



# AT&T Mobile Enterprise Applications Platform Merchandising for the Consumer Goods Industry

## Improving Execution In The Field With Mobility

AT&T Mobile Enterprise Applications Platform (MEAP) – Merchandising for Consumer Goods improves field operations by providing merchandisers with immediate access to critical data. Information can be accurately captured in the field, so that relevant, up-to-date reports can be generated, providing management with effective insight into a range of operational criteria such as distribution, pricing, promotional compliance discounts, shelf displays, competitor activity and out-of-stocks. In addition, the ability to drill down into the data helps field workers make more informed decisions in order to improve their productivity and effectiveness. The Mobile Merchandising application optimizes and automates many time-consuming administrative activities such as call scheduling and routing,

messaging, distribution checking, brand audits, surveys, compliance checks, damaged goods handling and point-of-sale merchandising... and of course, time cards.

### Packaged Mobile Solution for Consumer Goods

AT&T MEAP - Merchandising for Consumer Goods helps maximize sales opportunities at the customer level by providing instant access to key product and account information, up-to-date promotions, updated route books, and DEX in real-time. It offers customizable workflows that encompass the daily activities of the merchandising process. The Merchandising application offers the flexibility to run on multiple device platforms, such as BlackBerry, Windows Mobile, and iPhone. Key capabilities include:

### Benefits

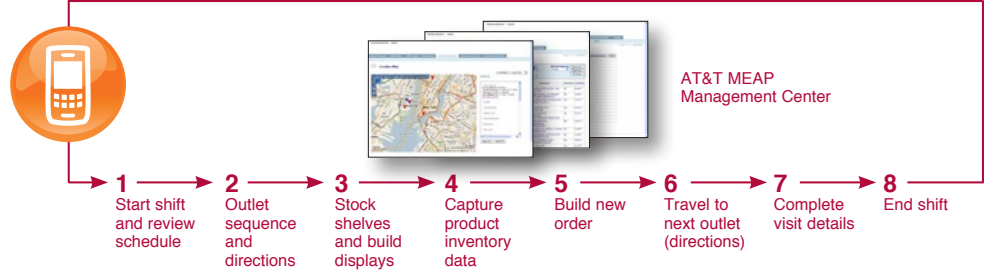
- Improve data capture accuracy
- Drive sales through better access to information
- Increase worker productivity by reducing administration and down-time
- Accelerate invoicing process and shortened billing cycles
- Improve customer service



### AT&T MEAP Leverages Device Functions

- “Photo” uses device camera to document compliance and noncompliance situations so trade promotions effectiveness can be analyzed
- “Signature” leverages electronic signature capture to streamline approvals
- “Directions” enables instant access to maps and directions from the device
- “Scanner” makes data collection a breeze by integrating with barcode scanning hardware

Effective merchandising is more important than ever and the efficiency of this process directly impacts the bottom line. A mobile merchandising solution gives companies the power to streamline and optimize inventory planning and improve the entire selling and delivery process, which is so critical in Consumer Goods. Mobility drives actionable information received practically in real-time, allowing optimized product mix, improved execution of promotions, increased customer visits, reduced order errors and improved customer satisfaction. All of which can lead to increased sales.



**Power of the Platform**

The Merchandising application is built on the AT&T MEAP, which means it can be used to deploy many other applications for other parts of your business. It is a complete mobility solution that enables end users and administrators to leverage all the powerful and sophisticated capabilities built into the platform.

- Management: The Merchandising application is tied to the AT&T MEAP Management Center, which provides complete end-to-end control and visibility into deployed users, devices, and applications. Companies have a complete audit trail of all transactions allowing them to measure workforce, ordering, and delivery performance.
- Extensibility: The application can combine processes and information from one or multiple enterprise systems and data sources to create powerful mobile composite applications that map to specific communications and information requirements.

- Development: The application can be easily customized, updated and maintained through AT&T MEAP Studio—a graphical mobile development environment that runs on Eclipse, the world’s leading opensource IDE. Applications can be updated and deployed over the air.
- Security Features: The application enjoys all the security features built into AT&T MEAP. From encryption, to strong authentication, to remote application lock or wipe, companies can be sure that sensitive data handled appropriately by qualified workers.

AT&T provides an on-demand deployment model for mobile applications and services for end-to-end management of the mobile environment. This approach significantly lowers risks and costs, and increases performance, uptime, and reliability.

**Real-Time Communications**

- Integrated mobile instant messaging environment for efficient communication in the field
- Secure and reliable messaging between workers and the back office

**Management Visibility and Control**

- GPS and location-based capabilities enable up-to-the-minute tracking of field workers and capturing travel histories and patterns for reporting
- Territory mapping and alerts, such as for speeding, provide greater worker oversight

**For more information please contact your AT&T Sales Representative.**

**IMPORTANT INFORMATION:** Coverage not available in all areas. Availability, security, speed, timeliness and uninterrupted use of service are not guaranteed. Compatible device required. Additional hardware, software, services and/or network connection may be required depending on selected solution. Potential benefits may vary by customer and with selected solution. Offers subject to change. Additional restrictions apply. For additional information contact your AT&T account representative.

