

Promotion Optimization Institute, LLC

Vendor Panorama for Retail Execution and Monitoring in Consumer Goods 2018

Company Assessment

Vendor/Category	Company Viability	Geographic Strategy	Responsiveness & Track Record	Deployment Capabilities	Market Understanding	Vertical/Industry Strategy	Partner Leverage	Company Vision
StayInFront	●	●	●	●	●	●	●	●

Product Assessment

Vendor/Category	Product Aptness & Flexibility	Delivery Flexibility	Solution Completeness	"Sell More" Capabilities	User Experience	Analytical Capabilities	Product Vision	Configurability
StayInFront	●	●	●	●	●	●	●	●

● = Good to very good ◐ = Average or fair ○ = Below average

StayinFront stayinfront.com

Customer profile: Global player that entered the CG space years ago by leveraging its expertise in life sciences field sales automation, which helped it to demonstrate scalability early on. In 2000, two companies, one in New Zealand and one in the U.S., combined to form what is now StayinFront. This explains the strong presence in Australia and New Zealand.

Geographic presence: North America (49%), Europe/Middle East/Africa (18%), Latin America (9%), and AsiaPac (24%).

Total consumer goods users (seats): 66,000.

Tiers represented: All.

Solution offerings: Distributor management, DSD, merchandising, and van sales.

Major product sub-segments not covered: None.

Analytics: Is now enabling deeper analytics and insights with the acquisition of 20:20 Retail Data Insight. This provides for the current of clean and timely data required to drive insights down to the store level. Others have attempted to do this via partnerships, but often while waiting to find a joint client to pay for the integration. This is a huge move for StayinFront as it builds upon a strong analytical product and takes the StayinFront Insights product to higher levels from the user device all the way back through the optional insight data warehouse with predictive lost sales, comparisons to similar stores nearby, and contextualized, fact-based selling through the PitchBook module. It has very strong performance graphics and the ability to smart map stores with up to 7 color indicators based on segmentation. This segues to action by swiping left to add stores to the schedule. The addition of correlative relationships in causality will make it even more powerful. Also it has some great simulation capabilities such as removing a competitor and replacing it with your products and seeing the impact, benchmarking versus similar stores, and suggested orders through algorithms as opposed to basic. Because of the depth of the insights and how they render graphically, we continue to rate it Above Average.

Configuration/Customization: On-premises solutions are still supported but have not been sold in nearly 4 years. With the exception of several large, multinational companies, the vast majority of recent deployments have been multi-tenant SaaS. The solution is among the most configurable that we have reviewed. Enhancements in functionality are introduced in a way that allows user organizations to choose whether to activate those features or not through the administration module. They can do so at any time. The administrative portal in the Edge module is transitioning to the touch interface so it makes configuration easier.

Technology architecture/delivery options: Multitenant SaaS or private cloud on the front end with every company having its own database on the back end. On-premises is an option, but not common.

Service partners: IBM, Infosys, Wipro, Comtec.

Technology partners: Lab4motion (image recognition), Augment (virtual reality), Amazon AWS (hosting).

User experience: Is among the 2 or 3 best in the market based on the depth of functional options, how they render, and how easy they are to use. It is very oriented towards sales effectiveness in a stepwise and guided fashion. The graphics and screen layouts continue to be outstanding. Gamification parses out the components and weightings. It is very nice, but could provide more in the way of “what to do to raise your score.” Linking documents to tasks as a means of helping users understand how to perform them is a real plus. The integrated coaching capability is also strong as it draws on past performance evaluations, utilized reports and insights on how to improve performance, and pushes the results to all the relevant parties for follow up and as a beginning point next time around. The PitchBook tool has workflow to help in gathering the appropriate data, performing the calculation, or showing the results. The “Augment” tool then helps provide a compelling virtual reality view of what the merchandising could/should look like. Together, they are quite powerful. StayinFront has been a leader in integrating augmented reality for simulating how displays and other assets will look in the store context. Additionally, the solution provides a community for sharing photos and best practices. Because of the innovative nature and quality of the UX, we rate it as Above Average.

Vendor trend: StayinFront has a knack for the “global deal” with some of the largest deployments (seats and geographies) that we have seen. But it can also scale down very well to a single country for a local manufacturer. Its momentum has attracted a strong stable of global and local implementation partners. It is a very stable company with a solid roadmap going forward.

Strengths: Strong client retention. Excellent deployment partner network. Its Australasian roots also make it particularly able to attract clients in that region.

Challenges: No significant challenges that we are aware of.

Adjacent offerings: Data. Direct mail/fulfillment capabilities.

Key differentiators: We see the key differentiators as:

- The depth of analytics and insights with expertise of the 20:20 Retail Data Insight acquisition.
- Demonstrated ability to handle and support thousands of users across multiple geographies with a single instance of the solution.
- Having a very broad assortment of “sell more” capabilities in one solution, as well as being an early mover in obtaining them.
- Offering a Lite version called “LT,” which allows the user organization 8 standard functionalities plus a menu of up to 7 more from a list of 15, based on requirements. It runs on a single pane interface and carries a reduced price compared to the fully loaded solution.
- Optimal combination of strong analytics while still having excellent usability.

Outlook & prognosis: Continued global presence and innovation into the foreseeable future. Being private/closely held and not having any venture backing keeps it focused on the long term.

Evaluate StayinFront when: You want a superior user experience and abundance of “sell more” and analytical capabilities most anywhere in the world. Also, if you want multiple global deployment partner options.

Avoid StayinFront if: You want a basic and low-cost point solution.

Distinctions: POI Best-in-Class awards for Mobile User Experience, Analytical Insights, Guided Selling, Coaching, Interactive Customer Presentations, Retail Activity Optimization.