Transforming the Global Sales Force with Specialized Cloud Technology

For almost 20 years, StayinFront has focused on developing technology that helps mobile sales representatives in the life sciences and consumer goods industries know more, do more and sell more in every customer interaction.

StayinFront’s commitment to the sales force has enabled it to develop deep expertise in delivering mobile sales force technology across platforms. Domain expertise in the consumer goods and life sciences verticals has made StayinFront the leader in retail execution, customer relationship management and sales force automation solutions.

Recognized by Gartner as one of the most highly configurable mobile selling platforms used on a global scale, StayinFront software is deployed on six continents in over 50 countries in more than 30 languages. Its solutions are used by sales reps and managers in many of the world’s top life sciences and consumer goods companies, including Mondelez, Kellogg’s, L’Oreal, Heinz, Simplot, Vitaco Health, Consumer Healthcare, Amneal Pharmaceuticals, Crown Laboratories, Advantage Solutions, Kimberly-Clark, Energizer and Ferrero.

Whether it’s a sales representative selling to a modern supermarket in France, a merchandiser auditing the shelf at a small convenience store in Thailand, or a life sciences sales rep calling on a medical office in Chicago, StayinFront’s mobile cloud tools provide reps with the ability to work more efficiently on the job, be more knowledgeable about the customer, and sell more effectively.

Relentlessly Committed and Laser Focused

For life sciences customers, StayinFront provides a complete, Prescription Drug Marketing Act-compliant solution that automates the execution, management and monitoring of sales and marketing activities, as well as supports the complexities and nuances of life sciences companies with a customer-centric approach to meeting current and future needs.

StayinFront’s life sciences solutions, with intuitive, streamlined interfaces, make it easier for an organization’s entire team – including primary care, specialty care, managed care, institutional sales and medical sciences liaisons – to target, prepare and execute business plans while actionable analytics guide and support data-driven decisions. Sales reps can better manage their territories, inventory and samples, and sales managers can coach, measure and respond to teams, enabling life sciences companies to achieve better results and growth.

StayinFront’s relentless commitment to consumer goods and life sciences brands has given it the expertise to perfect and deliver mobile applications to sales representatives in these two fields.

By focusing on vertical cloud services, StayinFront allows for deep functionality within the two industries. This expertise and specialization in these fields has made it an ideal choice for managers and sales reps who seek a highly tailored, specific solution.

Balancing Standardization and Customization

For consumer goods brands, StayinFront was among the first to support multiple routes to market from traditional and modern trade to van sales and direct store delivery, all on a single system.

More than a decade ago, when multinational companies began standardizing back-end operations by consolidating accounting systems, manufacturing systems and procurement processes, they were able to achieve greater economies of scale, efficiency and the ability to grow more rapidly. StayinFront recognized that these same benefits could be realized if consumer goods companies were able to standardize their front-end sales and marketing operations.

In many cases, each regional market had its own unique software provider, resulting in a knowledge gap whereby companies with worldwide operations were unable to effectively set and compare sales performances or benchmark goals across their markets. By delivering global SaaS solutions for the industry, StayinFront became one of the first companies to enable multinationals to track, measure and compare standard key performance indicators (KPIs) and share best practices through an integrated global solution.

StayinFront provides a core standard technology that addresses all the primary industry functions and processes, along with the configurability to accommodate specific local or regional requirements.

Today, companies that have deployed StayinFront’s solutions are able to manage all their sales and delivery processes, and measure and benchmark operations and performance in every region of the world – with one integrated global system.
The StayinFront Vision: Helping Customers Know More, Do More, Sell More

StayinFront has spent years perfecting its mobile field force software solutions for the consumer goods and life sciences industries. This narrow “vertical” cloud focus has enabled StayinFront to develop solutions that ensure optimal performance and outcomes by field reps, distributors and management in these industries.

Life Sciences

StayinFront began when its founders saw the need in the pharmaceutical industry to simplify the sales process for field representatives and enable them to more effectively engage healthcare professionals. StayinFront has seamlessly transitioned its solutions as cloud technology changed – moving from laptops to handheld devices and now to sleek high performance tablets. StayinFront has also transitioned from hosting in their own data centers to cloud-based applications hosted in the most popular cloud services platform.

Today, using StayinFront’s mobile solution, StayinFront TouchRx®, sales reps are able to do more by better targeting medical offices and medical professionals. Automated, simplified sales processes provide reps with easy access to critical customer data, allowing them to spend more time building relationships and less time logging calls, compiling reports and other everyday administrative chores.

With StayinFront Analytics, reps know more and can deliver key analytic insight in real time about medical offices and medical professionals as well as up-to-date inventory and sampling data. StayinFront Closed Loop Marketing (CLM), enables reps to increase engagement and grow more of their business with presentations customized to the medical office or targeted professional. Rich, dynamic, interactive presentations capture detailed statistics on presentation use and flow, and record user feedback automatically as the presentation progresses.

Consumer Goods

With up to 14% in lost sales attributed to out-of-stock items, misplaced displays and promotional non-compliance, StayinFront’s consumer goods solutions help companies optimize product performance and establish their perfect store framework with a complete streamlined retail execution solution.

Through StayinFront’s industry-specialized solutions, StayinFront Touch Portal and StayinFront TouchCG®, consumer goods companies are able to do more work by targeting the right stores, scheduling their day more effectively with mapping and route tools, speeding up audits and data entry, and ensuring they can easily isolate each area of focus.

StayinFront Insight® lets reps know more with detailed and accurate store-level data about sales, promotions, displays, inventories and orders. StayinFront PitchBook®, integrates external information such as POS data with current in-store shelf condition information and promotional and marketing information so reps can deliver fact based custom presentations to the store managers that enable them to sell more.

StayinFront’s solutions also empower direct store delivery/van sales reps, improving productivity and streamlining workflow by analyzing route progress, including sales, payment collections, available inventory and visit completion. Using StayinFront’s applications, management can improve DSD effectiveness of retail execution by pushing out targeted tasks, surveys and promotional activities, and easily configure dashboards so that key information can be seen at a single glance.
Easy Integration, Flexible Solutions

StayinFront’s solutions provide users with features that can be enabled instantly to fit their field force, and are easily integrated with other ERP systems to get businesses up and running quickly. The software offers fully configurable, out-of-the-box functionality that can be tailored to specific roles and store processes, workflow, language, data management and route-to-market. Client data is isolated on a private database, so there is no risk of the wrong user accessing the wrong information.

StayinFront also provides customers in the consumer goods industry an edge in high-growth emerging markets. StayinFront TouchCG LT is a configurable application with features tailored for the specific market. In areas with slower networks or where tablets are cost prohibitive, for example, applications are optimized for lower bandwidth mobile infrastructures and for smartphones. Because StayinFront TouchCG LT is part of the StayinFront global platform, all the data is stored in the same database as its big sister products – giving sales executives a single view of the world. With a combination of intelligent tools and industry expertise, StayinFront partners with customers across the globe to rapidly scale their mobile sales efforts and leverage data-backed insights to close the deal.

Other key features of StayinFront’s applications include:

- **Easy deployment.** StayinFront’s applications can be deployed on any device using iOS, Android and Windows platforms, and can be used online or offline.

- **Scalability.** StayinFront’s solutions have proven scalability with small teams and with global customers with thousands of users and millions of transactions every day.

- **No code customization.** Fully configurable, out-of-the-box functionality can be tailored to the specific role, language and process.

- **Support.** StayinFront provides a broad spectrum of support services including implementation and deployment, cloud-based hosting, web-based and classroom training, and continuous free software upgrades.

- **Global availability.** Unlike many of its competitors, StayinFront sells and supports its software globally - making it a differentiator in the field.

**Company Facts**

- **Headquartered in Fairfield, N.J.**

- **Offices in the United States, Canada, Australia, the United Kingdom, Poland, Turkey, Singapore, Ireland, India and New Zealand**

- **Founded in 2000**

- **Software solutions are deployed on six continents in more than 50 countries in over 30 different languages**

- **Recognized as an industry expert by analysts and media such as Gartner, Promotional Optimization Institute (POI), The Software Report, PM360 and Pharma Tech Outlook.**
Leadership
StayinFront’s leadership team is comprised of experts with years of experience in their respective fields, which include finance, technology, mobile and retail software, consumer goods and pharmaceutical industries.

Thomas Buckley
Chief Executive Officer

As CEO, Tom provides the driving force behind the company’s vision and growth and has built a team of top-flight managers and strategic alliances with key industry partners. With a vision to leverage technology to solve business problems, Tom founded StayinFront in 2000 and has developed the company into a leading provider of SaaS-based mobile field solutions in the consumer goods and life sciences industries with successful deployments in over 50 countries across six continents.

Anthony Bullen
Executive Senior Vice President and Chief Technology Officer

Tony is responsible for the strategic direction of StayinFront’s technology and product development. He launched multiple innovations, including the company’s game-changing evolution to SaaS based software and entry into the consumer goods vertical. In 1991, Tony founded The Great Elk Company, an early pioneer of CRM systems, which later became part of StayinFront.

Wayne Galloway
Vice President and Managing Director, EMEA

Joining the team in 2008 with considerable experience delivering business success, Wayne is responsible for the commercial operating performance and strategy for the EMEA region. In his role, Wayne expanded the footprint of StayinFront’s mobile SaaS life sciences organizations in EMEA and has developed new markets for the company’s consumer goods solutions.

Ken Arbadji
Vice President of Sales, North America

As Vice President of Sales for North America, Ken is responsible for the management of StayinFront’s North American sales force. Ken joined StayinFront in 1996 and has grown and expanded the company’s customer base, helping to make it a global leader in pharmaceutical and consumer goods field force solutions.

Archel Aguilar
Managing Director, StayinFront Group Australia Pty Ltd.

Archel is responsible for the Australia and New Zealand markets and operations throughout the Asia Pacific region. He joined the team in 2003 with extensive experience in the computer software industry. His skills and experiences working with Business Processes, Requirements Management and Customer Relationship management have helped him work his way through the ranks.

Philip Lau
Managing Director, StayinFront (SEA) Pte Ltd.

As the Managing Director for Singapore, Philip is responsible for driving the growth of StayinFront’s business in Asia. He brings more than 23 years of experience in the information technology sector and considerable experience working throughout markets in the Asia Pacific and a Senior Vice President role at Anacle Systems Pte Ltd. Philip has a Graduate Diploma in International Business from the Helsinki School of Economics.
Andy Foweather
Commercial Director, StayinFront Retail Data Insight

With 32 years’ experience, Andy Foweather is a Commercial Director for StayinFront RDI. Andy is an accomplished sales leader with expertise in delivering profitable sales growth through developing winning strategies. Andy has operated at the Board Director level for over eleven years, leading substantive change in the UK and across European markets. He has been successful at influencing and driving alignment in matrix organization and leading cross functional projects.

Piotr Milewski
General Manager, StayinFront Digital

As the General Manager for StayinFront Digital, Piotr is responsible for the management of all aspects of the company, including human resources, service delivery, financials, and company statutory legal requirements.

With over 20 years of experience in B2B sales, sourcing and procuring, purchasing commodities and services to/from national and international markets, as well as project management, Piotr focuses on the integration of the StayinFront Digital solutions portfolio and global growth to new and existing clients. Previously, Piotr held the role of an Asset Management Professional at Rockwell Automation in Poland.