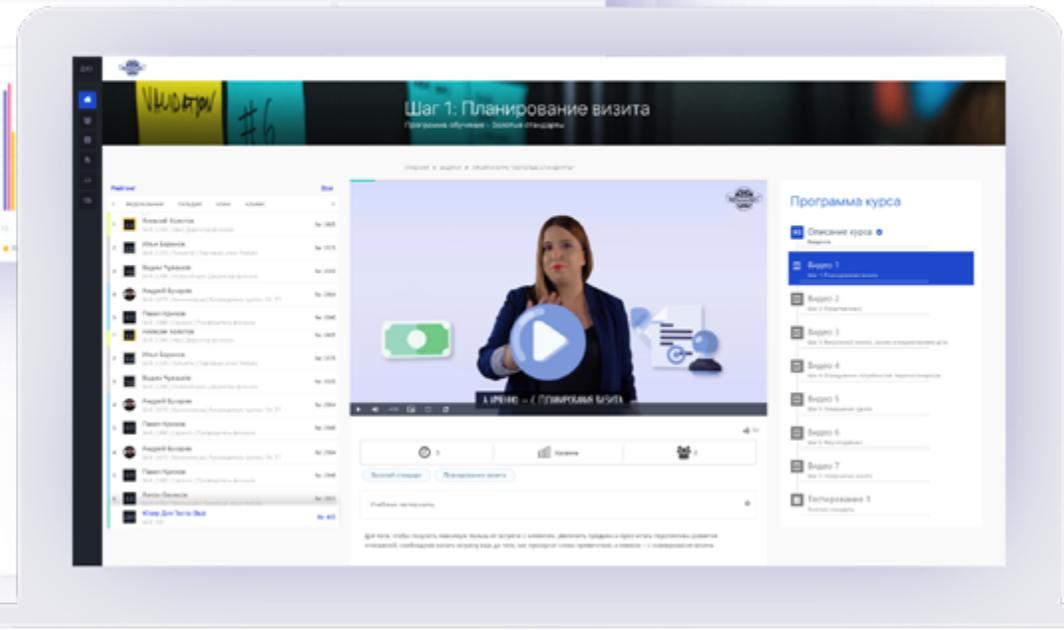
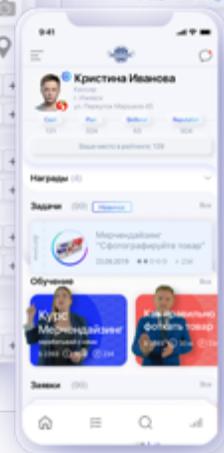
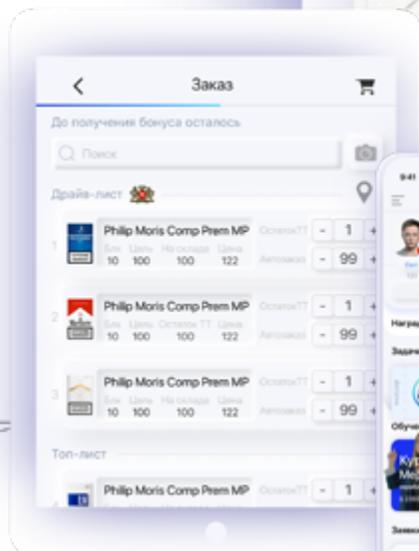
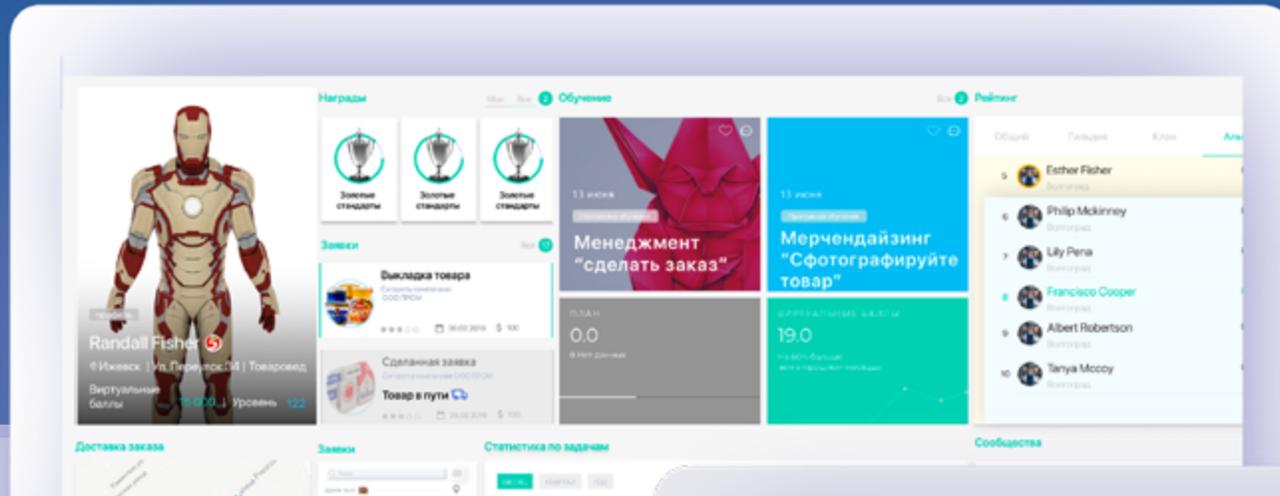




IQ Retail SMART BUSINESS SOLUTIONS

“IQ Retail” is an innovative online platform that includes services for managing product display, optimizing inventory balance, automating orders, setting targets, training employees, a modern CRM-system and a cloud storage service.

With this service part of sales representative’s routine tasks switches to an outlet — sales representative becomes a “field elite force”, which controls trading environment, activates new products and solves all the outlet’s current problems. This service is intended primarily for manufacturers, distributors and outlets and allows each participant to derive benefits.





PROBLEM

LOW EFFICIENCY of the retail outlets' service due to lack of motivation.

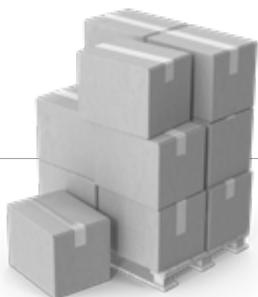


LACK OF A UNIFIED PLATFORM for online orders, communication and control.



IT'S UNPROFITABLE FOR MANUFACTURERS

It's unprofitable for manufacturers, suppliers and outlets. Lack of a single portal for communication causes extra costs. There is a lack of inventory balance analytical data. Services are complex and fragmented.



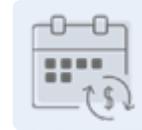
HIGH COST

The average cost of field teams is from 3 to 15% of revenue and is growing annually. It's unable to expand network without a significant staff increase.



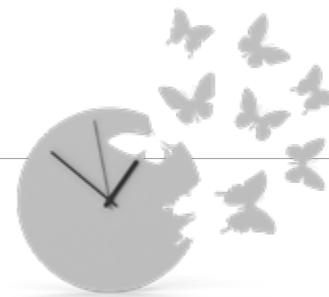
LOW REVENUE

Sales representative's activity misses a significant market share. Remoteness, small volumes of orders, etc. up to 30%. Low revenue due to high costs.



TIME EXPENDITURES

It requires a long time to launch new products and promotions. It takes 60 days to reach 70% distribution for new products and 14 days to launch promotional activities.



HIGH RISKS

There are risks of reducing the outlet's loyalty to the supplier. The average field team turnover rate is 30%. It takes 2-3 months to form a positive personal relationship between a new sales representative and a buyer.



LOW CONVERSION

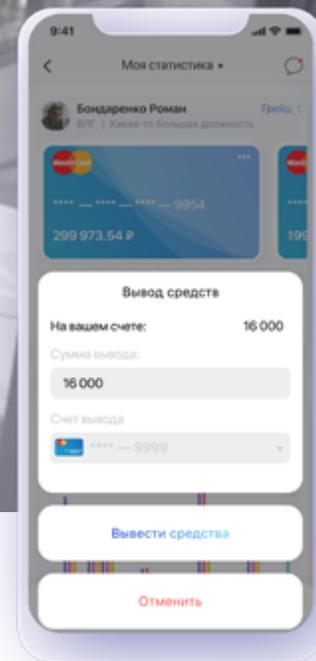
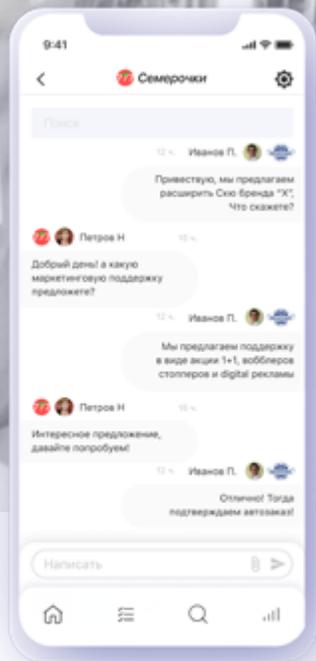
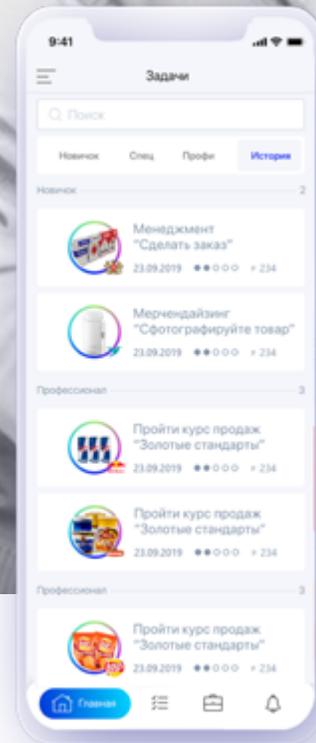
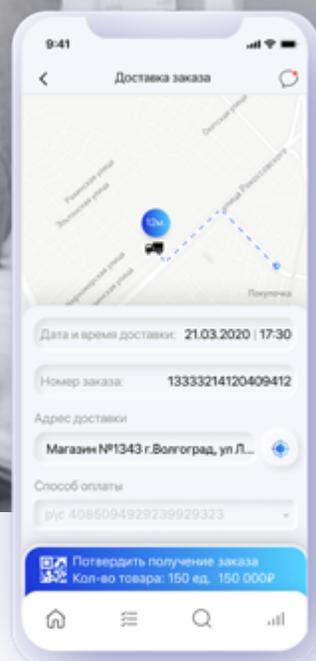
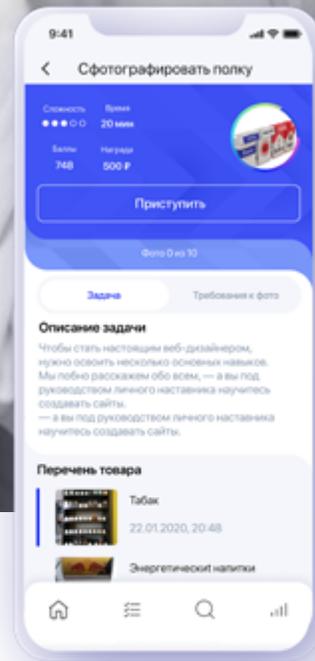
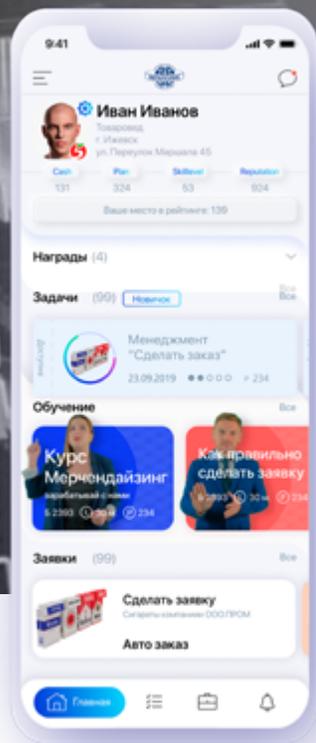
Incorrect and untimely product display causes a reduction in goods turnover. There is no opportunity to create a photo report to monitor product display. Everything depends on the merchandisers' work.





SOLUTION

Part of the sales representative's routine tasks SWITCHES TO THE OUTLET.



BENEFITS FOR EVERYONE

"IQ Retail" is a single online platform for manufacturers, distributors, suppliers and outlets, which allows them to communicate in real time. With this service, each trade process participant derives benefits. Sign-up for the portal is open to every participant.

COST REDUCTION

There is a decrease in the cost of the outlet service. There is up to 30% outlet cost reduction without loss of efficiency. Outlet employees will be able to take on some of the merchandiser's tasks, receiving transparent profit for completed tasks as motivation.

SALES INCREASE

Sales increase due to expanding coverage. There is up to 30% increase in sales by expanding coverage of the outlet without significant additional investment. One square meter of equipment revenue increases by 4-7%.

INSTANT LAUNCH

Instant new products market launch and quick promotion launch online. It will take 1 day to display new product information or launch promotion in all the outlets.

ONLINE COMMUNICATION

Even if there's no sales representative on the territory at the moment, it's possible to communicate with the outlet online. Cloud storage service guarantees high-quality content for each SKU.

EXTRA MOTIVATION

The service reduces dependence on the sales representative — merchandiser. Outlets' staff will be able to control product display receiving additional profit.

OUTLET GETS A COMFORTABLE MECHANISM TO FORM ORDERS AND REDUCE COST.

THIS IS HOW IT WORKS



«4 WIN» ADVANTAGES

MANUFACTURER



Sales increase without additional investment. It is possible to sell to new outlets. You depend on the sales representative less. All the processes are more efficient due to communication with the decision-maker through our app. It doesn't take much time to launch a new product. Direct statistics, sales control and promotion effectiveness analytics. Content management in one app and total transparency.

DISTRIBUTOR



Increase in sales, turnover and fieldwork efficiency. It costs 30% less to form orders from the outlet. Sales rise due to extending range of products and increasing the number of outlets without additional investment. Direct online communication with the outlet, up-to-date information on the real outlet needs for products, promotions and new products. Contracts intersection increases to 95%.

OUTLETS



Automated placement of orders. Comfortable access to products and services in one app. Convenient service for placing orders 24/7 and participating in the promo, regardless of the sales representative visiting. Order status and delivery control. Direct connection with the supplier's logistics. Information about all promotions and updates is available online. Access to the key FMCG and local manufactures catalogues. Additional earnings and instant withdrawal of funds.

SUPPLIER



Convenient online order collection. Convenient supplier's location tracking using geotagging on the map, building an optimal delivery route. Gasoline and oil cost optimization due to accurate calculation and accounting necessary resources. Scheduled and express delivery mode. Express delivery is a subject to additional fees. Fast/scheduled online delivery with geo-tracking.

OPTIONS

FEATURES

1. AUTHORIZATION

- by personnel number / by phone number
- mandatory password
- API integration

2. PERSONAL ACCOUNT

- avatar
- character
- hierarchies adding
- wallet, instant withdrawal of funds
- points / rating / deadline
- statistics for an employee and a manager

3. ORDERS

- automated order
- SKU monitoring, implementation (SFA, 4P)
- shelf share percentage and OSA analytics
- opportunity to make an order by a photo of a shelf, image recognition
- recommended orders
- closing documents

4. TASKS

- automated task setting
- automated data collection and analysis
- cleaning and shelving automation
- analysis and improvement of the quality of the consultations
- development of observations with results monitoring
- task status
- general / group / task chat
- tracking of the employee performance

5. TOOLS

- product management service
- store management service
- production automation service
- service for online orders batching and issuing
- service for new outlets opening automation

6. REPORTS

- tasks photo reports

7. AWARDS

- all / mine / by level
- blocked / available
- certificate by levels

8. CALENDAR

- deadlines
- your events

**UNIQUE FUNCTIONALITY,
WHICH IS NOT YET PRESENT
IN RUSSIA**



TECHNOLOGIES

IMAGE & VOICE RECOGNITION

The Image Recognition system allows you to automatically localize a product in an image or video and complete an order.

SHELF STANDS HEATMAPS

Shelving analysis by the following parameters: average daily sales, revenue, gross profit, turnover according to a planogram, inventory balance.

PLANOGRAMS GENERATING

Special AI-based algorithm automatically generates product display.

AUTOMATED ORDER

By using artificial intelligence, the mechanism of automatic order formation allows you to order missing products much faster.

IQ.DOC

Human resources optimization by using machine-based mechanisms for information processing. Electronic document management and auto-mailing.

IQ.PAY

It allows all the process participants to earn money and guarantees instant withdrawal of earned bonuses. Payment can be initiated by a QR code.

CLOUD STORAGE SERVICE

Cloud storage service guarantees high-quality content for each SKU.

GEO-TRACKING

Building an optimal delivery route. Provider and employee location is being tracked using geotagging on the map.



PRICING

BLOCK «BASE» IS A CRM-SYSTEM FOR BUSINESS.

FUNCTIONALITY:

- personal account / dashboard
- tasks
- calendar

Price: 6,5 USD / user / month

SPECIAL OFFERS

Because of the difficult situation caused by COVID-19, we provide special offers to support companies during these tough times:

1. Buy «Retail. Basic solution» or «Education. Professional solution» and get block «BASE» for free.
2. Buy «Retail. Professional solution» and get «Education. Professional solution» for free.

BLOCK «EDUCATION» IS AN INNOVATIVE LEARNING PLATFORM THAT ALLOWS TO TRAIN BOTH COMPANY EMPLOYEES AND OUTLET STAFF.

1. «BASIC SOLUTION» — a set of basic tools for online training

FUNCTIONALITY:

- education
 - training programmes / videos / articles / books / movies / podcasts
 - SCORM courses
 - tests
- member's points statistics

Price: 6,5 USD
/ user / month

2. «PROFESSIONAL SOLUTION» — a set of basic tools for online training.

FUNCTIONALITY:

- education (same as in «Basic solution»)
- member's points / awards statistics
- awards / certificates
- rating (personal / within a city / within a department)
- prize shop / prize auction
- communication with a curator
- chatroom (general / group / within a department)
- promotion and bonuses
- news

Price: 13 USD
/ user / month

BLOCK «RETAIL» IS AN INNOVATIVE ONLINE PLATFORM THAT PROVIDES SMART SOLUTIONS FOR BUSINESS.

1. «BASIC SOLUTION» — a set of essential tools for a merchandiser.

FUNCTIONALITY:

- tasks (task status, automated task setting, automated data collection and analysis, cleaning and shelving automation, analysis and improvement of the consultation quality, development of observations with result monitoring)
- product management service
- statistics (tasks photo reports, tracking of the employee performance)
- general / group / task chatroom
- IQ.PAY (withdrawal of earned bonuses for fulfilled tasks)

Price: 13 USD
/ user / month

2. «PROFESSIONAL SOLUTION» — a supreme set of powerful tools for a merchandiser.

FUNCTIONALITY:

- tasks (same as in «Basic solution»)
- automated orders made by shelf photos using Image Recognition technology
- delivery with geo-tracking
- shelf stand heatmaps
- planogram generating
- extended set of tools to work with orders (SKU monitoring, implementation (SFA, 4P), shelf share percentage and OSA analytics, recommended orders, closing documents)
- extended set of tools to work with outlets (product management service, store management service, production automation service, service for online orders batching and issuing, service for new outlets opening automation)
- IQ.DOC (electronic document management)
- statistics (same as in «Basic solution»)
- general / group / task chatroom
- IQ.PAY (withdrawal of earned bonuses for fulfilled tasks)
- cloud storage.

Price: 20 USD
/ user / month