



Mobile Solutions

enhanced by SALESFORCE®

Supercharge your Consumer Goods
Go-to-Market Strategy



Optimizing Retail Execution for:

6 of the top 10
Consumer Goods Companies



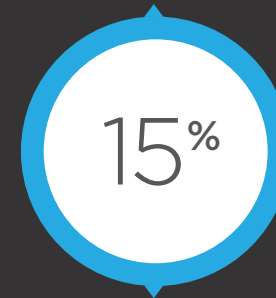
4 of the top 5
Household & Personal Goods Companies



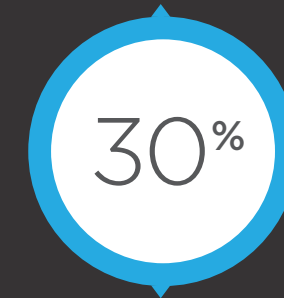
2 of the top 5
Beverage Companies



and delivering significant
return on investment



higher profit
margins



more visits



elimination
of admin tasks

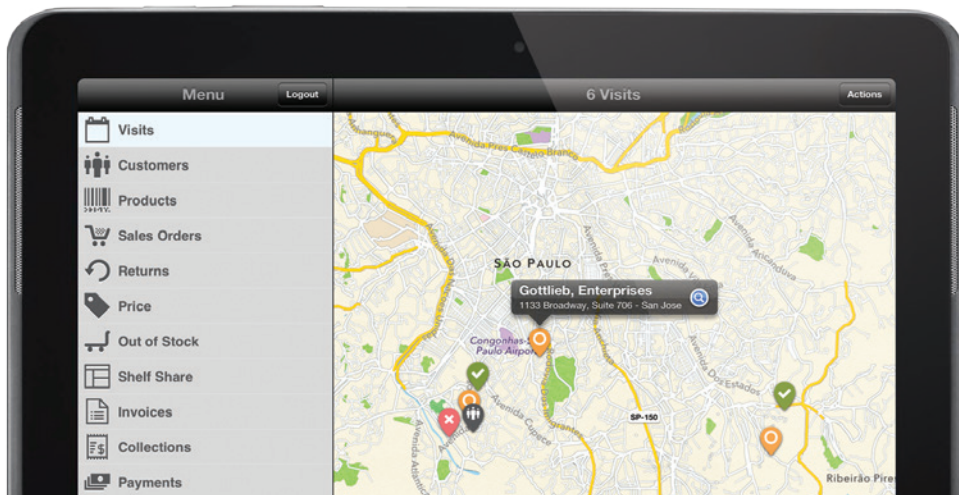
Deploy globally & adjust locally
for any market

The logo for Spring Mobile Solutions, featuring the word 'spring' in white lowercase letters with a blue dot over the 'i', and 'Mobile Solutions' in smaller white text above it. The logo is positioned over a stylized globe background.

Smart Guided User Interface for **Field Sales Representatives**

Increase productivity and sales with full off-line capabilities that support even the most complex orders:

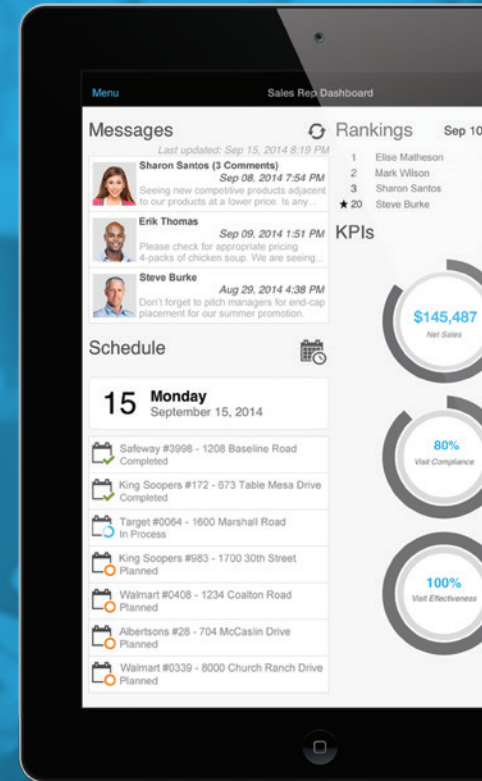
- Penny-Perfect Pricing
- Pre-Built Sales KPIs
- Access to Rich Media Collateral
- Integrated Chatter®



Designed around the needs of mobile field representatives,

Spring mobile**Sales** combines **the ability to take in-store orders** with rich **built-in analytics** and **sales KPIs** so field representatives can apply discounts, recommend optimal sales offers and calculate pricing from a mobile device, **with or without internet connectivity.**

Field reps also have access to the most current rich media collateral to support their sales efforts.



Sales Manager capabilities to maximize team performance

Motivate your sales reps and enable them to do consultative sales, while continually improving your sales strategy with:

- Real-time visibility into in-store sales activities inside of Salesforce®
- Ability to align field activities to business goals
- Chatter® communications with sales reps in the field



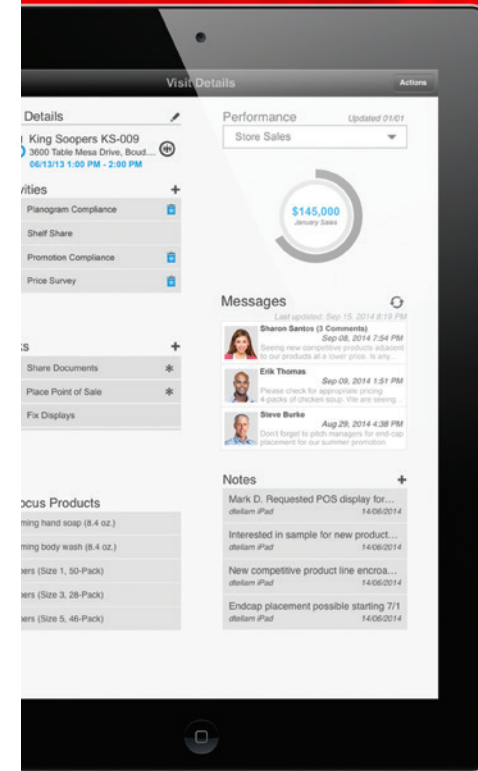
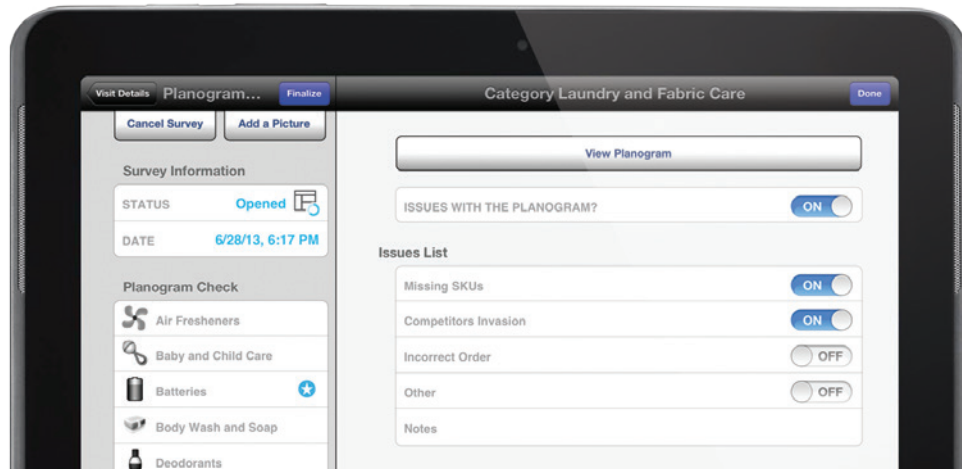
mobile**Sales** gives the Sales Manager complete control over her team and their field activities enabling her to optimize resources, distribute targeted collateral to the field, and focus on improving key performance indicators.



Tools to help **merchandisers** win the retail execution ground game

Eliminate pre-visit preparation to increase productivity & number of store visits

- On-demand store audits
- Access to rich media collateral
- Intelligence-driven user interfaces
- Integrated Chatter®
- Automated issue escalation



 **mobileRetail**

Powerful mobile applications that enable planning and execution of in-store retail activities including compliance checks, promotion execution, customer visit planning and in-store audits with automated issue escalation based on data entered into store audits.

Includes features to help your reps become more consultative!

Support for **promoters** protecting your brand in stores

Provide the most current product information and enable promoters to communicate with management and escalate issues automatically

- Access to rich media collateral
- Integrated Chatter®
- Automated issue escalation

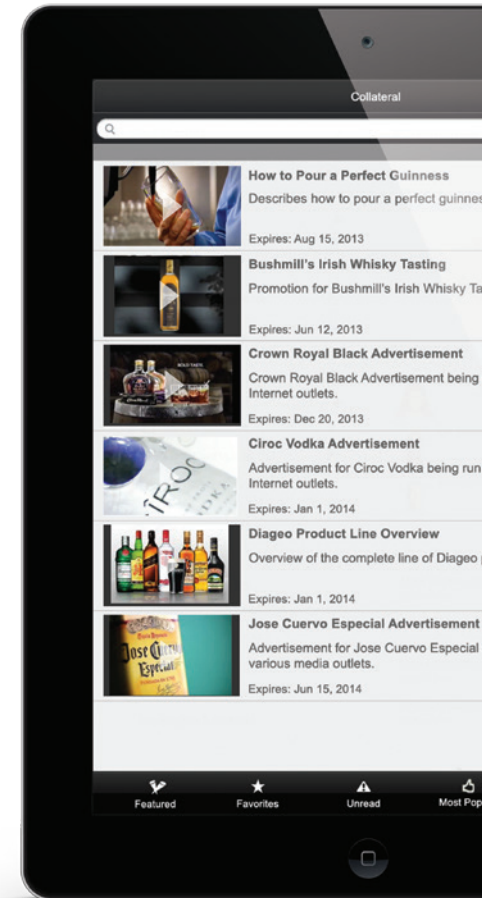
Filters
CATEGORY Baby & Family
SUBCATEGORY All
COLLECTED All
CODE Tap to insert the...

Products Retail Audit		
Diapers (Size 1, 50-Pack)	PB00	5
Diapers (Size 2, 48-Pack)	PB00	6
Diapers (Size 3, 28-Pack)	PB00	

mobile**Promoter**

Powerful mobile applications that enable **planning and execution of in-store promotion activities** including **collateral sharing, promotion execution, customer visit planning** and **automated issue escalation** based on data entered into store audits.

Includes features to help your promoters become more consultative!



Merchandising Managers can gain a competitive edge with real-time, actionable insights.

Elevate your go-to-market strategy with:

- Near real-time visibility into retail activities inside Salesforce®
- Align field activities to business goals
- Create & publish surveys on demand
- Publish rich media collateral to mobile devices
- Chatter® communications with merchandising reps in the field

mobileRetail mobilePromoter

Includes Salesforce® dashboards for **near real-time monitoring and management reporting** of retail execution KPIs. It also enables sales managers to publish rich media collateral out to mobile devices of the merchandisers and promoters in the field, and create and publish store audits on-demand.



Optimized by Spring Mobile Solutions



Connect with Spring Mobile.

Let us show you how you can supercharge your go-to-market strategy by combining the power of Salesforce® with the world's most advanced retail execution applications.

Engage us for a **SpringBoard Mobility Assessment**. Find out how at springms.com/springboard

Learn more about optimizing your business with Salesforce® and Spring. Visit us at springms.com/Salesforce.



Spring is the global leader in enterprise mobility solutions. Our cloud-based, enterprise-grade mobile applications are designed to optimize productivity for medium to large field workforces for Consumer Goods companies. Our mobile products enable customers to quickly implement solutions that enable teams to be more productive anywhere, anytime.

Spring Mobile Solutions has offices in the United States, Latin America, Europe and Russia with more than 450 enterprise customers globally, including Unilever, L'Oreal, and Reckitt Benckiser.

FOLLOW US



HEADQUARTERS: 11710 Plaza America Drive, Suite 420 | Reston, VA 20190

GLOBAL OFFICES: Latin America | Europe | Russia

springms.com