



Retail Execution



The following is a comparison chart of 23 leading companies that provide solutions for executing and monitoring in-store sales and marketing activity to identify tasks and improve efficiency and performance at the store level.

COMPANY / WEBSITE	PLATFORM	KEY CLIENTS	UNIQUE FEATURES / BENEFITS
Accenture www.accenture.com/cpgsolutions	Accenture Cloud Retail Execution (ACRE)	<ul style="list-style-type: none"> • Henkel • Unilever 	Built on the Salesforce platform, ACRE enables manufacturers to have the right product, at the right price, at the right time – thereby serving as the key to consumer brand loyalty.
AFS Technologies* https://re.afsi.com	AFS Retail Execution	<ul style="list-style-type: none"> • Carlsberg • Nestle • PepsiCo 	With AFS RE/DSD, clients serve all channels through a single point of execution and administration, sharing common master data and a single integration source with the ability to deploy differentiated, guided selling/merchandising activities.
E2open www.e2open.com	Channel Shaping Intelligent Application Suite, Retail Shelf Management Intelligent Application	<ul style="list-style-type: none"> • Kellogg's • Newell Brands • Reckitt Benckiser 	The platform aggregates and harmonizes retail data from different sources to help clients understand the complete path to purchase. Configurable analytics provide insights for better product category decisions, promotions impact and on-shelf availability.
Field Agent www.fieldagent.net	Mobile Audits	<ul style="list-style-type: none"> • Energizer • Henkel • Procter & Gamble 	Mobile Audits leverages crowdsourcing to provide visibility into stores and across the omnichannel landscape, collecting photos and information about displays, prices and other factors so brands can take control of their retail execution.

COMPANY / WEBSITE	PLATFORM	KEY CLIENTS	UNIQUE FEATURES / BENEFITS
Gigwalk* www.gigwalk.com	Gigwalk	<ul style="list-style-type: none"> • Frito-Lay • Pfizer • Whirlpool 	Gigwalk uses a field network of 1.5 million participants to help brands collect in-store data and execute tasks at scale.
GoSpotCheck https://www.gospotcheck.com	GoSpotCheck	<ul style="list-style-type: none"> • Citizen Watch • PepsiCo • Under Armour 	GoSpotCheck is a cloud-based mobile and desktop platform that includes dynamic surveys, smart photo reporting, advanced analytics and automated issue resolution.
JDA Software* www.jda.com	JDA Enterprise Store Operations	Not available	JDA Enterprise Store Operations optimizes back-office activities, freeing employees to focus on serving customers, growing sales and building the brand.
Kantar www.consulting.kantar.com/ our-capabilities/technology/	Sales Performance Platform	Did not provide	Kantar's solution enables an end-to-end management process that allows CPG companies to improve shelf success rates and field force productivity, and also increase sales at a lower cost.
Nielsen www.nielsen.com	Nielsen Connect	<ul style="list-style-type: none"> • Johnson & Johnson • Tyson Foods • Walmart 	Nielsen Connect is an open, cloud-based technology platform that gives CPG manufacturers access to a wide range of data and analytic applications, helping to identify and address emerging trends, performance gaps and growth opportunities.
Oracle* www.oracle.com	Oracle Sales Cloud for Consumer Goods	Not available	Oracle's retail execution solution enables retail sales reps to plan and execute store visits using their tablet devices while online or in offline mode.
Oriient IndoorGPS www.orient.me	Indoor Positioning and Navigation	Did not provide	Oriient provides accurate indoor positioning, without hardware installation, to enable in-store navigation to products, location-based promotions at shelf-level, analytics on the shopper's journey, layout performance and operational efficiency.
Pepperi* www.pepperi.com	Pepperi	<ul style="list-style-type: none"> • Dermalogica • Hallmark • Kimberly-Clark 	Pepperi is designed for B2B sales, combining mobile CRM with mobile order-taking, retail execution, route accounting and B2B e-commerce into a single-commerce platform.
Repsly Inc. www.repsly.com	Repsly	<ul style="list-style-type: none"> • Kraft Heinz Co. • L'Oreal • Vita Coco 	Repsly's platform provides merchandising, ordering, territory management and data analytics features to the appropriate teams to help maximize program execution, retail compliance and sales velocity.
Retail Solutions www.retailsolutions.com	InStorePower	<ul style="list-style-type: none"> • Acosta Sales & Marketing • Chobani • Colgate-Palmolive 	A comprehensive field team solution help CPGs to analyze and optimize the full range of go-to-market and in-store execution activities to improve productivity while reducing labor and other costs.

*Information compiled by Path to Purchase IQ

KANTAR

COMPANY PROFILE

Our Capabilities

Kantar Sales Performance Platform enables the automation of key commercial processes through end-to-end, dedicated solutions: Trade Promotion Management, Retail Execution and Category Management.

Benefits

The Sales Performance Platform is designed to help you achieve more with less, sell more, sell smarter and be a better collaboration partner for your retailers. Win at the shelf across markets with proven scalable solutions that arm your organization to deliver successful go-to-market approach, from strategy to execution. Support better and faster decisions by leveraging contextual insights and prescriptive analytics on daily activities, from business planning to retail execution. Help your organization capitalize on internal knowledge and experience through embedded social collaboration tools and tailored learning interventions.



The Opinion of the Analysts

Kantar Sales Performance Platform is prominently featured in the POI TPx and Retail Execution 2019 vendor panoramas, where it is rated “best-in-class” for Gamification, Analytics/Insight, Data Visualization, Desktop UX, HQ Analytics/Insights, Analytics Visualization, AI, and TPO Ergonomics.

What Makes Us Different

Kantar industry-dedicated Sales Performance Platform embeds insights and proven best-practices to help speed-up organizational readiness across developed and emerging markets through a proven approach.

As a result, CPG companies can successfully bridge the gap between strategy and execution, enable effective ways of working across their organization and profitably grow in today’s and tomorrow’s world.

At-A-Glance

WHO WE ARE

Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar helps the world’s leading organizations succeed and grow.

EXPERTISE

Kantar Sales Performance Platform helps consumer goods companies throughout the commercial excellence journey by equipping them with recognized, best-in-class cloud-based solutions to manage key sales processes and deliver against key growth pillars: assortment, pricing, trade terms & promotions, channel and customer planning, retail execution, field force and distributor management.

PRODUCTS & SERVICES

- Sales Performance Platform, including:
- Retail Execution
 - DSD & Van Sales
 - Trade Promotion Management
 - Category Management

INDUSTRIES SERVED

- All CPG sectors

CLIENTS

- Top manufacturers in the global CG industry

KEY EXECUTIVES

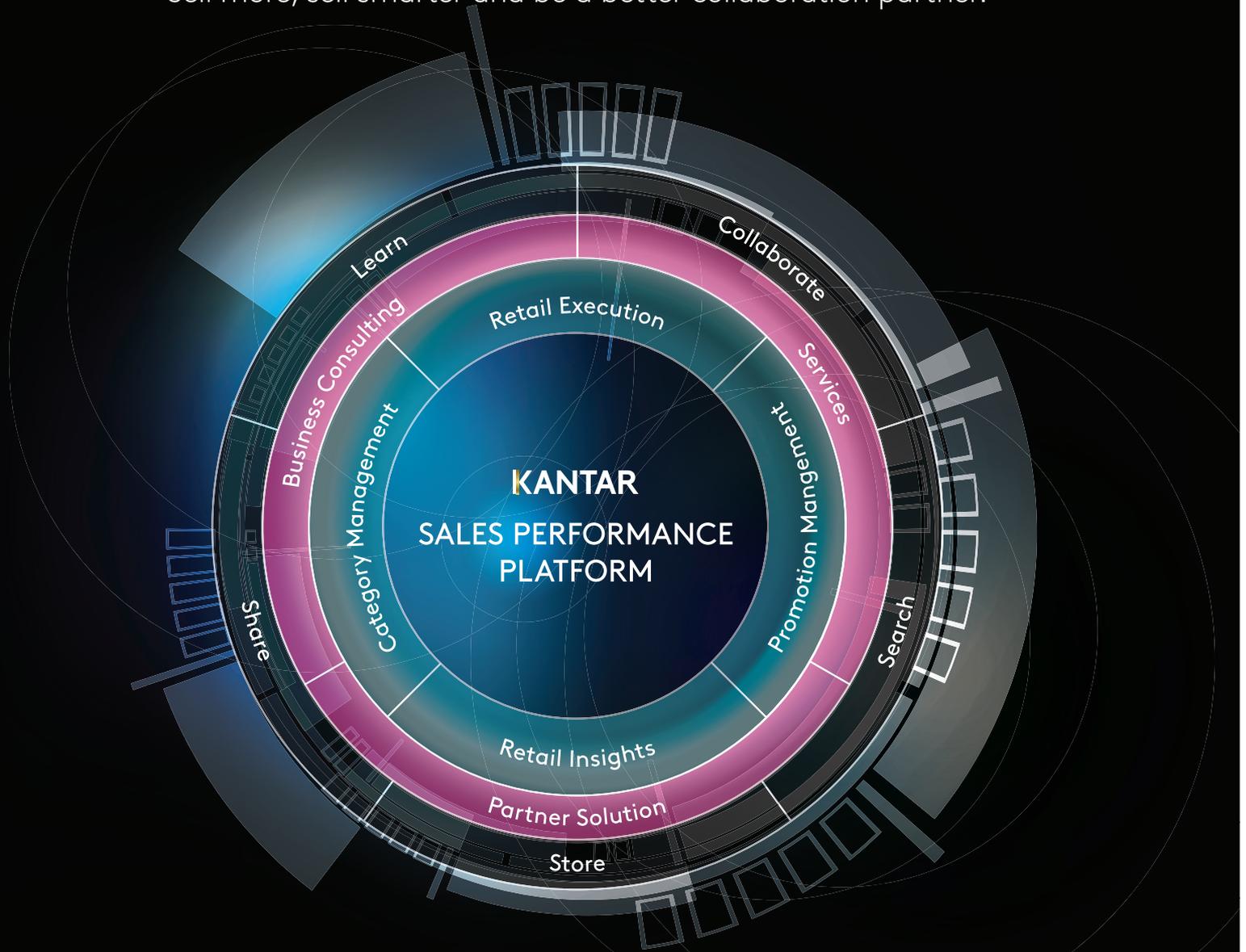
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DELIVER MORE WITH LESS THROUGH COMMERCIAL EXCELLENCE

Sell more, sell smarter and be a better collaboration partner.



Sales Performance Platform: More with Less



COMPANY PROFILE

Our Capabilities

StayinFront provides mobile, cloud-based field force solutions, analytics and advanced image and video recognition solutions for both the traditional modern trade. Our award-winning retail execution solution, StayinFront TouchCG®, provides a complete retail execution and Direct Store Delivery/Van Sales solution to enable teams and managers to complete their work more efficiently and effectively.

StayinFront PitchBook® is a unique selling tool that enables field reps to take fact-based information, along with marketing, promotional and other sales aids, to create a compelling and engaging sales presentation for store managers and buyers.

StayinFront Insight® is a powerful, cloud delivered, all-in-one retail execution data warehouse and business intelligence solution that brings together all the critical data sources for your teams to be able to understand what is happening in your retail channels. 20:20 Retail Data Insight leverages the power of Electronic Point



of Sale (EPOS) data to provide detailed insights on what is driving, or holding back, product sales at the store shelf and the actions needed to resolve issues and improve performance.

StayinFront Digital is an advanced digital merchandising and image recognition solution that enables reps to capture data points across all their products – as well as their competitors’ – and extract actionable insights to drive sales performance at the SKU, brand and category levels.

What We Do

For almost two decades, StayinFront has focused on developing technology that helps mobile sales representatives in the life sciences and consumer goods industries to do more, know more and sell more in every customer visit.

What Makes Us Different

StayinFront provides flexible, cost-effective and easy-to-maintain mobile cloud solutions for consumer goods organizations. Built from the ground up on an enterprise grade platform, our system supports thousands of users around the world, in multiple languages across all routes to markets. Our clients range in all sizes, from small

independents to some of the largest, leading consumer goods organizations in the world. Our software is fully configurable with out-of-the box functionality and can be tailored to specific roles and workflows. providing end-to-end support services from training and data configuration, to implementation, hosting and ongoing support.

At-A-Glance

WHO WE ARE

StayinFront is a leading global provider of mobile, cloud-based field force effectiveness and customer relationship management (CRM) solutions for consumer goods and life sciences organizations.

EXPERTISE

We are a global business and our technology experts provide best-in-class technology and unparalleled support for companies of all sizes, ranging from small and medium-sized companies to Fortune 100 organizations.

PRODUCTS & SERVICES

- StayinFront TouchCG®
- StayinFront PitchBook®
- StayinFront Insight®
- StayinFront Admin Portal
- 20:20 Retail Data Insight
- StayinFront Digital

CLIENTS

- Advantage Solutions
- Colgate Palmolive
- Ferrero
- General Mills
- Kellogg's
- Kimberly-Clark
- L'Oréal
- MARS
- Mondelēz International
- Procter & Gamble

INDUSTRIES SERVED

- Manufacturers
- Distributors
- Brokers

KEY EXECUTIVES

- Thomas Buckley – CEO
- Anthony Bullen – Executive Senior Vice President and CTO

CONTACT

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STAY IN FRONT®

Enabling The Digital Transformation of Consumer Goods Retail Execution



StayinFront
TouchCG®

Best-in-Class mobile application for the field with full functionality for merchandising, route accounting, order entry and in-store selling.



StayinFront Insight

Analyze data from multiple sources and deliver actionable KPIs and dashboards.



StayinFront Digital

Capture more data points across all company's products - as well as your competitors' products.



StayinFront 20:20 RDI

Analyzes POS data to direct field teams to the stores and activities that will generate the greatest ROI.



Do More



Know More



Sell More

COMPANY / WEBSITE	PLATFORM	KEY CLIENTS	UNIQUE FEATURES / BENEFITS
Retail Velocity www.RetailVelocity.com	Broker/Service Management	<ul style="list-style-type: none"> • 3M • Hanesbrands • Levi Strauss & Co. • Mattel • Reckitt Benckiser 	The solution helps optimize POS data by transforming it into actionable insights that drive measurable sales and profit growth. The platform delivers on-shelf availability, promotion execution, media spend analytics, demand signal repository and replenishment.
RW3 Technologies* www.RW3.com	Selling 360	<ul style="list-style-type: none"> • Jennie-O • Kimberly-Clark • King's Hawaiian 	Selling 360 provides professionally designed, fact-based selling presentations that include up-to-date sell sheets and reports that account managers can create within minutes and share with their grocery partners at the store and headquarters level.
SAP www.sap.com	SAP Sales Cloud for Retail Execution	<ul style="list-style-type: none"> • Bose Corp. • Henkel • Whirlpool Corp. 	SAP Sales Cloud for Retail Execution allows manufacturers of consumer goods to deliver the right product, in stock, at the right time, with store visit execution.
Spring Global* www.springglobal.com	Field Service Management Application	<ul style="list-style-type: none"> • Coca-Cola • Hunt's Brothers Pizza 	Spring Global's field services solution offers a complete library of packaged applications to support efficiency in sales, van sales, merchandising and data insights.
StayinFront www.stayinfront.com	<ul style="list-style-type: none"> • TouchCG • PitchBook • Insight • Admin Portal • 20:20 Retail Data Insight • StayinFront Digital 	<ul style="list-style-type: none"> • Advantage Solutions • Colgate Palmolive • Ferrero • General Mills • Kellogg's • Kimberly-Clark • L'Oreal • MARS • Mondelez International • Procter & Gamble 	StayinFront is a mobile, cloud-based field force solution offering analytics and advanced image and video recognition solutions. The solution is focused on retail execution and improving in-store selling and efficiency.
SYSPRO* www.us.syspro.com	CRM for SYSPRO	Not available	Companies have been interested in knowledge management for decades. SYSPRO has evolved content management technology to make the utilization of knowledge an important business tool.
Trax Retail* www.traxretail.com	Trax Retail Execution	<ul style="list-style-type: none"> • Coca-Cola Co. • Henkel 	Trax Retail Execution is a computer vision-powered in-store execution solution that provides CPG companies a comprehensive, real-time view of store and field performance across all retail channels.
Wipro Ltd.* www.wipro.com/ consumer-packaged-goods	Integrated Sales & Marketing Platform	Not available	Wipro's integrated sales and marketing platform is focused on driving better insights, thus bringing together the various sales and marketing streams that graduate someone from knowing a consumer to sensing and proactively driving consumer behavior.
Zebra Technologies* www.zebra.com	SmartLens/ Zebra Smart Store	Walgreens	Zebra SmartLens automatically senses and records the location and movement of virtually everything in the store (merchandise, associates, assets); the SmartLens analytics engine then turns the data into easy-to-read actionable intelligence that lets users react in real time to maximize sales, reduce shrink and operational costs, and provide your shoppers with a superior omnichannel experience.

*Information compiled by Path to Purchase IQ