

# Driving your business to high performance

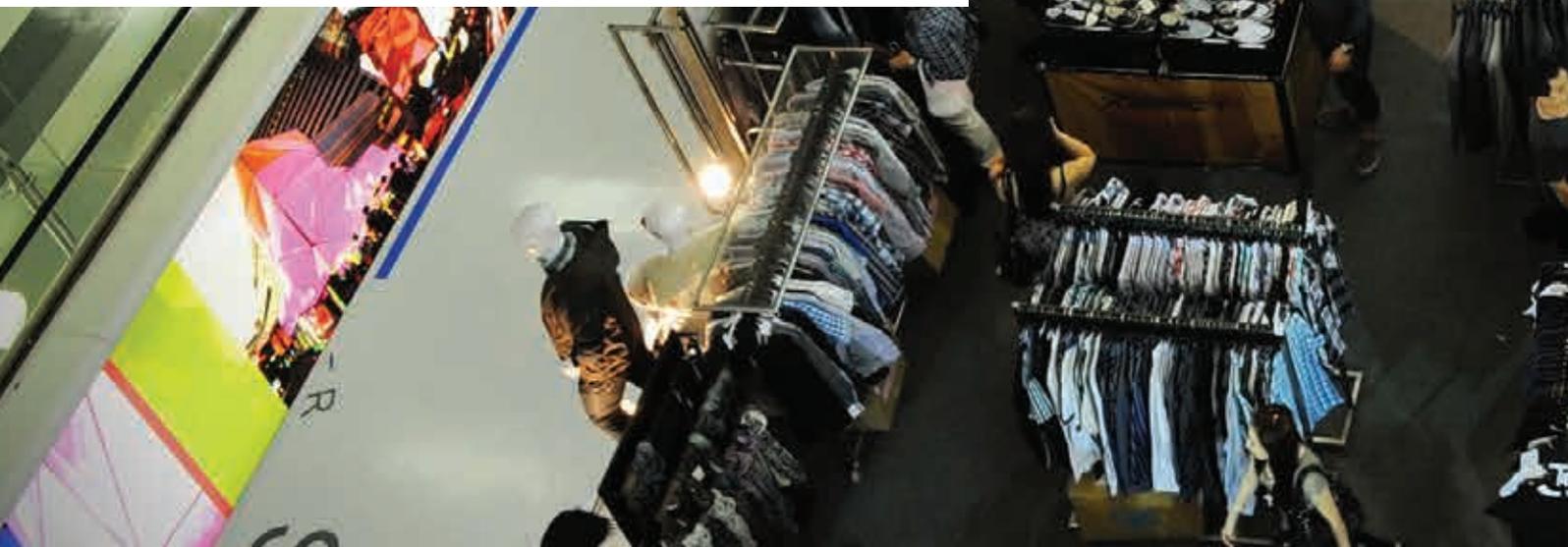




## Growing Market Share, & Bottomlines

The biggest challenge for FMCG businesses today is not about market demand, but being able to sense the market fast enough and respond even quicker. **It is not just organizational efficiency that is standing in between, but knowing the retailer sentiment real time, and responding to it before the competition does.** It is also about sensitizing your salesforce to be proactive to the retailer aspirations for their own gains.

In the world of digital technologies this is a solved problem and FieldMax® stands testimony to many a success story over the past decade.



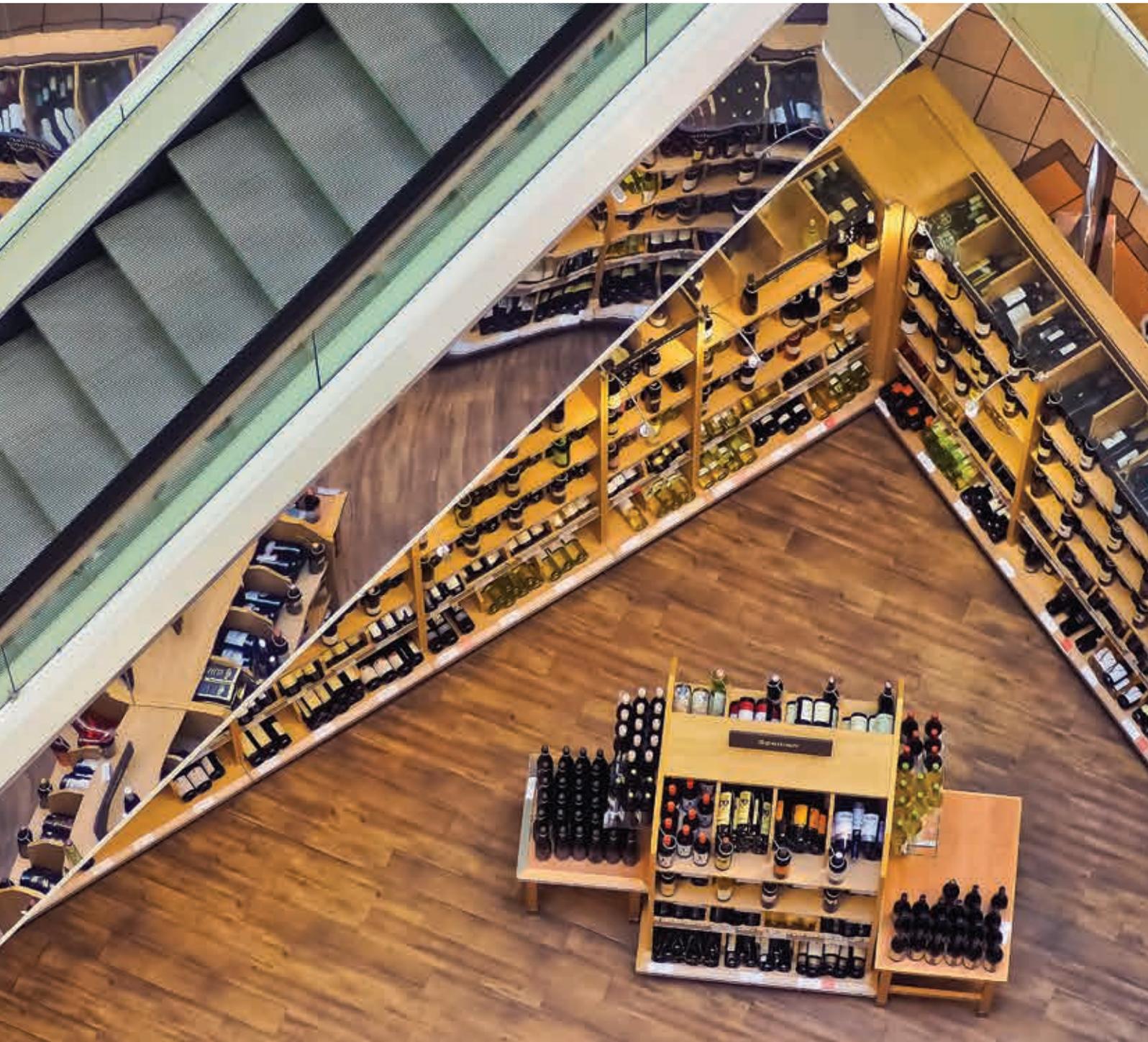


*Digitally Driven...*

# Sales Assist to help sell more...

Sense your diverse local market demands distinctly, in real time. Device microstrategies instantly. Empower your salesforce to respond with micro-strategies, giving your customers the power to do better. **Your salesforce becomes their preferred choice.**

All with the power of digital...





## Lean back office to drive up efficiencies

Completing the organizational continuum linking last mile personnel to the back-office can drive up the efficiencies by a good 30%. It is not about controls but real-time information led business, guiding people to peak performance. Management by objectives is implemented digitally, and the work force loves it, as it helps them reach their targets, while being incentivized. **Optimization at its best, driving up bottomlines.**

# All-in-one system: Effective management



There are those distributor systems, salesforce solutions and delivery management systems that seldom talk to each other. It could be a nightmare integrating systems with enough data duplication overheads. Can you configure your organization managing these on their own or partly dependent on third parties? Can you pack enterprise web/mobile, widgets and IoT into one integrated system for maximum productivity? What if the combined business intelligence can provide better insight into your business?

**Multi-stakeholder management or tightly integrated operations is seamless with FieldMax®**



## Operational Excellence

In a dynamic environment, business strategies need execution excellence to succeed. Can your operational systems be flexible enough to adapt to changing tactical needs? Modelling a cross-section of over 200 businesses we partnered in the past decade, building flexibility is what we have been doing; using newer technologies every single time. Digital domain has provided us with the power, and retail domain knowledge the foundation to drive our customers to success at unmatched RoI.

Operations management can rest assured on a system that will deliver.

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# Target Driven



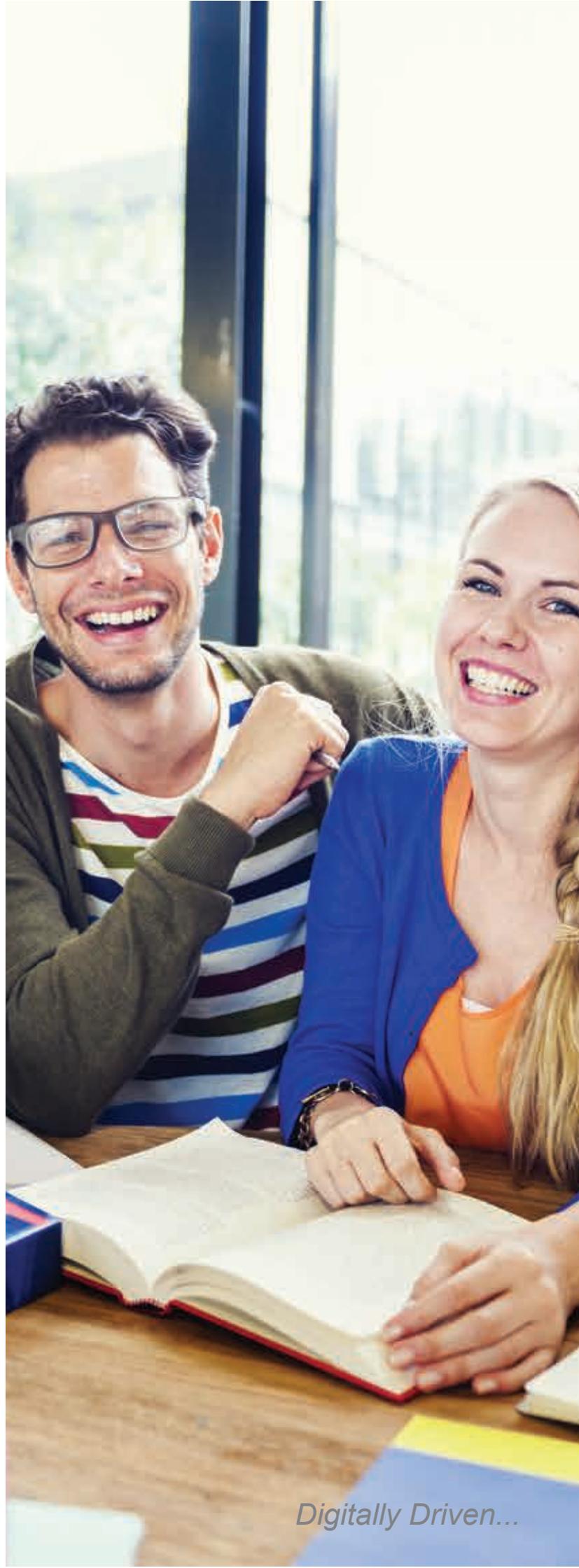
Operations teams are bound to perform mundane non-value adding activities for compliance to organizational processes. This is a known overhead for both management and operations. Today technology replaces those overheads with intelligent productive tasks. We have worked on those complexities kept under the hood giving you the power to perform. There are numerous technologies embedded into Field-Max<sup>®</sup> such as IoT, BI, Assisted GIS, targeted messaging & reporting and so on, to help you work with more efficiency. Objectives driven are inventory costs and order fulfillment cycle both cut to less than half, back office flab converted to revenue earning functions and sales efficiency up by a good 25%.

**Competition will benchmark your employee productivity as industry standard.** This is truly digital transformation.

## Celebrating Work

Enterprise IT systems have been at the receiving end for not being easy to adopt. The complaints are genuine, especially if change management comes at a higher cost and if the usability is poor. We understand the priorities of business users to be planning, operating, selling or delivering, IT not being their concern at all.

**We have seen workforce graduate to Field-Max® in few hours of use.** Gamification as well as assisted work protocols ensures a performing, happy end-user willing to testify.





## Our Commitment

At Experion, we are only driven by customer success, providing a great experience during the partnership phase. To be able to achieve that, implementation planning for effective organizational transition is paramount. Outcome is all that matters. Our experience delivering products for the global market has given us the insight to be driven by pre and post implementation metrics to predictably deliver outcomes for our customers. There is also significant planning that goes into phased roll-out in a large organization coupled with gamification to motivate people to adopt faster than their peer groups.

Bottomline for us is - system delivery alone is not the end, but the route traversed is equally or more important.



## FieldMax Vision

“To be recognized as the most effective solution in field operations management for sales & distribution excellence, providing real time market intelligence helping customers achieve..

- Revenue growth
- Operations efficiency
- Better customer service

While grooming a fully motivated, digital literate field team"

# Testimonials

*Our rice and rice products business was losing traction due to competition. While we were certain that our quality was the best, we realized that our retailers were being misled via competitor schemes which were not really different from ours. We were already using FieldMax® but not the powerful market scan features and BI till early 2016. In a matter of 3 months we reversed the trend and are market leaders again and the retailer connect is the best in the history of the company...*

**- CEO of a leading processed foods company in India**

*I had no visibility into what my salesforce was pushing, when I had a huge stock pile of hair oils nearing expiry z®, the scene changed, though I had doubts as to how I can manage a team of 70+ sales men in my region. To my surprise, gamifying and taking inputs from performing regions, I could configure targeted schemes on a daily basis in rural areas many a time to reach my targets. Not even phone calls were needed. I am sold on to the power of digital – which I'd never understood.*

**- Sales head, global manufacturer of herbal pharmaceuticals**

*I was worried when I heard about management decision to implement a salesforce system. I had heard of my friends using certain systems and ending up doing more work. Generally not savvy with smart phones or IT, I was skeptical all the way. But my worries were uncalled for, as I learned that the system helps me remain connected with the HQ for information on my customer's credit position, their buying patterns, new product information, schemes and so on, and assists me to sell more, covering more outlets. I am earning more commission, and received the best performer awards 3 times last year.*

**- Salesman for leading beverages company in Kenya.**



# Industries served

## Food Products

Frozen Foods

Processed Foods

Organic Foods

Baby Foods

Confectionary

Edible Oils

Beverages

Aerated Soft Drinks

Tea & Coffee

Wine & Spirits

Aqua Products

## Consumer Products

Beauty Care

Personal Care

Healthcare

Telecom Products

Pharmaceuticals

Textiles & Apparel

& many more..

## Industrial Products

Tyres

Automotive Parts

Oils & Lubricants

Cement

Pumps

Tubes & pipes

Rubber & Plastic

Paints

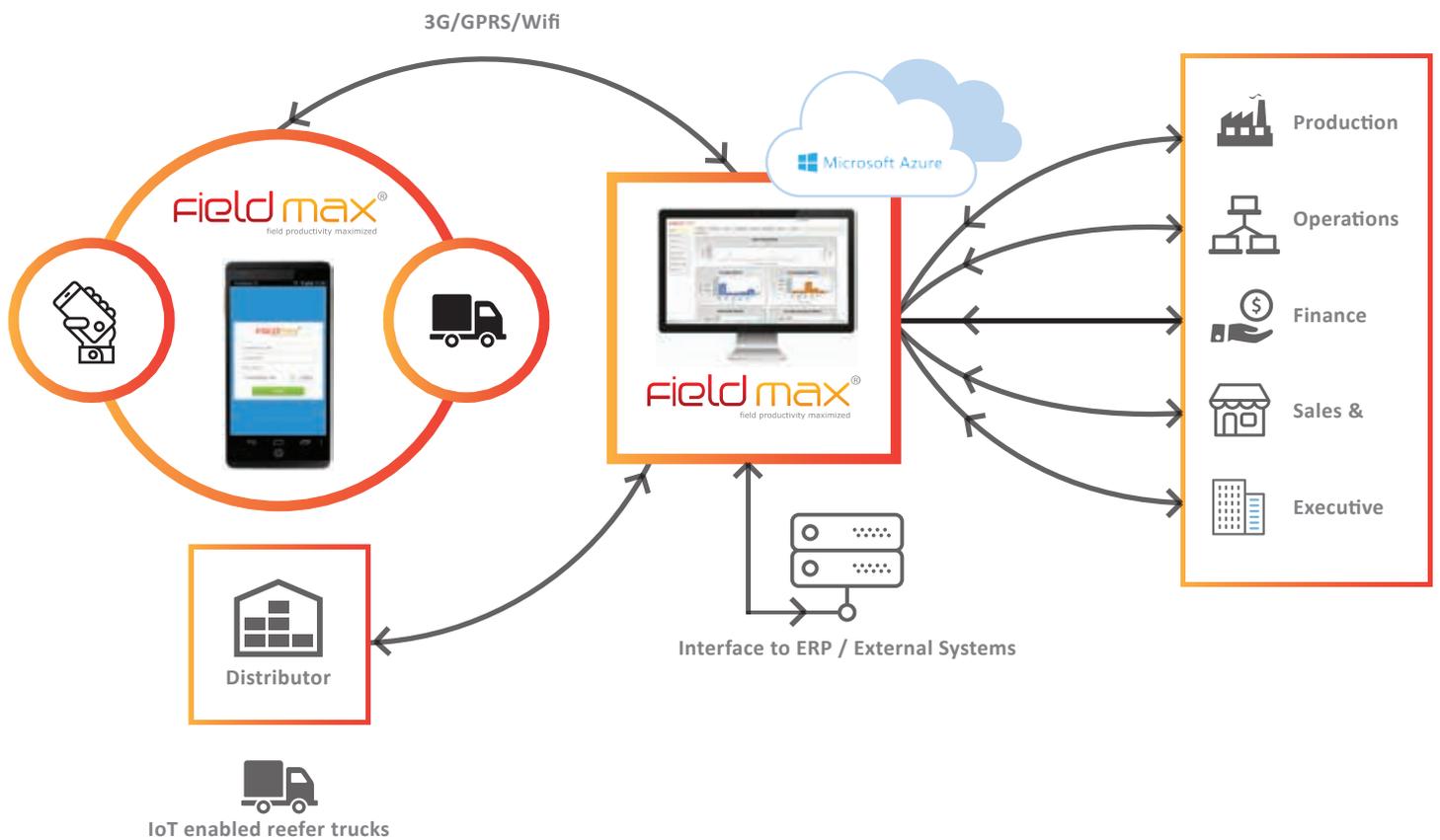
Other Industries

Pet Foods

Office Stationery

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# Functional Architecture



# Benefits Summary

20%

Increase in sales  
force productivity

20%

Improvement in  
delivery schedules

Instant access to real time intelligence

Low TCO; Quick Rol

50%

Reduction in back  
office effort

20%

Reduction in order  
to delivery

40%

Reduction in  
inventory  
carrying costs

# Industry Recognitions

Deloitte Technology Fast 500 APAC



Experion Technologies was placed in the Deloitte Technology Fast 500™ Asia Pacific 2016 list, a ranking of the 500 fastest growing technology companies in the APAC region. Rankings are based on the percentage revenue growth over three years.

IOT Evolution Product of the Year 2016



FieldMax was selected for the 2016 IoT Product of the Year award by the IoT Evolution magazine and IoT Evolution World. Based out of United States, IoT Evolution is the leading magazine and website covering IoT Technologies.

NASSCOM / Frost & Sullivan Product Excellence Matrix



FieldMax was featured in the exemplar quadrant in the mobility quadrant of NASSCOM'S Product Excellence Matrix for 2014. NASSCOM, in partnership with Frost & Sullivan, benchmarks India software products through the Product Excellence Matrix

Samsung SEAP Partner



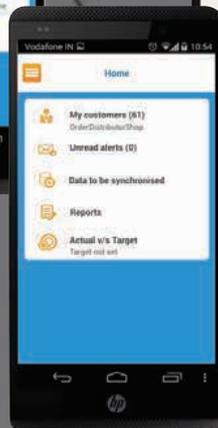
FieldMax was included under Samsung Enterprise Alliance Program (SEAP) in 2013. As Silver partner of SEAP, Experion and Samsung work closely with each other in areas such as solution development, go to market strategic planning and sales & marketing for FieldMax.

Oracle & Mobile World Congress



FieldMax was handpicked by Oracle Corporation to be showcased at mobile world congress (Barcelona, 2011). Oracle invited Experion to present FieldMax during the Oracle Open World Conference (San Francisco, 2011) and showcased it under "Java in the spotlight" in its global website

# FieldMax® - Technology



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## Global Offices

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# About Experion

Built on the foundations of digital technologies, Experion Technologies is into products & services in the retail, transportation and healthcare sectors. A global company with direct presence in eight countries and partners in other geographies, Experion has customers in all continents. Apart from own IP initiatives with FieldMax® and xPort® in the FMCG/retail and maritime transport sectors, Experion takes up product engineering as a service, securely handling third party IP. This includes building products ground up, from ideas to product services, or re-platforming products onto the digital domain with its proven expertise in product lifecycle services. Today Experion's products touch over 3.5 million users across 26 countries worldwide, many of them being part of mission critical functions.

Over the last decade, Experion has been awarded multiple times for innovation and growth. It was featured in Red Herring's 100 fastest growing companies two years in a row. In 2013, FieldMax® found its way to the NASSCOM/Frost and Sullivan product quadrant for notable products built out of India. The company was rated by Deloitte as one among the top 500 fastest growing companies in APAC in 2016. In 2016, Experion also won the IoT evolution award from IoT evolution magazine.

Remaining focused on performance & productivity, Experion believes in delivering ROI to customers primarily in the enterprise space, by wiring up unexplored possibilities with help from digital.

