

## Streamline Your Retail Marketing Operations with MerchandiserACE

MerchandiserACE™ is a mobile application that automates the entire merchandising process, allowing companies to streamline their field marketing to achieve the best results at the store.

### Close the Gap in Your Retail Sales Process

MerchandiserACE helps consumer goods companies win customer mindshare at the point of purchase by ensuring the product is in stock and that it is properly merchandised and priced. With MerchandiserACE, companies can track time spent merchandising product, ensure compliance, confirm pricing and distribution accuracy, reduce out-of-stocks, and maximize promotions. By servicing the store between deliveries or sales calls, and tightening collaboration with field reps, companies can close the gap in their sales process and achieve the best results at the store shelf.

### Start the Day Off Right

MerchandiserACE provides your field marketing representatives with everything they need to start and plan their day including:

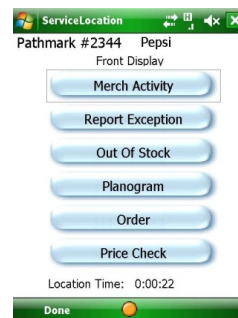
- Daily route information
- Turn-by-turn directions with GPS tracking
- Real-time alerts and notifications
- Geocode and timestamp transactions
- Mileage and expense tracking



### Streamline Store Operations

Once your merchandiser arrives at the store, MerchandiserACE tracks time and activity for each store and each location within the store. The application walks your staff through each step of the process to:

- Track product to be merchandised
- View planograms to ensure placement accuracy
- Create product pick lists
- Track products out-of-stock
- Place orders for speedy restocks
- Check price and distribution accuracy
- Note store exceptions with photos
- Tracking time and submit timecard reports



### MerchandiserACE™

- **Start-of-day features:**
  - Route management
  - Optional turn-by-turn directions
  - Alerts & notifications
  - Payroll & time tracking
- **In-store features:**
  - Track activity by store & location within store
  - View planogram
  - Note exceptions with picture
  - Create pick list
  - Track time spent by location in store
  - Track out-of-stocks
  - Place orders
- **Management features:**
  - Route status w/ mapping
  - Management
  - Real-time alerts



### Apacheta Cloud SaaS Model

MerchandiserACE can be deployed on premise behind the firewall or hosted in our secure and reliable data center through our Apacheta Cloud Software-as-a-Service (SaaS) option. With Apacheta Cloud, businesses of all sizes can quickly deploy enterprise-class solutions with minimal upfront investment and lower IT costs.

### About Apacheta

Apacheta offers flexible mobile business solutions, empowering consumer product goods companies to automate and streamline business processes in route sales, field marketing, pick up and delivery, transportation, and field service. Our flexible applications are built on top of our modular framework, which can be customized and scaled across the enterprise using common mobile workflows.

**Learn more about MerchandiserACE and Apacheta's other mobile business solutions at [www.apacheta.com](http://www.apacheta.com).**

**Or, call our sales team at 610-558-5852.**

### Sample Apacheta Customers

Leading consumer goods companies rely on Apacheta mobile solutions in their mission-critical field operations.

