

AEB Round Table September 23rd 2008

Bridging the Gap in the Consumer Products Value Chain

ANTOR Business Solutions: Alexander Timashev/ Tobias Reisner



We see a way...

Новый взгляд на Ваш бизнес!

New Look at Your Business!

Paperless Optimization and Control!!



**No paper/ maps on
your walls for
planning purposes;**

**No paper for giving
instructions to sales
reps;**

**No paper when
receiving results
from sales reps;**

ANTOR – some background

- Professional, experienced and dedicated Team;
- More than 12 years experience in geo-marketing applications;
- 2 offices (Moscow/ St. Petersburg) and Partner Network with
> 20 partners;
 - Installed base at more than 600 clients;
 - ANTOR MonitorMaster/GELIX black boxes:
 - > 300 new hardware devices per month;
 - High quality digital maps for > 100 cities.

ANTOR Territory Focus

ANTOR Focus Areas

Russia



Ukraine



Kazakhstan



Belo-Russia



ANTOR Installed Base in CIS (>600 clients)



Concept



References: international



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*на территории РФ

References: industry



References: Торговые сети/ Retail Chains



Daily Foods



ЮНИТЕКС
МЕБЕЛЬ ДЛЯ ОФИСА

References: services



ANTOR *TerraMaster*TM



Agent



Business Optimization

Сделаем эффективной
работу команды торговых
Представителей!

Let's make Your Sales Team
more Productive!

Paperless Optimization and Control!!



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Business Optimization

Resource & Cost Optimization (between 15% - 40%):

- Optimize work capacity (Increased number of visits per Sales Rep per day/week; optimized territories);
- Optimized territories in terms of absolute number of customers and/or travel time per Sales Rep;
- Optimize the share between unproductive travel time and productive meeting time with the customer;

Business Optimization

Resource & Cost Optimization (between 15% - 40%):

- Optimize length of routes (less KM with more clients);
- Optimize time usage (be in time at the client's location);
- Optimize consumption of gasoline versus number of visits;

Business Optimization

Resource & Cost Optimization (between 15% - 40%):

- Control location of sales reps in real-time mode (efficient tracking of the SR's actual traffic routes by applying **ANTOR PocketMaster™**;
- Control speed of vehicles in real-time mode;
- Control length of visits;
- Control, analyze and optimize Plan-Fact results;

Business Optimization

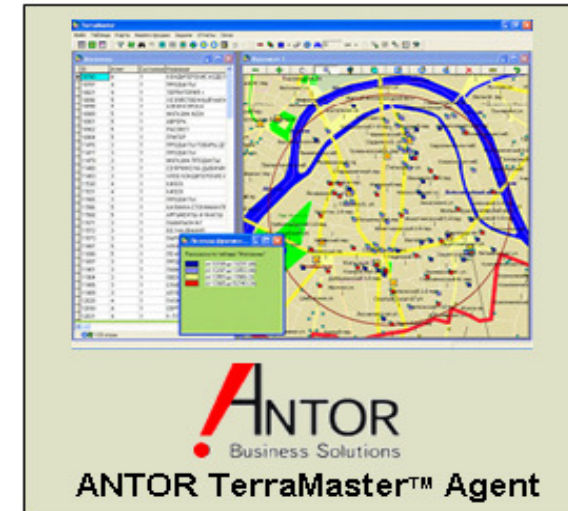
Resource & Cost Optimization (between 15% - 40%):

- Save money by using cost efficient GSM-GPS-GPRS monitoring;
- Discover misuse of company vehicles;
- Visualization on digital maps for better understanding of situation and appropriate/ quick response;
- Create reports with events for proof;

CAS – ANTOR Partnership: Added Value



- Customer Master Data
 - Address Data (Geocode)
 - User / Territory Assignment
 - Visiting Times / Frequencies
- Visit Master Data
 - Visit Types / Duration
- User Master Data
 - Working Times
 - Territory Assignments



- Optimised Territories
 - No of Outlets per SalesRep
 - Travel time, distance, etc.
- Optimised Daily Trip Lists
 - Optimized sequence of visits (by travel time & distance)

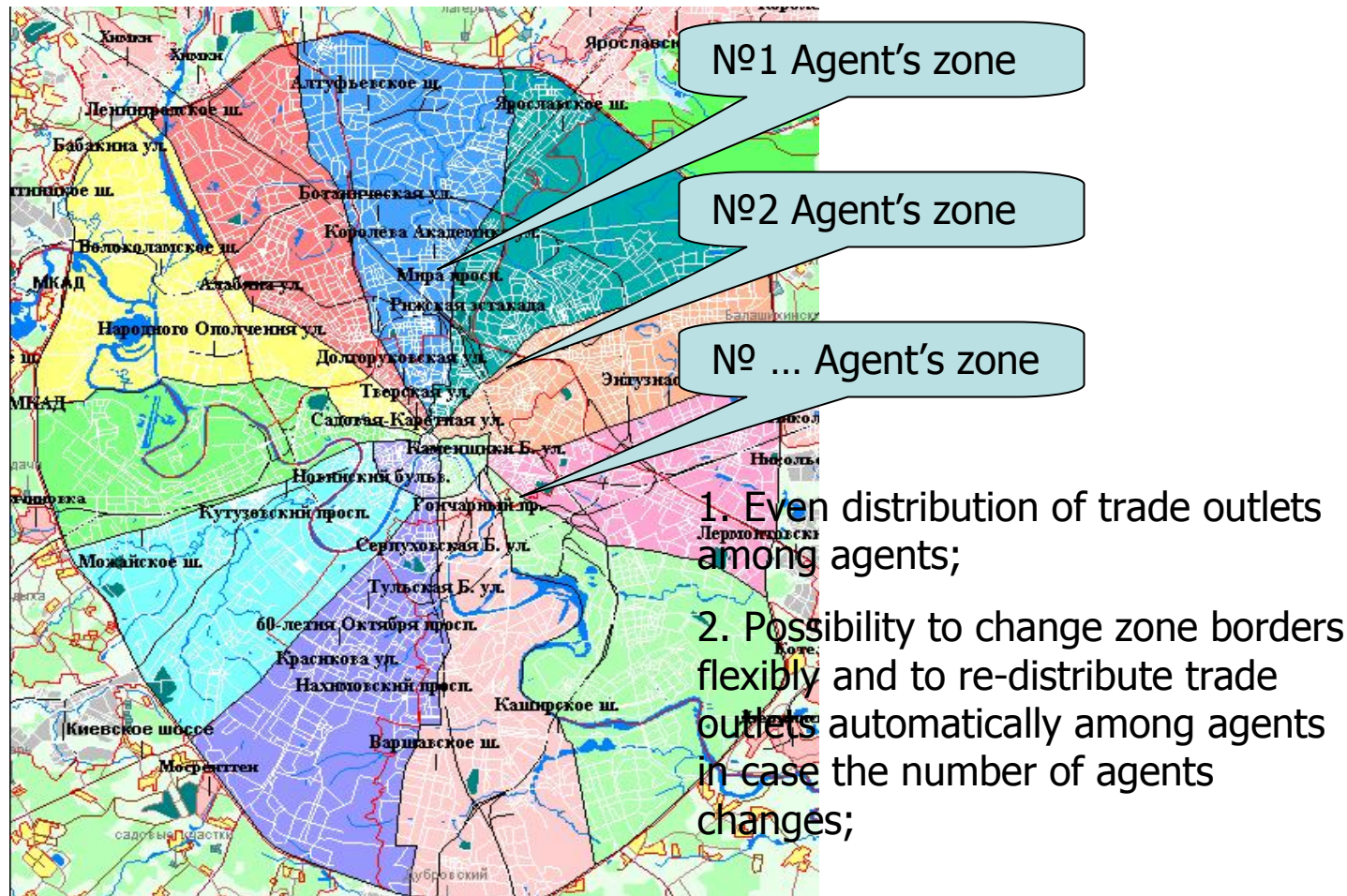
ANTOR TerraMaster™ Agent - Features:

1. Develop territory for every Supervisor.
2. Automatically develop territories for every trade representative.
3. Automatically develop a 4 weeks plan of visits for every trade representative.
4. Export results into CAS CPWerX™ for further optimization and fine tuning of daily activities (Marketing events ...)

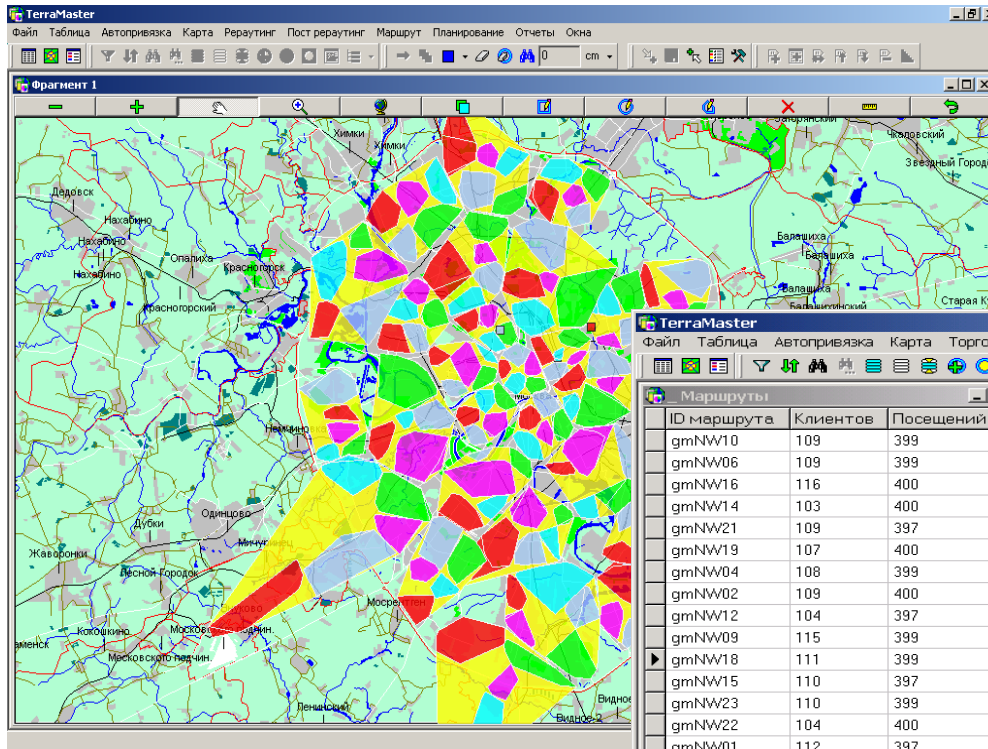
ANTOR TerraMaster™ Agent - Input Data:

1. Territories of supervisors.
2. Frequencies of visits to every client.
3. Addresses of all clients.

ANTOR TerraMaster™ Agent – Dividing territory into zones



Develop & Visualize Sales Reps' (agents') territories



Territory of Sales Rep A:
visit schedules per weekday
highlighted in colors (e.g.
Monday red, Tuesday blue)

Territory of Sales Rep B:
visit schedules per weekday
highlighted in colors (e.g.
Monday red, Tuesday blue)

