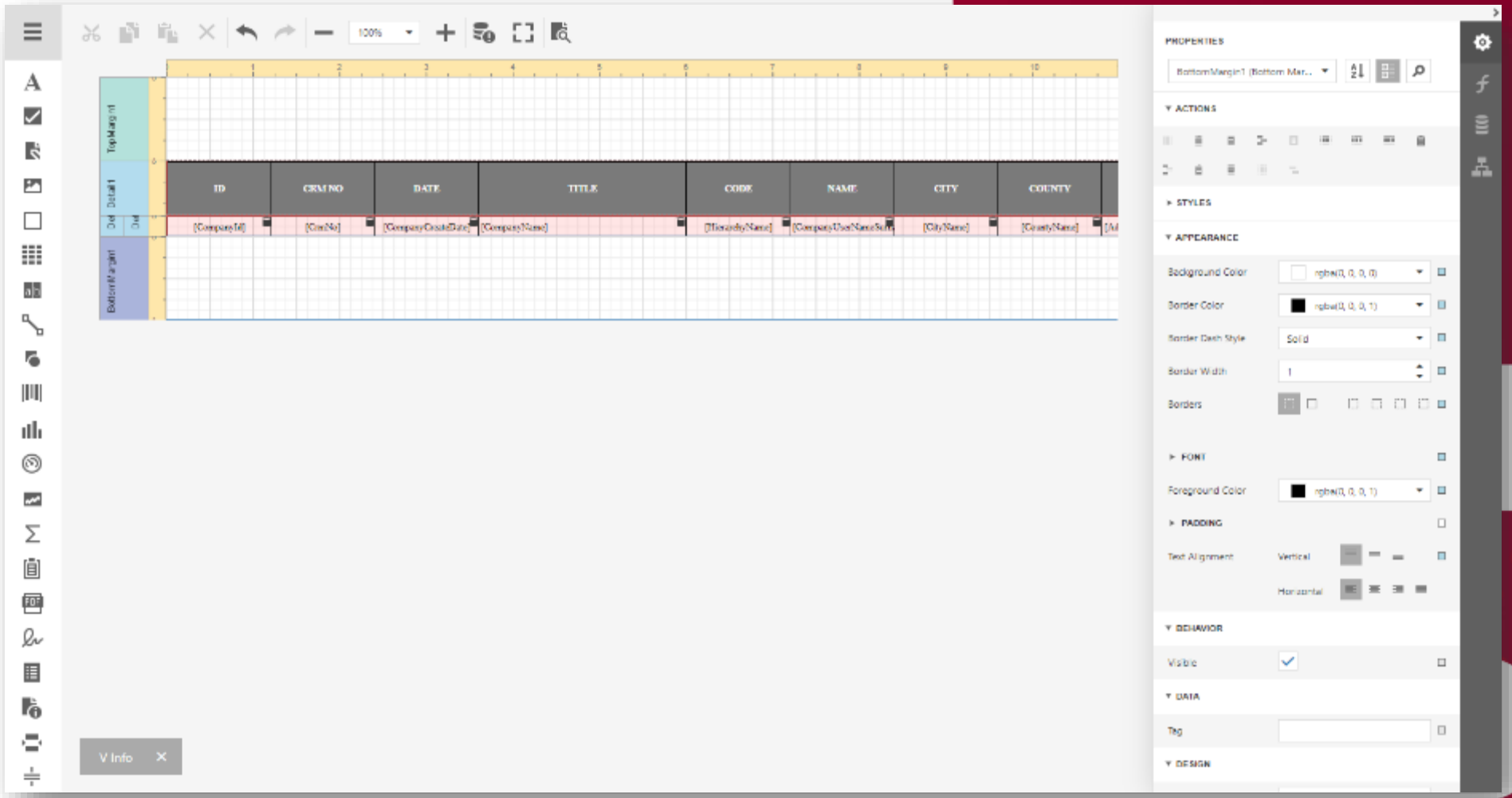
MONITORING

FieldAnalytics – Dashboard Designer



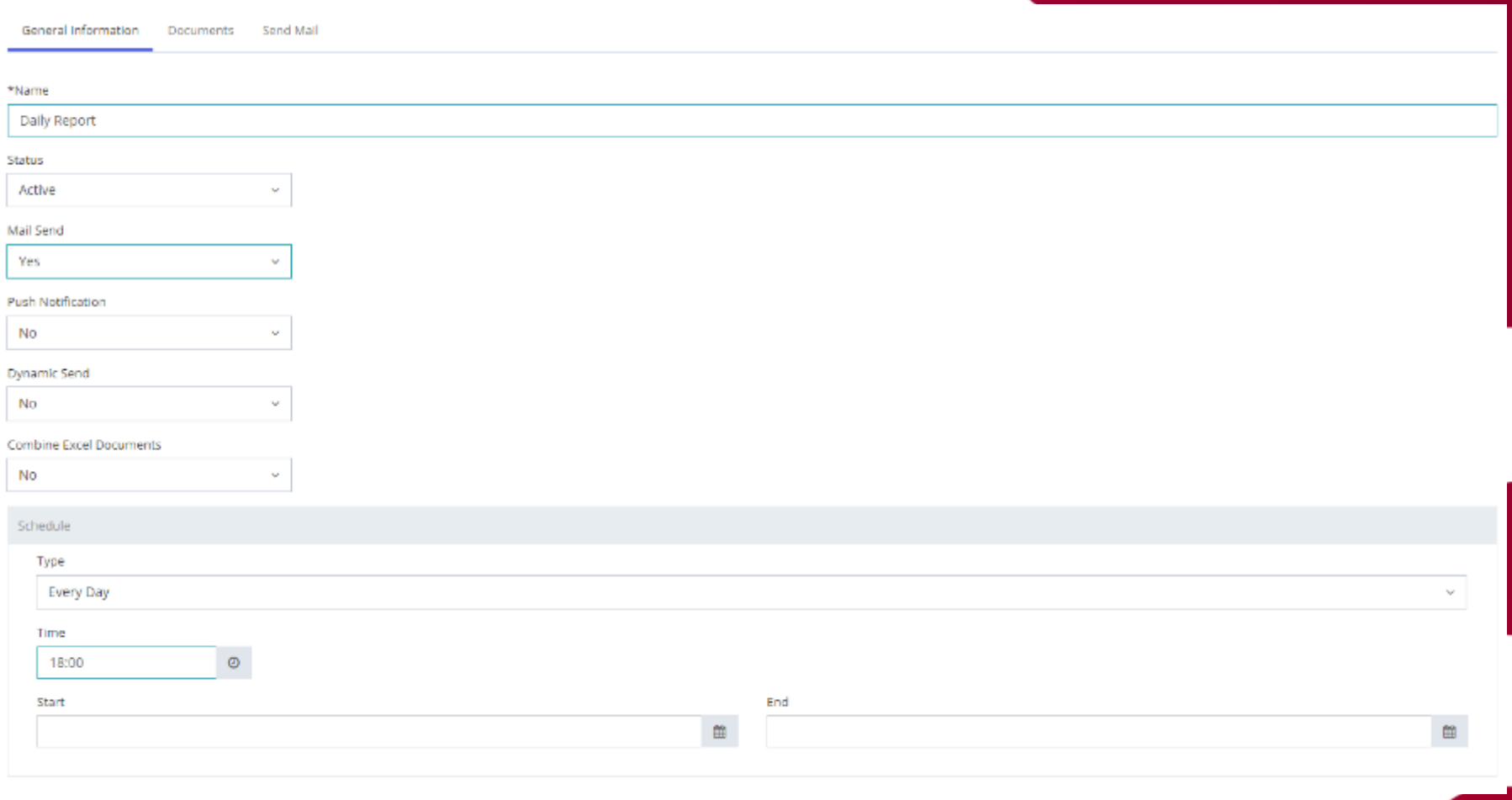
MONITORING

FieldAnalytics – Document Designer



MONITORING

FieldAnalytics – Scheduled Reports

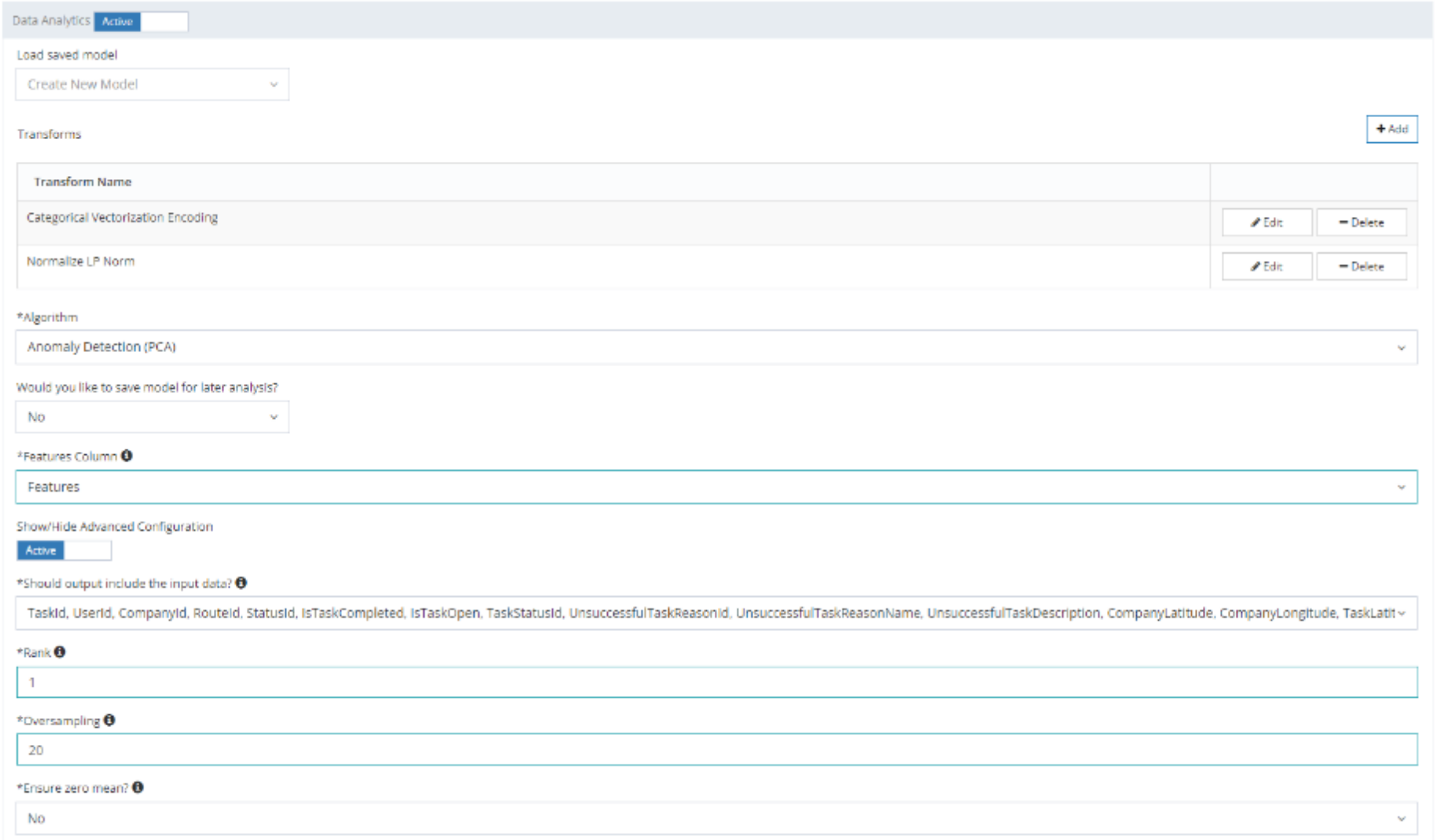


MONITORING

FieldAnalytics AI Engine

Data Analytics Pipeline offers popular machine learning methods;

- Anomaly detection
- Forecasting
- Classification/Ranking
- Clustering
- Recommendation
- Regression



SECURITY

- FieldScope is **ISO 27001** certified
- Physical security of the infrastructure is assured by **Microsoft Azure**
- Application is regularly **penetration tested** by third party professionals and version releases are made only after no security defects at/above medium level remains

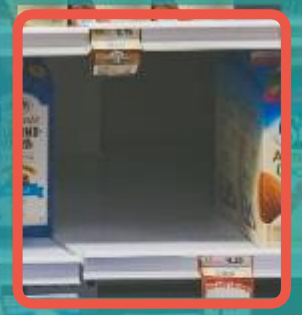
Visual Intelligence for Retail

Drive your retail execution to perfection
with Image Recognition

We know that retailers and suppliers must:

- Minimize **out-of-stock**
- Maximize **visibility**
- Ensure **compliance**

To achieve maximum **Customer loyalty** and to convert lost sales due to the Out-of-Stock to Sales



Our Computer Vision & Deep Learning Tech measure key retail execution metrics

- in **real time**
- with near **perfect accuracy**
- with SKU-level **granularity**

Our Key Differentiators

IR Accuracy & AI Know-How

State-of-the-art Deep Learning architectures

High-quality and granular annotations

Regular QC and IR engine training

End-to-End Solution

No missing gap from data collection to reporting

Out-of-box content and feature richness

Standard and customized integrations

Flexibility

Proprietary retail KPI engine framework

Customized software engineers Deployed

and maintained per customer

Customer Centricity

Fully managed on-boarding

Agile project management

Customer-centered product management

Success Stories Highlights

Coca-Cola

Unilever ALGIDA

reckitt

Unilever

+95%
Accurate
Market Data

+5%
Improvement
in visibility KPIs

3x ICE CREAM CABINET COVERAGE

TRIPLED WITHOUT INCREASING AUDIT BUDGET

2x PERFECT STORES

DOUBLED IN LESS THAN SIX MONTHS

+12%
additional
PERFECT STORES

AS COMPARED TO BASELINE PRIOR TO IR-BASED EXECUTION

Our

Products

STORESENSE

with mobile cameras

SHELFSIGHT

with fixed cameras

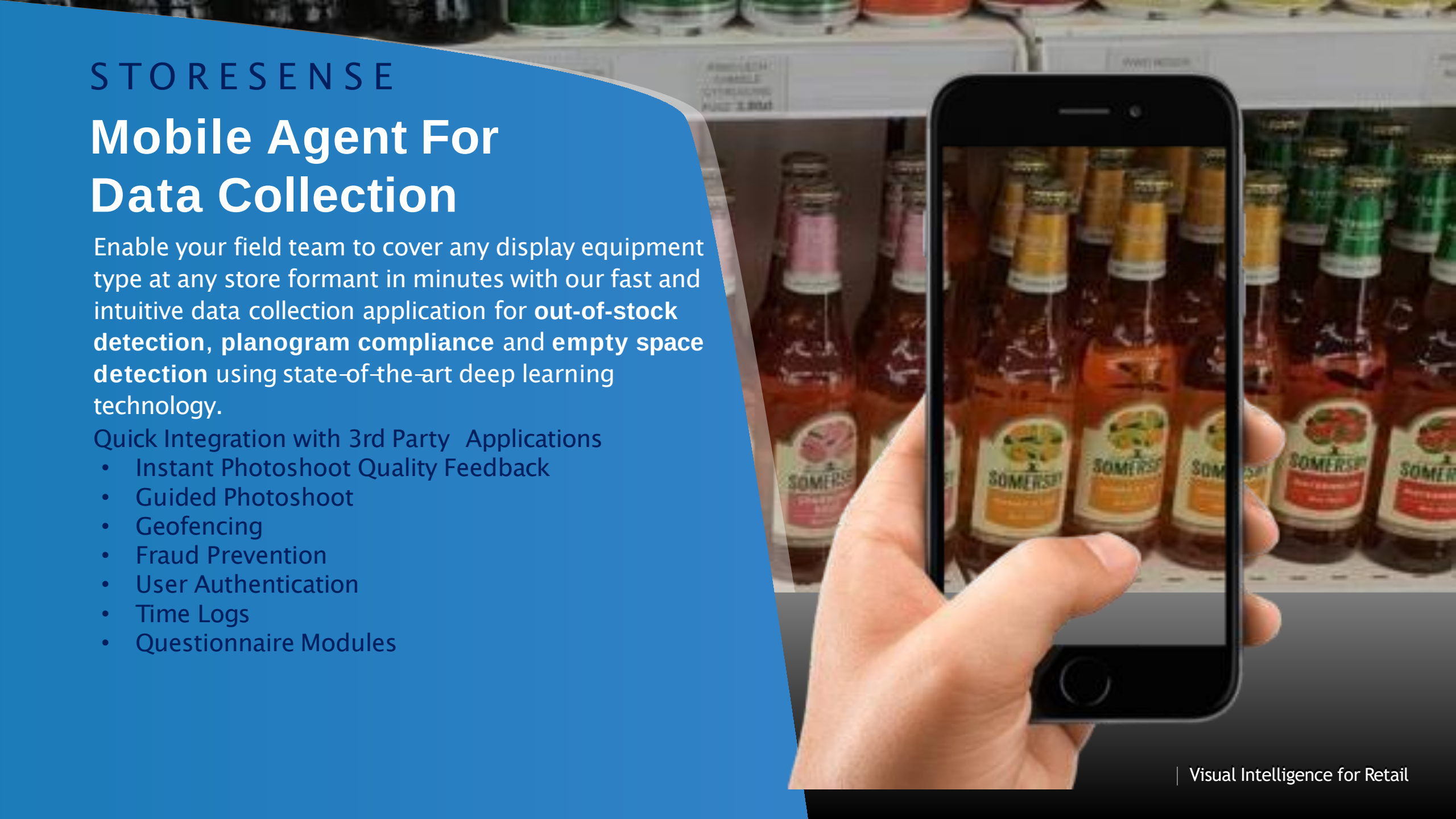
STORESENSE

Mobile Agent For Data Collection

Enable your field team to cover any display equipment type at any store formant in minutes with our fast and intuitive data collection application for **out-of-stock detection**, **planogram compliance** and **empty space detection** using state-of-the-art deep learning technology.

Quick Integration with 3rd Party Applications

- Instant Photoshoot Quality Feedback
- Guided Photoshoot
- Geofencing
- Fraud Prevention
- User Authentication
- Time Logs
- Questionnaire Modules



Visual Intelligence for Retail

We Cover All Trade Channels

MODERN

TRADITIONAL

PHARMACY

ON PREMISE

Our Tech Is Compatible With All Displays

COOLERS

CABINETS

PROMOTIONAL DISPLAYS

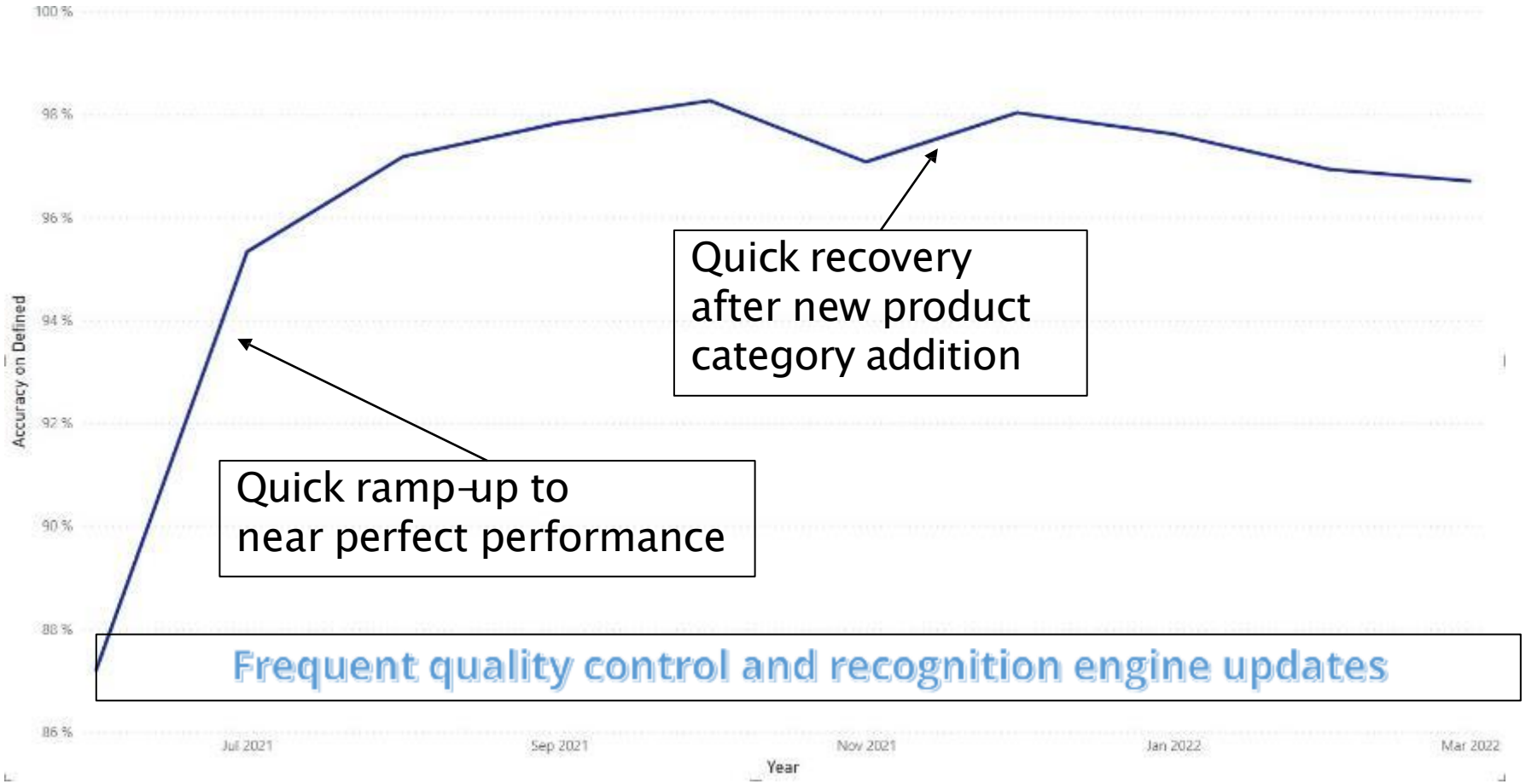
SHELVES
& MORE

We Deliver Exquisite Image Recognition Performance

FMCG Customer Example

98%

86%



96+%

Stable IR Accuracy on SKU Recognition

95+%

Stable IR Accuracy on Price Reading

We Deliver Reports In Near Real-Time

1

FMCG Customer Example: Less then 10 SKUs

- 2 images per visit
- End-to-end reporting time: 6 mins/visit on average
- More than 95% of visits reported under 5 mins

2

FMCG Customer Example: More then 100 SKUs

- ~50 images per visit
- End-to-end reporting time: ~500 secs/visit on average
- More than 95% of visits reported under 15 minutes

Brico IO Samarate - Feb 8, 2023 12:38

Producer Shares

All Categories

Name	Share	Facing
ARIASANA	50.3%	85
PATTEX NASTRI	6.5%	11
LOCTITE SUPER ATTAK	1.8%	3
COMPETITOR	41.4%	70

Thank you

for your time and attention.

Contatti: andrea.marini@adecco.it
emanuele.ciaponi@adecco.it