Promotion Optimization Institute, LLC

2021 Vendor Panorama for Retail Sales Execution and Monitoring in Consumer Goods

SoftServe Business Systems – SalesWorks Enterprise

🌐 softservebs.com

Profile: SoftServe Business Systems (SSBS) has developed a digital Eco-System for all FMCG sales processes, including Sales Force Automation, distribution, trade promotion, planning, and business analytics. The majority of current customers are large commercial and industrial enterprises based in Eastern Europe and Middle Asia. The application is known as SalesWorks Enterprise and includes capabilities for Data Management, Web Tool (DMS), Mobile SFA, Promo Tool, Reporting, and Integrated Business Planning, as well as modules to support Gamification and Telesales for B2B sales and self-service capabilities.

Geographic presence: Europe (85%), AsiaPac (14%), and North America (Mexico) (1%).

Total consumer goods users (seats): 47,700.

Tiers represented: All.

Solution offerings: Retail merchandising, distributor management, Retail & Promo Execution in one suite

Industries: All FMCG, except durables and semi-durables.

Configuration/Customization: In addition to flexible configuration options, SalesWorks does allow for customized Plug-in modules when a desired business need cannot be met.

Technology architecture/delivery options: On-premise or Hosted Cloud.

Service partners: None.

Also, Amazon and Microsoft Azure for hosting, and Coeo for SQL Server support.

Technology partners: Microsoft, Cisco. Also, for hosting: Kyivstar, Xelent, Dataline, Hetzner. Azure, OKTA, Pindentity for identity capabilities.

User experience: The SalesWorks Enterprise mobile app is easy to navigate and provides easy access to key information including stock, shipments, POS, and sales plans. There is also a closed-loop linkage with the SSBS Promo Tool for promotional plans information, scheduling, and inflight monitoring. Data capture at retail provides direct feedback on execution, including a powerful Perfect Store engine which provides analysis in real time. The SSBS Image Recognition capability guides the user to capture the best images based on camera angle. Results are provided in real-time and all data is collected in the SSBS BI environment. There is also feedback to reps on poor image capture.

The SalesWorks Enterprise DMS and webtool provides the back-office worker with the tools and visibility to manage routes and retail activities. Suggested orders can be pushed to SFA, a key feature for sales reps and merchandisers.

SalesWorks Enterprise extends the user experience beyond field sales and HQ users. The B2B e-commerce and B2B Telesales modules are geared towards addressing several CPG challenges and have become an important competitive advantage with the impact of the 2020 global pandemic.

Data Approach: SoftServe has established data management as a foundation to their platform. This is key to support their large distributor (DMS) user base. SoftServe has built algorithms to check for data quality and mapping/harmonization, including deduplication of POS.

Analytics: With data as a core foundation to the SSBS platform, it is no surprise analytics is one of SSBS' strong points. SoftServe prides themselves on data accuracy and has applied ML algorithms to deliver. Both OEM analytics and in-house solutions are used depending on needs and requirements.

Vendor trend: This is SoftServe's first year in the POI Retail Sales Execution Vendor Panorama. They have established a firm base of capabilities and clients in the Eastern European region.

Strengths: SoftServe's ability to integrate with distributors and client's systems is a core strength. The SalesWorks solution supports integration and instant data exchange with multiple distributors and logistics providers. A complex algorithm ensures high quality of data and eliminates errors and duplications. Their forward-thinking for B2B communications with their B2B e-commerce and B2B Telesales modules has helped their clients to operate safely and effectively despite COVID limitations.

Dynamic route planning/optimization is done based on needs of retailers (frequency of visits), scope of work (estimated duration of visit), and available resources (headcount).

SoftServe has also developed a unique Gamification module to provide a solution to increase productivity, engagement, and bring fun into the routine job of frontline employees.

Challenges: SoftServe has an established base of clients in the Eastern European market. Their challenge is to expand their reach globally while continuing with their path to innovation.

Key differentiators: The SoftServe flexible vision to Retail Sales Execution, including their B2B e-commerce and B2B Telesales capabilities provide the ability to execute effectively and efficiently. These capabilities have become a key need with COVID, though SoftServe had the capabilities in place long before the global pandemic. The built-in loyalty program is gamification at its best – aimed to motivate shop staff to place their orders online. The ability to manage and align data from multiple sources while providing flexible reporting is another key differentiator. POS decision makers interact with producers through different channels seamlessly (FSF, B2B e-commerce, B2B Telesales).

Adjacent offerings: POS data management and cleansing; TPM – PromoTool; IBP – Integrated Business Planning; BI Tool; AI Shelf Recognition powered with IR technology; B2B e-commerce; B2B Telesales; Gamification; POC Universe.

Outlook & prognosis: SoftServe has an established base on which to build on. Their forward-thinking and flexible view on Retail Sales Execution positions them to expand both their capabilities and reach in the industry.

Evaluate SSBS SalesWorks when: You want a partner with a flexible platform and vision for working in a diverse environment (distributors, merchandisers, internal field sales). The potential for plug-in customization also makes them a consideration for unique business requirements that may not fit standard offerings.

Avoid SSBS SalesWorks if: You seek a shared cloud solution or just need a basic merchandiser solution.

Distinctions: Distributor Management, Virtual Calls/Telesales, Social Selling, Gamification.

About the Author

Pam Brown. As Chief Commercial Officer, Pam creates and executes POI strategy, research, advisory, plus elevates practices and CPG and Retailer relationships.

Prior to joining POI, Pam was the Director of IT Governance for Del Monte Foods where she led IT Governance and the PMO. In her previous role as the Director of Sales Operations, she led: Sales Strategy & Operations, Sales Systems and BI Analytics. She drove collaborative solutions and change across the organization based on corporate strategy and with the support of cross functional partnerships.

Pam began her career at Unilever where she quickly progressed through numerous Retail Sales Execution and headquarter sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director for all Retail CPG business west of the Mississippi. Pam has 29 years of Sales & Systems experience and demonstrates a passion for creating a competitive advantage through high-performing teams. Pam earned her BA in Business Administration from the University of California at Riverside.

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A special thank you to **Michael Marzano** who is a POI Affiliate and supports POI Manufacturer In-Store Retail Sales Execution Advisory with Pam Brown. He participated in the RetX Vendor Panorama process and helped to support the document creation you have enjoyed. Mike's CPG experience spans the complete end-to-end fulfillment process from manufacturing to the last mile at retail. He has led projects driving improvements and efficiencies across S&OP, Territory Planning, Retail Sales Execution, Category Management, and Supply-Chain initiatives at CPG leaders including Mondelēz International, Cadbury, and Kraft Foods. Mike has experience and expertise in Sales Force Automation, POS and Syndicated Data, On Shelf Availability, and Space and Assortment Planning. His experience in e-commerce and B2B selling covers multiple service models including DSD, broker, Virtual/Telesales, and Food Service. Mike has excelled at coordinating cross-functional resources, including vendors and customers, to execute projects that deliver results.

About the Promotion Optimization Institute

POI brings together manufacturers, retailers, solution providers, analysts, academics, and other industry leaders with the specific objective of collaboratively improving holistic enterprise planning and the promotion and distribution of consumer goods. Members of POI share cross-functional best practices in both structured and informal settings. Additionally, members benefit through our industry alliances, the Certified Collaborative Marketer (CCM)™ program, and industry-leading summits around the globe. POI aims to instill a financial and metrics-based discipline not typically found with other trade groups. The goal of our innovative approach is collaborative promotion optimization. The focus is on the customer/shopper through sales, marketing, and merchandising strategies. Executive advisory boards keep us apprised of industry needs and help us provide desired outcomes for members, sponsors, and academia.

For more information:

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