

# Product Focus

# DSD Checker Merchandiser Mobility for Android

Gather trade intelligence, shelf and other store information, and track assets all from an Android phone or hand held computer

## KEY POINTS

### ANDROID SOLUTION

DSD Checker runs on the Android operating system. This means it runs on a variety of phones and ruggedised hand held devices

### CLOUD BASED

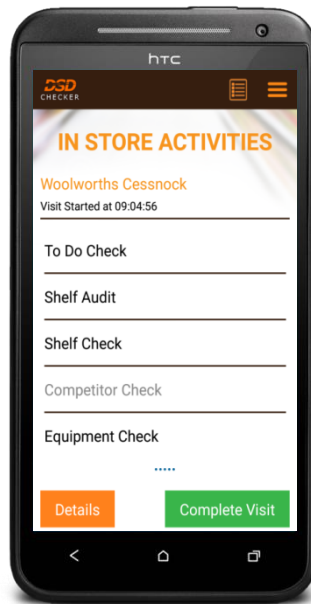
DSD Checker communicates with our DSD Plus administration portal which is hosted in the cloud. This makes implementations fast and the system price effective

### ANALYSE IN-STORE AND SHELF INFORMATION

Much of the data collected by DSD Checker does not have a natural location in an ERP so it can be analysed in DSD Plus

### SUBSCRIPTION PRICING

Our pricing model is a monthly subscription so you do not need to find a lot of capital to begin



- ✓ Increase the productivity of your field force by giving them the tools they need in their hand
- ✓ Track your team using GPS, and measure their time in and out of each store
- ✓ Audit the store shelf to gather ranging and pricing information. Identify products OOS or delisted
- ✓ Complete objectives in-store as might be set by the supervisor
- ✓ Other in-store tasks like shelf checks and freezer or fridge validations can be completed

## THE BUSINESS PROBLEM

Consumers cannot buy your product if it is not on the shelf. Knowing the shelf inventory, price and date code are vital elements in understanding consumer offtake and forecasting future orders. Tools to gather and analyse this information is vital for field team efficiency, and to growing your share of your customer's wallet.

## THE DSD CHECKER SOLUTION

Specifically designed for Food and Beverage firms NCS have developed DSD Checker to address these types of business problems.

DSD Checker can be loaded onto you're your field workers own phones or you may use ruggedised devices. The visit plan for the day is displayed, together with the activities to be completed at each store. The shelf inventory information and other trade intelligence gathered by your field workers is instantly transferred to our cloud server, DSD Plus, for analysis.

## HOW DSD CHECKER WORKS

Your field worker would sign into DSD Checker and their visit plan for the day would be displayed in visit sequence. For each store details, including contact details for store employees, and even a photograph of the store can be displayed. Google maps can be used to help them find the store.

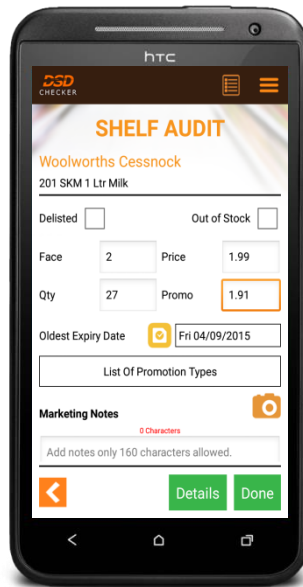
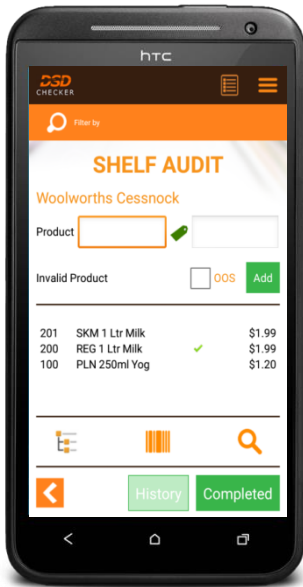
Once at the store tasks set by the sales supervisor are displayed and surveys, shelf checking, asset validation and the like can be completed.

Checking shelves and building displays are vital activities for merchandisers. Our shelf audit function allows for gathering of information about shelf inventory, shelf price, date codes and facings. Additionally a photograph can be taken and linked to the store.

Once the store is serviced the information is electronically sent to you for analysis.



DSD Checker is a DSD Assist Solution



Shelf audit allows this vital information gathering activity to be completed category by category using our clever filters. Our quick entry screen, together with the clever filters, allows the capturing of critical information like shelf price and stock status. A more detailed screen allows for additional details like shelf quantities, expiry date and facing counts to be gathered.

The use of the category filters, together with store ranging information means that the information can be collected quickly by the merchandiser, making good use of their time.

Other tasks can also be completed while the merchandiser is in-store. For example, the supervisor may have created tasks for the merchandiser to complete. Alternatively there may be some surveys to be completed regarding a competitive product or promotion. There may be freezers, fridges, or another assets you provide to the store that needs to be checked to ensure it is in good condition and being used in accordance with the agreed terms.

### ANALYSING THE INFORMATION

Numbers matter but what you do with them matters more. Within DSD Plus the information collected by your merchandisers is accumulated and reported upon. Additionally the information can be exported to Excel for further analysis.

Our integration with Google Maps allows us to view store information on a map so you can quickly see geographical trends regarding consumer offtake. For example, one suburb might be constantly OOS, indicating that consumers might be responding well to your marketing, or that retailers are not allocating enough facings to your product. In any event, there is an opportunity to increase your sales.

Additionally, our advanced reporting tool, DSD Reporting, can be used to build business intelligence style dashboards of information gathered for you and your sales managers to review regularly.



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### FREQUENTLY ASKED QUESTIONS

#### CAN ANY PHONE OR TABLET BE USED?

Any reasonably modern Android phone, tablet or ruggedised hand held can be used. Our screens will scale to the device

#### I'M CONCERNED ABOUT SECURITY

Our server is hosted by Amazon Web Services and is protected by SSL security. All data transmission is also secured and encrypted.

#### IT SEEMS WE HAVE NOTHING TO LOSE, CAN WE SEE IT?

Yes you can see it. There is a tour available on our website so you can see it in action for yourself.

**If you have any additional questions, or would like a demonstration, contact us or visit our website**  
[www.dsdassist.com](http://www.dsdassist.com)