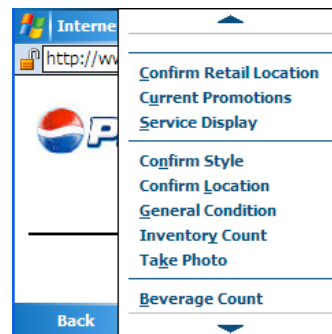


The Situation

A soft drink company uses contract merchandisers and mystery shoppers to keep inventory and point of purchase displays up to date and aligned with promotions in Kroger, Tesco and Safeway retail stores. They are concerned because they get conflicting reports regarding merchandising compliance from their merchandisers and store personnel and have no good means of communicating last minute adjustments to a specific retail outlet's merchandising plan or verifying merchandising compliance in real-time.

The Mobile Metadata Solution – Adding Context

Merchandising staffs are supplied with mobile devices with camera and GPS functionality. GPS is enabled upon reaching the assigned Kroger or Safeway store. Based upon the location and store (which is determined by GPS/address mapping) a menu of merchandising tasks appears in the browser menu when the merchandiser logs on. The task list is modified based up current, expired and planned promotions, regional or market differences, individual store demographics, and available inventory. Inventory counts may be entered manually or scanned for devices with built-in scanning capabilities. The tasks are completed, a photograph of merchandising displays are taken, with GPS, time and retail outlook-specific data embedded and automatically uploaded as part of the report. A complete audit cycle is built into the standard field service provider Web application. When all tasks are complete, the merchandiser can view tomorrow's schedule and swing by the local warehouse to pick up the necessary materials. Directions to the warehouse from his or her current location are displayed.



Benefits of 3P Mobile[™] Metadata and Using Web Standards

All merchandising instructions and compliance reporting is made available by the ability to access location, time, inventory and promotional data – some of which comes from the device and other from disparate databases from multiple sources (Pepsi, Ad Agency, Safeway, Kroger, Tesco, Merchandising organization). Embedded image data provides a means for accurate, visual compliance verification with no typing or manual file transfers. Typing is minimal, instructions are relevant to the specific situation, and ambiguity is low.

Benefits to Food & Beverage Supplier or Distributor

- Improved field productivity
- Improved field accuracy
- Real-time compliance audits
- Immediate notification of onsite issues in conflict with planned promotions or POP displays
- CAPEX/OPEX Efficiencies
 - Improved demand chain communications
 - Reduced audit costs
 - Payment only for confirmed merchandising services
 - Services may be altered at the Web app/Web server level, minimizing mobile app development & update expense