



**MOBILE INSIGHT®**

# Overcome your toughest brick and mortar retail challenges with the power of data insights

Mobile Insight® is more than just a technology purchase. You get a customized package of best practices and insights finely tuned to tackle your specific operational, merchandising, customer engagement, field performance and sales needs.

**Better data.  
Better decisions.  
Better results.**

## Mobile Insight® Makes Data A Sustainable Competitive Advantage

We go beyond electronic forms to capture in-field and in-store activities. Then, additional data from internal and external sources are integrated for a truly comprehensive picture of your retail operations – one that drives confident and informed decisions to positively impact products, stores, and merchandise, as well as sales and operational performance – locally, regionally, nationally, globally.

## A Winning Combination of Features

Our retail 4.0 digital enablement platform provides a broad range of features to support your brand and retail operations.

- Traffic and Coverage Modeling
- Staff Scheduling & Tracking
- Patented Location Based Compliance Management
- Fully Customizable Smart Forms
- Dynamic Dashboards
- Merchandising, Pricing, Sales, Activity & Store Analytics
- Actionable Notifications
- Task Management

## Insights That Drive Results



### Employee Engagement

From HQ to the field to a store, improving employee engagement drives productivity, job satisfaction and dynamizes the customer experience.



### Brand Experiences

A deep dive into how merchandising, field performance, pricing, competition, and other factors impact brand experiences.



### Sales Performance

Boost conversion rates, grow basket size and bundles, and drive revenue by improving store appearance, employee engagement and customer experience.



### Proactive Leadership

Internal and external data unified at your fingertips, distilled down to crystal-clear insights for confident planning, decision-making, and maximum ROI.

## Seeing is Believing. See Mobile Insight® in Action.

Contact us for a demo to experience the game-changing insights of the first retail execution solution designed for high-value brands and retailers.

For more information, call  
**786-528-5760**



**MOBILE INSIGHT**<sup>®</sup>

# Your Life With Mobile Insight<sup>®</sup>



## EVALUATE

### Traffic and Coverage Models

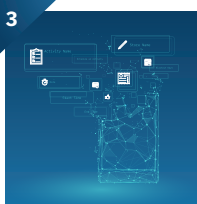
Using the latest mobile data sources and analytics, our coverage modeling tool shows you what locations and times are optimal for various types of store visits.



## PRIORITIZE

### Prioritize Key Business Outcomes and Create Customized Smart Forms

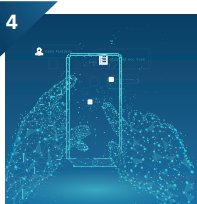
We help prioritize your most important business goals. Then, using industry best practices and years of retail and brand management insights, we create custom smart-forms based on role, activity, and location.



## SCHEDULE AND TRACK

### Schedule and Track Resources, Merchandise and Field Teams

Assign resources to specific activities and locations. You determine the frequency of activities, whether based on a calendar or other key variables. Set goals and key performance indicators. Receive immediate notifications when schedule compliance issues arise.



## SMART DATA CAPTURE

### Capture Activity Data with Customized Smart Forms

Field teams, in-store personnel, and 3PL /staffing contractors use mobile devices to fill out forms and take pictures. This provides real-time visibility to in-store conditions, merchandising and pricing compliance, competitive intel, and more.



## ACTIVITY COMPLIANCE

### Compliance With Our Patented GPS-Enabled Services

Ensure field teams and 3PLs are performing the right tasks, at the right time, in the right location. GPS-enabled tracking means you can be sure photos are taken on-site and not uploaded from a phone gallery.



## DATA INTEGRATION

### Add Additional Context

Along with the frequency, quality and content from smart forms data, Mobile Insight<sup>®</sup> integrates other data to give you a complete view of your retail operations. We can integrate additional context including POS, training (LMS), in-store customer journey (video, smart mats), product movement (RFID), inventory (systems and robots), footfall traffic, and environmental data (weather and traffic), just to name a few.



## REAL-TIME UPDATES

### Receive Automated Escalations & Manage Tasks

Combining multiple data sources also drives automated escalations to notify pertinent team members and creates tasks to ensure rapid issue resolution.



## INFORMED DECISIONS

### Leverage Insights From Customized Dashboards and Reports

Daily, weekly, and monthly summary reports on team, store, merchandise, pricing, competition, and other KPIs are available. These provide insights with drill downs into global, national, regional, territory, market, location, 3PL, and employee-specific information.

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