StayinFront Consumer Goods
Who We Are

StayinFront is the global leader in providing mobile SaaS field force solutions that enable consumer goods companies to know more, do more and sell more in every store visit.

Our configurable, role-based retail execution technology allows companies to cost effectively deploy a single solution across all its sales, merchandising, van sales, direct store delivery and management teams.
What We Deliver

StayinFront has 20 years of experience providing specialized industry solutions to consumer goods manufacturers, distributors and brokers.

Our scalable solutions are configured to meet the needs of our clients and have been successfully deployed to businesses ranging from small and medium-sized companies to Fortune 100 organizations.

EXPERTISE
Business and technology experts around the globe to provide implementation and support

FLEXIBILITY
Easily configurable to specific roles, workflows, languages and routes to market

SECURE CLOUD DEPLOYMENT
Eliminates the need for costly infrastructure investment and speeds up deployment time

LEADERSHIP
Recognized by trusted analysts and industry experts such as Gartner, Promotion Optimization Institute, The Software Report and Consumer Goods Technology (CGT) Magazine

MOBILITY CHOICES
Runs on a range of mobile devices using Android, iOS and Windows platforms

VALUE
Committed to achieving the shortest and lowest cost path to value for our customers
The Simply Balanced 3-panel display works best as counter display, increasing impulse purchases.

Display Size
- Width: 13.97 cm
- Height: 64.77 cm
- Depth: 32.38 cm

Units per shelf
- 12oz. Bottles: 18
Know More.
Delivering Information to Managers and Field Reps

StayinFront’s integrated Analytics, EPoS Data, KPIs and Dashboards enable reps in the field and managers in the home office to readily access and leverage information.

Comprehensive View of Business and Field Operations
Monitor current store conditions, including point-of-sale information, zero-scan data, promotional compliance and competitive activities. Know where your field reps are, what they have done and their progress on scheduled activities.

Actionable Analytics
StayinFront delivers the most advanced retail Electronic Point of Sale (EPoS) data analysis and services to optimize retail execution and drive field teams to the stores with the greatest potential.

Optimize In-Store Performance
Integrated KPIs provide reps with a view of their in-store performance and actions needed to improve results.

Timely, Secure Collaboration
StayinFront Chat® enables managers and field teams to easily communicate and share information, competitive activities and best practices.
Who We Help

StayinFront Consumer Goods is made for both traditional and modern trade, supporting all routes to market, all delivery models, in all geographical locations around the world.

Our Customers Include:

- Manufacturers
- Distributors
- Contract Sales Organizations

- retail execution
- van sales
- digital merchandising
- EPoS analysis
- retail distributor management
- gamification
- direct store delivery
- field force management
- actionable analytics
- social collaboration
Do More.  
Get More Work Done in Every Visit

Empower your field teams with the tools, processes and data to complete more work in less time. Simplified processes and automated routine tasks accelerate retail execution to save time and improve accuracy.

**Configured to Match the Needs of Your Field Teams**
Tailor the system so each user is focused on the relevant information and functions needed to do the job.

**Consistent Retail Execution for a Perfect Store**
Guide perfect store execution using your own sales processes and best practices.

**Faster More Accurate Audits with Digital Merchandising**
Automate data collection with greater accuracy with tightly integrated image recognition.

**Build Trust with Perfect Orders Every Time**
Quote current prices and discounts for each visit. Scan on-screen bar codes, capture electronic signatures and submit accurate orders on-the-spot.

**DSD with Full Retail Execution**
Fully integrated solution for van sales, as well as one and two-step DSD in one configurable system for faster and more accurate reporting, accountability and reconciliation.
Sell More.
Transform Retail Execution into Fact-Based Selling

Arm field reps with sales tools that enable them to deliver powerful, data-driven, multimedia presentations in-store. StayinFront PitchBook® helps reps engage store managers with store-specific information and strategies to generate more sales.

Sell More Effectively with StayinFront PitchBook
Combine facts, marketing materials, sales data and shelf conditions into a customized sales pitch for the store manager.

Sell More with Dynamic Data
Access and integrate specific store-level point of sale data to demonstrate substitution scenarios and calculate store-based ROI.

Sell More with Augmented Reality
Present 3D displays in a real-world environment.

Analyze and Improve Results
Gather metrics about past pitches to determine what’s working. Use this information to refine pitches and keep them fresh and relevant in changing field conditions.
Technology
Designed and Built for Consumer Goods

Power, simplicity and expertise built into a system that is easy to use, easy to deploy and highly flexible.

Work Online and Offline
Reps can work anywhere with or without an internet connection

Adaptable Across Platforms
Choose the right device for the right role – operates on Android, iOS and Windows platforms

Unique SaaS Model
Free continuous upgrades and a dedicated database instance

Flexible & Scalable
Configurable to support multiple roles, languages and routes to market

Simple, Cost-Effective Integration
Integrates with virtually any ERP application or data source
Products

StayinFront Consumer Goods solutions empower field teams to complete more retail work, gain greater insights into their accounts and sell more, while powerful integrated analytics and KPIs allow management to effectively direct and monitor field efforts.

<table>
<thead>
<tr>
<th>StayinFront Touch Portal</th>
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<tbody>
<tr>
<td>• Direct, Track and Optimize Field Activity</td>
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<tr>
<td>• Real-Time Visibility and Performance Dashboards</td>
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<td>• Manage Product and User Master Data</td>
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<tr>
<th>StayinFront TouchCG LT/LT+</th>
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<tr>
<td>Provide your merchandisers, van sales and direct store delivery (DSD) teams with the most essential capabilities for their role.</td>
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<tr>
<td>Select either the Merchandiser or Direct Sales model with core functionality as:</td>
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<td>• Contacts</td>
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<td>• Reports</td>
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<td>• Location Aware Lists and up to 7 additional features.</td>
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<td>OR</td>
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<tr>
<td>Select the StayinFront Digital Companion or Mobile KPIs module for further unique benefits.</td>
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<td>Smartphone Optimized (iOS/Android/Windows)</td>
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<th>StayinFront TouchCG Core</th>
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<td>A single, fully featured and configurable solution for all your routes to market – modern trade, traditional trade, van sales and direct store delivery.</td>
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<tr>
<td>Includes all features in TouchCG LT</td>
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<tr>
<td>+ PLUS</td>
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<tr>
<td>Access to StayinFront’s full range of:</td>
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<tr>
<td>• Retail Execution Features</td>
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<tr>
<td>• Unlimited Dashboards</td>
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<tr>
<td>• Unlimited KPIs and Reports</td>
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<tr>
<td>Smartphone/Tablet (iOS/Android/Windows)</td>
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<th>StayinFront TouchCG Advanced</th>
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<tr>
<td>Advanced modules for retail execution and in-store selling.</td>
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<td>Includes all features in TouchCG Core</td>
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<td>+ PLUS</td>
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<tr>
<td>• Digital Merchandising/Image Recognition integration</td>
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<tr>
<td>• StayinFront PitchBook® - Customize Data-driven Sales Pitches</td>
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<tr>
<td>• StayinFront Analytics® - Identify Opportunities in Territories and Stores</td>
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Services

StayinFront’s service offerings cover everything from getting you up and running through to ongoing support to ensure the very best ROI.

Professional Services Implementation
Professional implementation teams are highly experienced in delivering successful Consumer Goods specific solutions.
+ System Configuration
+ Integration
+ Quality Assurance and Testing
+ Deployment Services

Training Services
Comprehensive services, including web-based training programs and classroom training, tailored to your needs. Web-based training can complement classroom training, as pre-training, post-training or refresher training.

Ongoing Service Options
To help ensure your system is operating optimally at all times, StayinFront offers ongoing support options ranging from Support Essentials, that provide 3rd-tier support for your internal operations team, through to a complete outsourced service model that includes 1st, 2nd and 3rd tier Help Desk services, Client Support/Account Management and Asset Management for field hardware.
What Our Customers are Saying

“We have faced and overcome many challenges along the way, but always with great determination and team spirit. This is a great achievement and something we should all feel very proud of. I’d like to extend a special thank you to our partners from StayinFront, whose commitment and tenacity made this challenging task a reality.”

Pete Ford, Solutions Architect, Sales IS, Mondelez International

“StayinFront TouchCG and TouchCG LT are robust products that will enhance our in-store DSD efficiency and productivity. StayinFront’s mobile software is highly configurable for many of different Kellogg roles and routes to market which, in turn, improves the path to value.”

Eric Gripentrog, Former VP DSD Sales & Operations, Kellogg Company

“After an extensive search, we are pleased to have selected StayinFront, as we are impressed with their ability to provide us with a solution that supports our selling capabilities across all our routes-to-market – off-premise, on-premise and hybrid liquor outlets. StayinFront’s platform enables us to streamline our processes and set activity targets and tracking for our Business Development Managers, and allows our system administrators to view built-in-analytics, dashboards and KPIs to maximize the power of the system.”

Chris Baddock, CEO, Australian Liquor Marketers
Awards and Recognition

StayinFront has been recognized in our field by leading analysts and trusted industry associations.

**The Software Report**
Selected as one of “The Top 25 CRM Solutions of 2020”

**MyTechMag**
Selected as One of the “20 Best Retail Tech Solution Providers 2019”

**Pharma Tech Outlook**
Named a Top 10 Analytics Solution Provider for 2019

**Gartner**

**Consumer Goods Technology (CGT) Readers’ Choice Survey**
Readers’ Choice for Retail Execution and CRM (2019)
Readers’ Choice for Retail Execution, Mobility and CRM (2016 - 2018)
Readers’ Choice for CRM (2015)
Editors’ Pick (2011 & 2014)

**Promotion Optimization Institute – Best-in-Class (2016-2019)**
2021: 5 Categories – Mobile UX, Analytical Insights, Predicative Analytics AI/ML, Interactive Customer Presentations and Coaching
2019: 6 Categories – Mobile UX, Analytical Insights, Retail Activity Optimization, Guided Selling, Coaching and Interactive Customer Presentations
2018: 6 Categories – Analytical Insights, Guided Selling, Mobile UX, Coaching, Interactive Presentations and Retail Activity Optimization

**the drinks association & FCPC**
Endorsed by and strategic technology partner of the Australian drinks association & Food & Consumer Products of Canada (FCPC)
Know More  Do More  Sell More