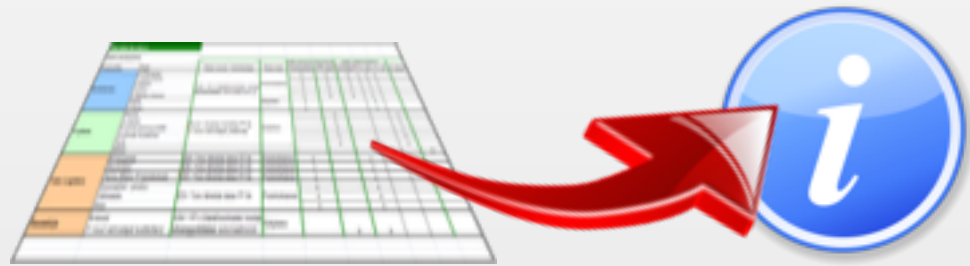


# eForce market data service by FieldForce



**eForce** is a service for turning "raw data" (received from the Trade) into valuable information.



## eForce

can give you tactical advantage over your competitors, as it improves field sales execution (via easy-to-use tools for increased efficiency).



## Improved business (profit) and market share via:

- better new product launches (fast coverage build up)
- better coverage (implementation of agreed listings)
- better planning and implementation of trade features and promotions
- analyzing (and learning) the impact of marketing activities and promotions
- managing field sales ("you don't get what you expect, you get what you inspect")
- better targeted Trade allowances (pay only for implemented shelf ends / secondary placements) spotting problem areas (opportunities)
- better quality customer meetings & fact based argumentation (in store & HQ level)
- linking sales targets to measurable measures (coverage %, improvement indexes, display / pallet sales, performance of priority products etc.)

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# eForce Implementation



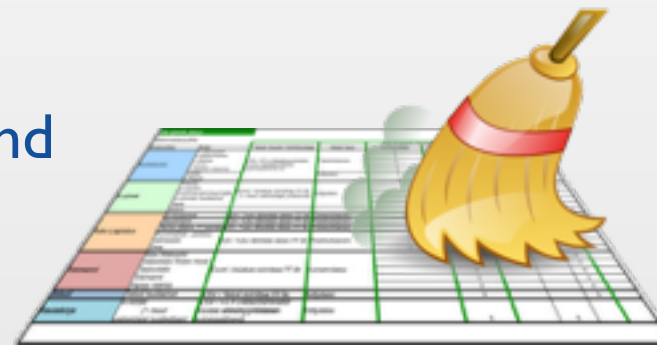
Can be up and running in 2-3 weeks (this is NOT an IT project)



Start Up cost includes training and setting up the service



Monthly cost includes data cleansing and IT infra structure



Data from several Trade Groups can be included



Analyzing made easy: 1) iPad & Android Apps, 2) Excel Tool Box reports and 3) eForce Web OLAP analyzing tool

## FieldForce

- ✓ 40 customers in the Nordic countries
- ✓ in business since 1990
- ✓ owned by 2 founders
- ✓ profitable
- ✓ cash flow financed
- ✓ employs 17 people

## FieldForce Mobile Solutions Oy

- ✓ 100% owned by Estonian parent company FieldForce Mobile Solutions OÜ

[www.fieldforce.com](http://www.fieldforce.com)

