

SUPPLY CHAIN SOLUTIONS | MOBILITY SOLUTIONS | TRADE PROMOTION SOLUTIONS | DATA DISCOVERY

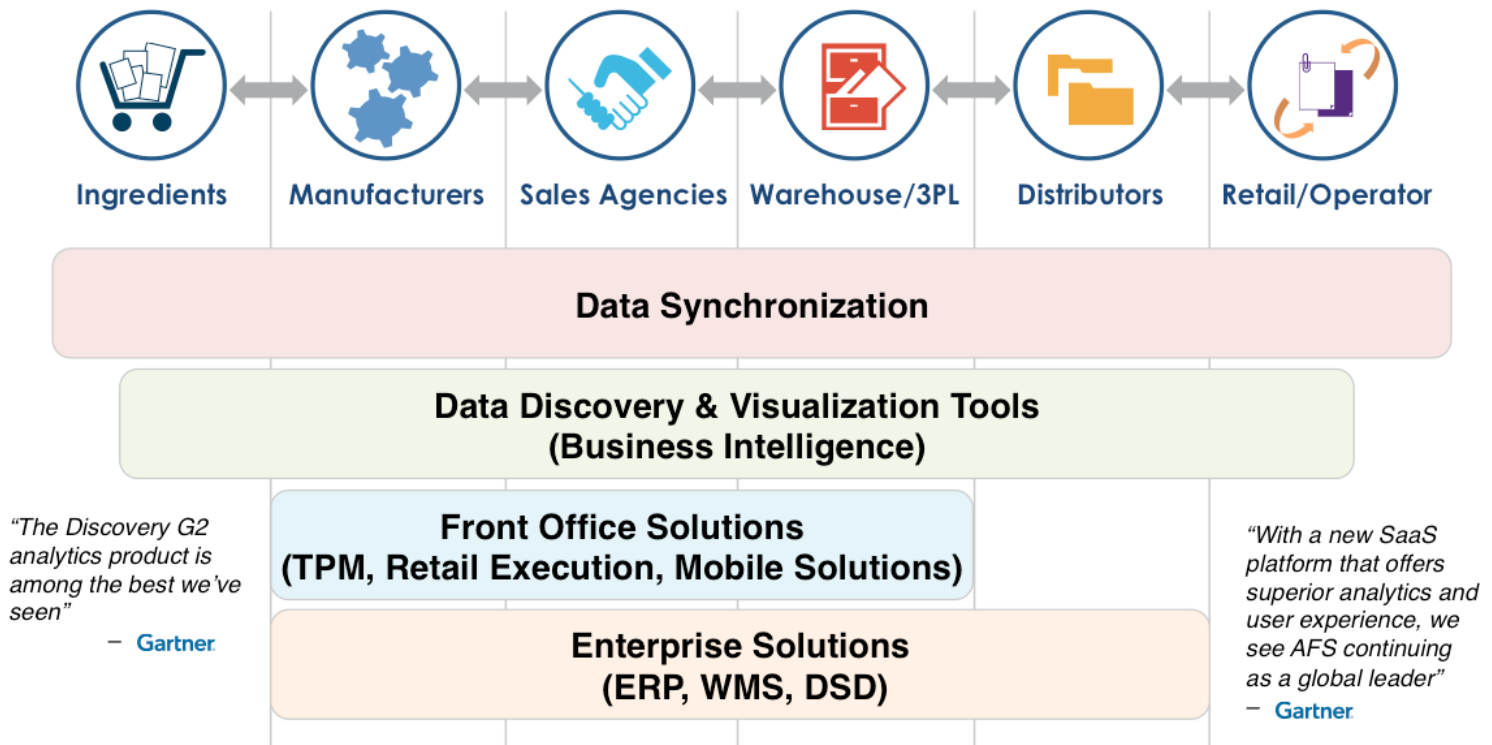


**Helping companies master the supply chain since 1983.**

**[afsi.com](https://afsi.com)**

## ABOUT AFS TECHNOLOGIES, INC

AFS Technologies is the only end-to-end solution provider to the Food & Beverage and CPG industry offering a powerhouse of complementary solutions that can streamline key business processes, provide value at every point of the supply chain, and deliver the eye-opening benefits of world-class integrated solutions with proven best practices.



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In addition, AFS Technologies offers deep Direct Store Delivery (DSD) functionality, including DEX integration and support for ruggedized devices. Hagemeyer also cited the AFS Discovery™ G2 analytics product is “among the best we’ve seen.”...

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Gartner for Retail Activity Optimization mobility Panorama, October 2013

## INTEGRATED SALES SUITE

AFS Technologies, Inc. offers a fully integrated Sales Solution Suite comprised of Trade Promotion Management (TPM), Sales Force Execution and Business Intelligence analytics for the Food & Beverage and Consumer Packaged Goods (CPG) industries.



The Sales Solution Suite is comprised of three industry-leading applications AFS TradePro™ Retail, AFS Mobile Retail Execution and Discovery™ G2. Each product operates as a standalone solution or organizations can choose to implement the complete Sale Solutions Suite. The Software-as-a-Service-based tools are scalable, rapidly deployed and available for a monthly fee, offering a low-risk investment on software and infrastructure.

The applications are easily connected via AFS Gateway™, a world-leading integration solution between AFS Technologies and an organization's third party applications, such as ERP or Customer Relationship Management systems.

**PLAN:** The AFS TradePro Retail application gives Manufacturers the ability to manage trade spend, plan forecasts, clear deductions faster and track the profitability of promotions. With newfound visibility into top-selling retailers and high-performing promotions, Manufacturers have the ability to make more informed business decisions with its trade dollars.

**EXECUTE:** AFS Mobile Retail Execution empowers Manufacturers to optimize field personnel to execute relevant activities at the retail level, such as taking orders and merchandising via an easy-to-use app running on any mobile device. The software is compatible with Apple® and Android® tablets, smartphones and laptops and operates both online and offline further empowering the field teams to know where to go, how to get there and what to do even if an Internet connection is not available. Each day, field representatives are instructed and prompted to capture specific information relevant to each store, including out-of-stocks, price tickets, promotion compliance and stock-on-hand which is automatically sent to the corporate office in real-time.

**DISCOVER & ANALYZE:** Using Discovery G2, graphical dashboards and charts display configurable KPI metrics allowing management and field representatives to track any set of measures such as sales, rebates, orders, promotions and compliance across any set of dimensions, including by store, customer, brand, banner and personnel. The technology platform is compatible with iOS, Microsoft® and Android operating systems and operates both online and offline enabling users to slice and dice data anywhere and in any way they choose to reveal actionable insight.

## GARTNER, INC.

The 2013 “Vendor Panorama for Retail Execution and Monitoring in Consumer Goods” profiles the current marketplace and offers an analysis of the leading vendors in the space, including AFS Technologies. The report delivers a snapshot into the financial health, market responsiveness and deployment capabilities of AFS Technologies as well as its solution flexibility, analytics, Retail Activity Optimization (RAO), product dashboards and configurability.

### Highlights from the Report:

**Profile:** AFS has grown from its legacy in the food service industry to an end-to-end consumer goods platform that includes ERP, TPM, analytics, and retail execution and monitoring through the acquisition of the former Ross Computer Systems and Quofore.

**Strengths:** Global client base, ranging from the household name multinationals to the local baked goods company; end-to-end approach from ERP, to business intelligence (BI), to retail execution.

**Differentiators:** AFS offers deep DSD functionality, including DEX integration and support for ruggedized devices. The Discovery G2 analytics product is among the best we’ve seen. The sales rep experience is highly ergonomic, and has benefited from years of experience in many geographies and user types.

**Prognosis:** With a new SaaS platform that offers superior analytics and user experience, we see Quofore continuing as a global leader.

**Evaluate AFS when:** You seek global experience in merchandising, deep North American experience in DSD or when you value a really engaging analytical interface for office- and field-based users.

## AFS TRADEPRO FOODSERVICE

The AFS TradePro™ Foodservice solution provides Manufacturers with visibility into both Distributor and Operator trade spend. You can identify which contracts are performing, improve deduction management and eliminate the headache of sifting through piles of paper contracts and multiple spreadsheets.

Three different Claim Settlement configurations are available providing options ranging from self-service settlement to a full-service solution. This provides progressively higher levels of claim validation control which prevents overpayments as well as documents payment decisions with a high level of accuracy — all in a single, auditable system of record.