



NEXT-GENERATION FIELD FORCE AUTOMATION

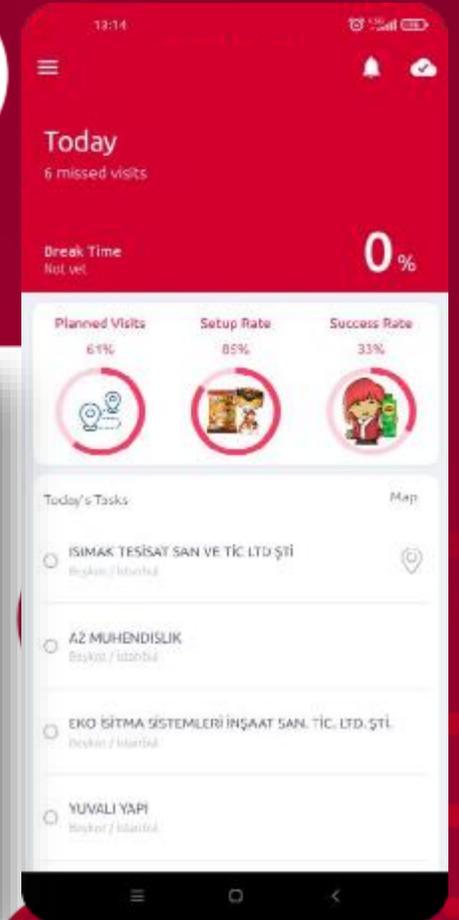
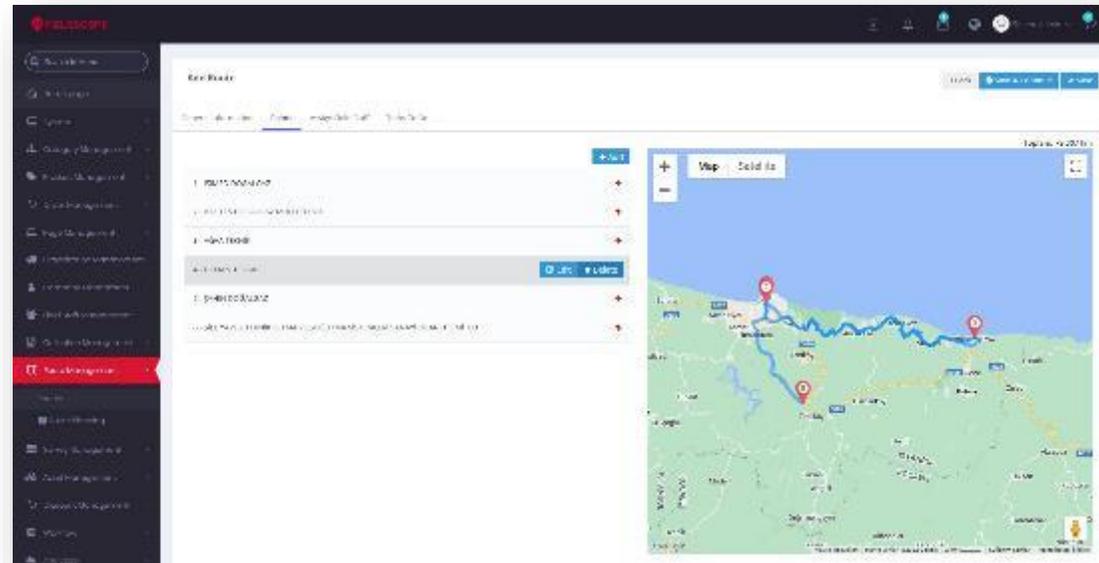
Is a;

- *Next- Generation*
- *AI Powered*
- *End-To-End*

FFA (Field Force Automation) & SFA (Sales Force Automation) solution;

Provides;

- *Web and Mobile Applications*
- *Intuitive User Interface*
- *Gamified User Experience*
- *In-depth Configurability*



END-TO-END SOLUTION

One tool, One solution designed to cover the whole process

FieldScope is the only companion you'll ever need across your field management journey



PLANNING

Let AI Manage The Field





PLANNING

FieldSense Optimization Suite

Sequence	Route Name	Address	Order	Region	Territory	Visit Count
5312837	HAPPY CENTER SEYRANTEPE E 2		1	-	9	4
5348067	CARREFOUR - ISTANBUL BEKTAŞ - GURME		1	-	12	5
5348075	CARREFOUR - ISTANBUL ÖZKURTULUK		1	-	13	3
5319902	CARREFOUR - ISTANBUL LEVENT İS KULTÜRİ		1	-	10	1
5348084	CARREFOUR - ISTANBUL İSTİNYE - İHK 2		1	-	11	6
K1629901	CARREFOUR - ISTANBUL		1	-	14	4

Selected from 169 record. Between 1 - 10

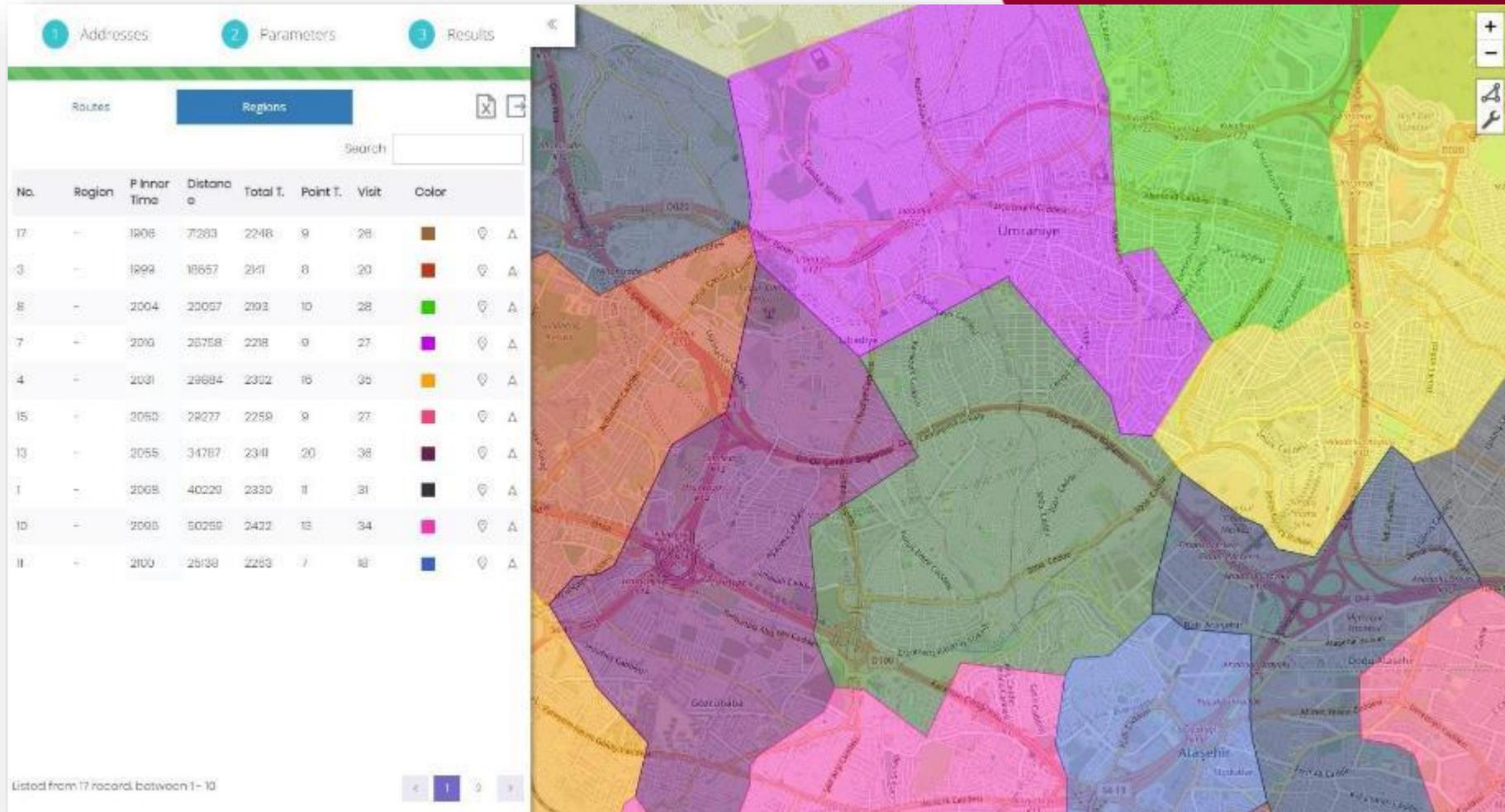
Navigation: < Back Next >



PLANNING

FieldSense Optimization Suite – Territory Planner

Plans the field operation by dividing the workload into territories

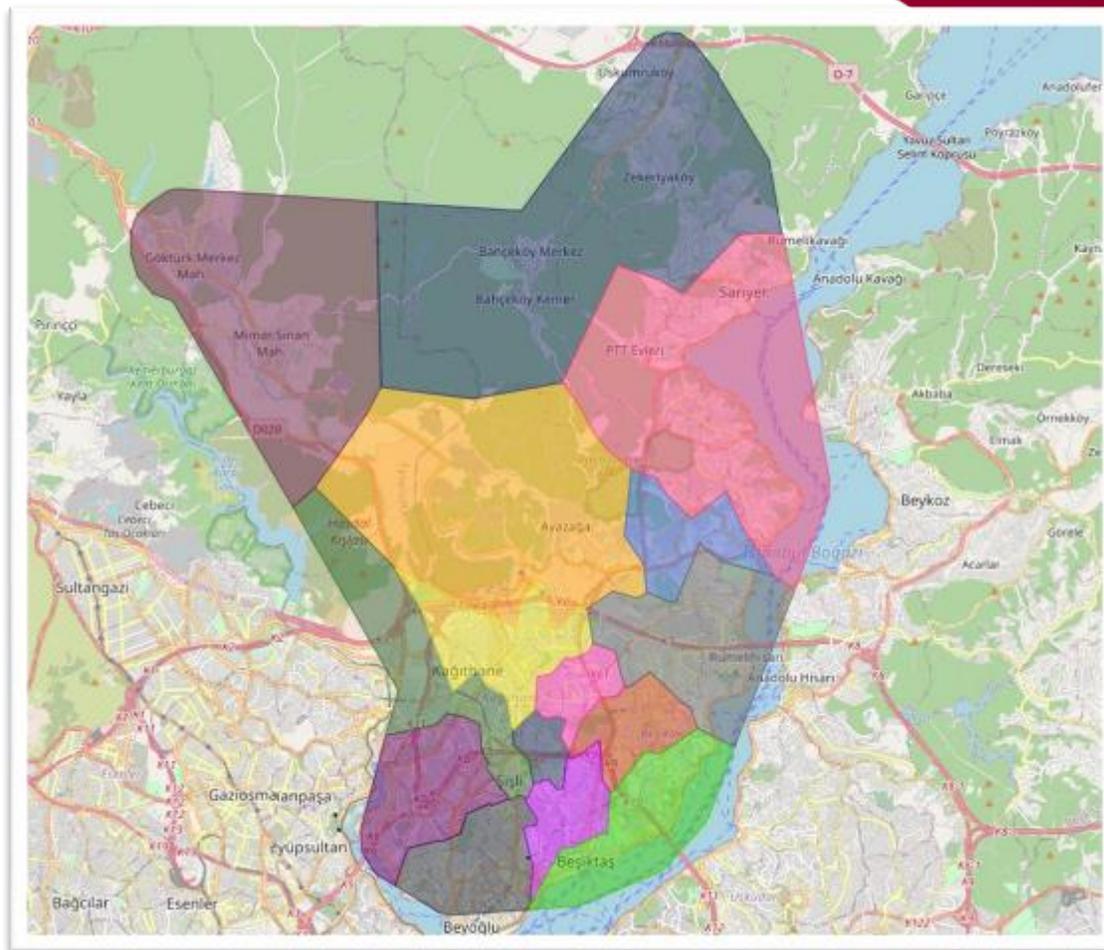
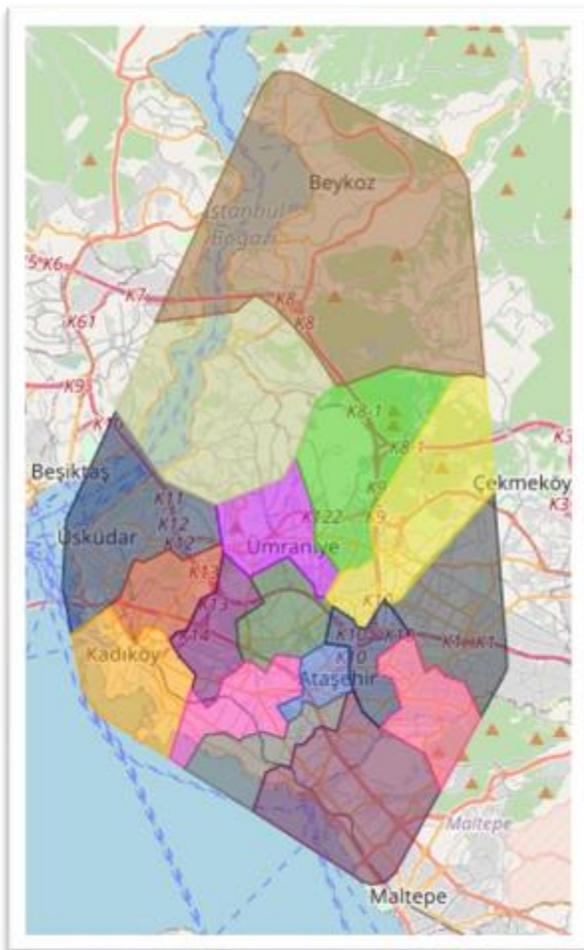




PLANNING

FieldSense Optimization Suite – Territory Planner

Geographical Compactness ensures each staff is always close to all possible task locations in case of urgent change in plans

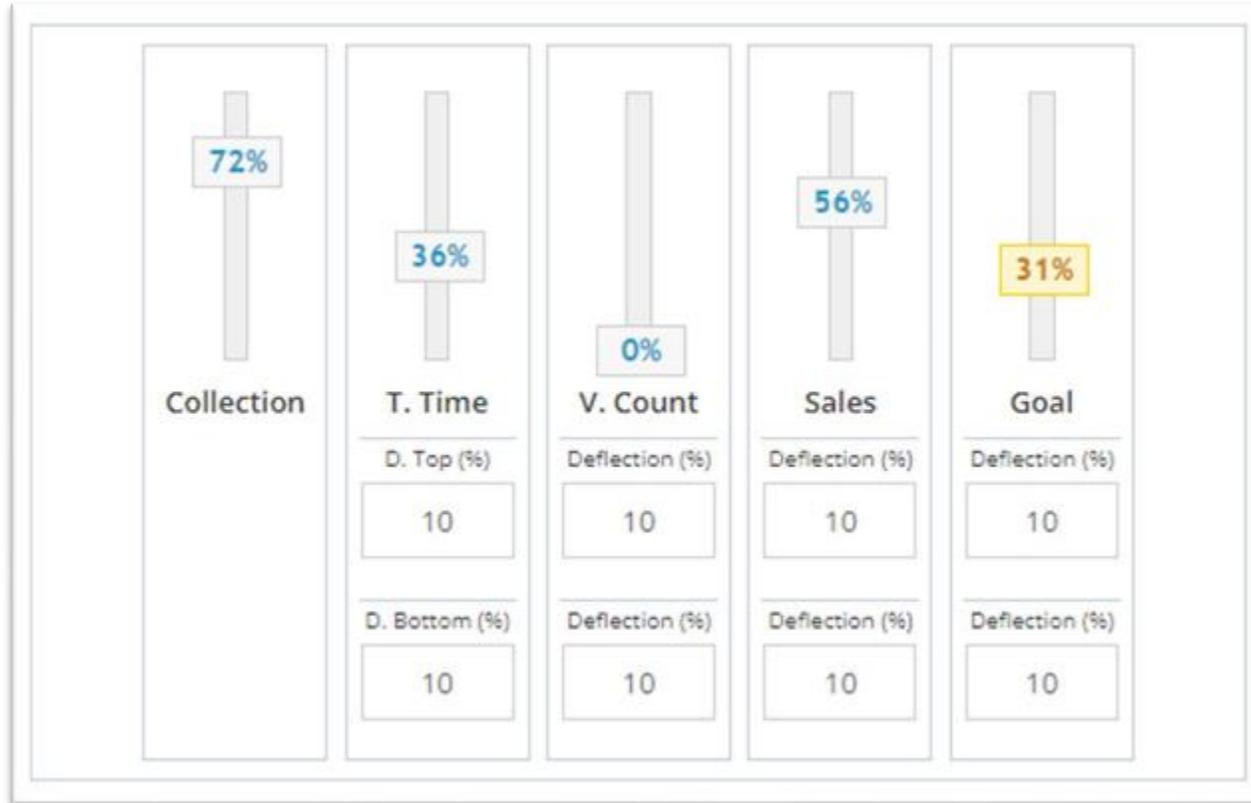




PLANNING

FieldSense Optimization Suite – Territory Planner

- **Balanced Territories** ensures workload can be planned optimally and attributes are distributed fairly amongst the staff
- Supports balancing of custom variables



No.	Region	P Inner Time	Distance	Total T.	Point T.	Visit	Color		
17	-	1906	71283	2248	9	26	■	📍	△
3	-	1999	18657	2141	8	20	■	📍	△
8	-	2004	20057	2193	10	28	■	📍	△
7	-	2016	26758	2218	9	27	■	📍	△
4	-	2031	29884	2302	16	35	■	📍	△
15	-	2050	29277	2259	9	27	■	📍	△
13	-	2055	34787	2341	20	36	■	📍	△
1	-	2068	40229	2330	11	31	■	📍	△
10	-	2096	50259	2422	13	34	■	📍	△
11	-	2100	25138	2263	7	18	■	📍	△



PLANNING

FieldSense Optimization Suite – Route Planner

Finds the best routes which will lead the overall system to be cost-efficient

The screenshot displays the FieldSense Route Planner interface. The left panel shows a table of routes with columns for Sequence, Route Name, Points, Time, Distance, Region, Territory, Day, and Color. The right panel shows a map of Istanbul with a highlighted route and a pop-up window for 'MIGROS - ISTANBUL KOŞUYOLU'.

Seq uen ce	Route Name	Points	Time	Distanc e(m)	Region	Territor y	Day	Color
64	Rota 65	8 nokta	06:53	8603	-	2	5	■
65	Rota 66	8 nokta	07:06	9167	-	2	5	■
6	Rota 7	3 nokta	06:42	2200	-	2	1	■
7	Rota 8	4 nokta	06:41	3706	-	2	2	■
8	Rota 9	2 nokta	04:29	565	-	3	3	■
9	Rota 10	3 nokta	05:50	2875	-	3	4	■
10	Rota 11	4 nokta	06:30	4396	-	3	5	■
11	Rota 12	4 nokta	06:29	4775	-	3	5	■
66	Rota 67	5 nokta	06:23	6661	-	4	1	■
67	Rota 68	6 nokta	06:03	573	-	4	2	■

Listed from 103 records, between 11 - 20

MIGROS - ISTANBUL KOŞUYOLU
Location Code: 5353118
Service Duration: 63
Visit Count: 3
Route Name: Route 8
Other Routes: Route 8 | Route 10 | Route 12



PLANNING

FieldSense Optimization Suite – Route Planner

Periodically Balanced Scheduling; FieldSense AI will ensure all visits during the defined period are periodically distributed

Location	V. Count	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Point 1	3	X		X		X	
Point 2	2		X			X	
Point 3	4	X	X		X		X

Queue	Name	Points	Duration	Distance	Day	Color	
90	Route 91	6 nokta	07:01:13	4.822	1	■	<input type="checkbox"/> Select
92	Route 93	4 nokta	05:09:15	3.958	3	■	<input type="checkbox"/> Select
94	Route 95	6 nokta	06:48:22	3.918	5	■	<input type="checkbox"/> Select



PLANNING

FieldSense Optimization Suite – Route Planner

Defining Constraints; User preferences on visit days can be defined and considered when creating routes

The screenshot displays the FieldSense Route Planner interface, which is divided into three main sections: Addresses, Parameters, and Results. The Parameters section is currently active, showing various routing preferences.

Routing Preferences:

- Default Duration: 0:40
- Region: All
- Route Count: Defined Products
- Number of Routes Defined: 6
- Optimization Goal: 50 (Balanced Distribution)
- Max Route Duration: 7:30
- Max. Points per Route: 8
- Max. Duration Between Two Points: 7:30
- Enforce Frequency Ranges?: Yes

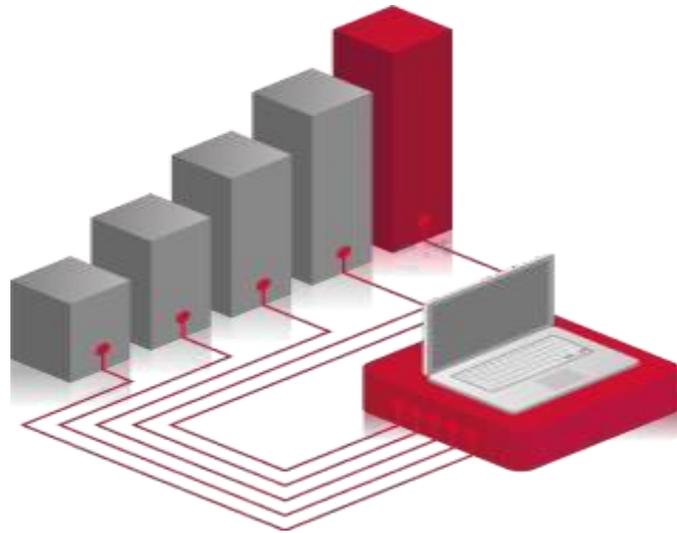
The map shows a geographical area with several colored regions. A route is plotted, starting from a central point and visiting five locations marked with numbered red dots (1-5). The route is shown as a green line connecting these points.

Route 06:

- 1 - MIGROS - ISTANBUL ATAŞEHİR WATER GARDEN AVM
- 2 - HAPPY CENTER ÖRNEK MAH.2
- 3 - MIGROS - ISTANBUL SOYAK
- 4 - HAPPY CENTER ÜSKÜDAR CUMHURİYET
- 5 - ÇAĞRI GIDA TEM. MAD. İNŞ. SAN. VE TİC. A.Ş./YUNUS EMRE

MANAGING

Intuitive, High-Performance, Intimately Configurable



MANAGING

CRM System

Company Detail with unlimited customer group information using **smart tags**

The screenshot displays a web-based CRM interface. On the left is a dark sidebar menu with a search bar and various management options. The main content area shows the 'Company Detail' for '1 İNCİ DOĞALGAZ MÜHENDİSLİK'. The page has a top navigation bar with 'Back', 'History', 'Save & Continue', and 'Save' buttons. Below the company name, there are tabs for 'General Information', 'Addresses', 'Responsible Contact', and 'Custom Attributes'. The 'General Information' tab is active, showing fields for ERP Kodu (CRM-ACC-0000191196), Name (1 İNCİ DOĞALGAZ MÜHENDİSLİK), Is Corporate? (Yes), Tax Office (ANKARA - MALTEPE VERGİ DAİRESİ), Tax No, Parent Company (with options to select from map, list, or excel), Organization (Bosch), Tag, General (Ali İleri), and Sınıflandırma Tabanı (Mühendislik - TR). A 'Process History' sidebar on the right shows 'No process history record found.' The top right corner of the interface includes a user profile for 'System Admin' and notification icons.

1 İNCİ DOĞALGAZ MÜHENDİSLİK

General Information | Addresses | Responsible Contact | Custom Attributes

ERP Kodu
CRM-ACC-0000191196

*Name
1 İNCİ DOĞALGAZ MÜHENDİSLİK

Is Corporate ?
Yes

Tax Office
ANKARA - MALTEPE VERGİ DAİRESİ

Tax No

Parent Company [+ Select from map](#) [+ Select from list](#) [+ Add with excel](#)

*Organization
Bosch

Tag

*General
Ali İleri

*Sınıflandırma Tabanı
Mühendislik - TR

Process History
No process history record found.

MANAGING

CRM System

Company Card with unlimited custom attributes

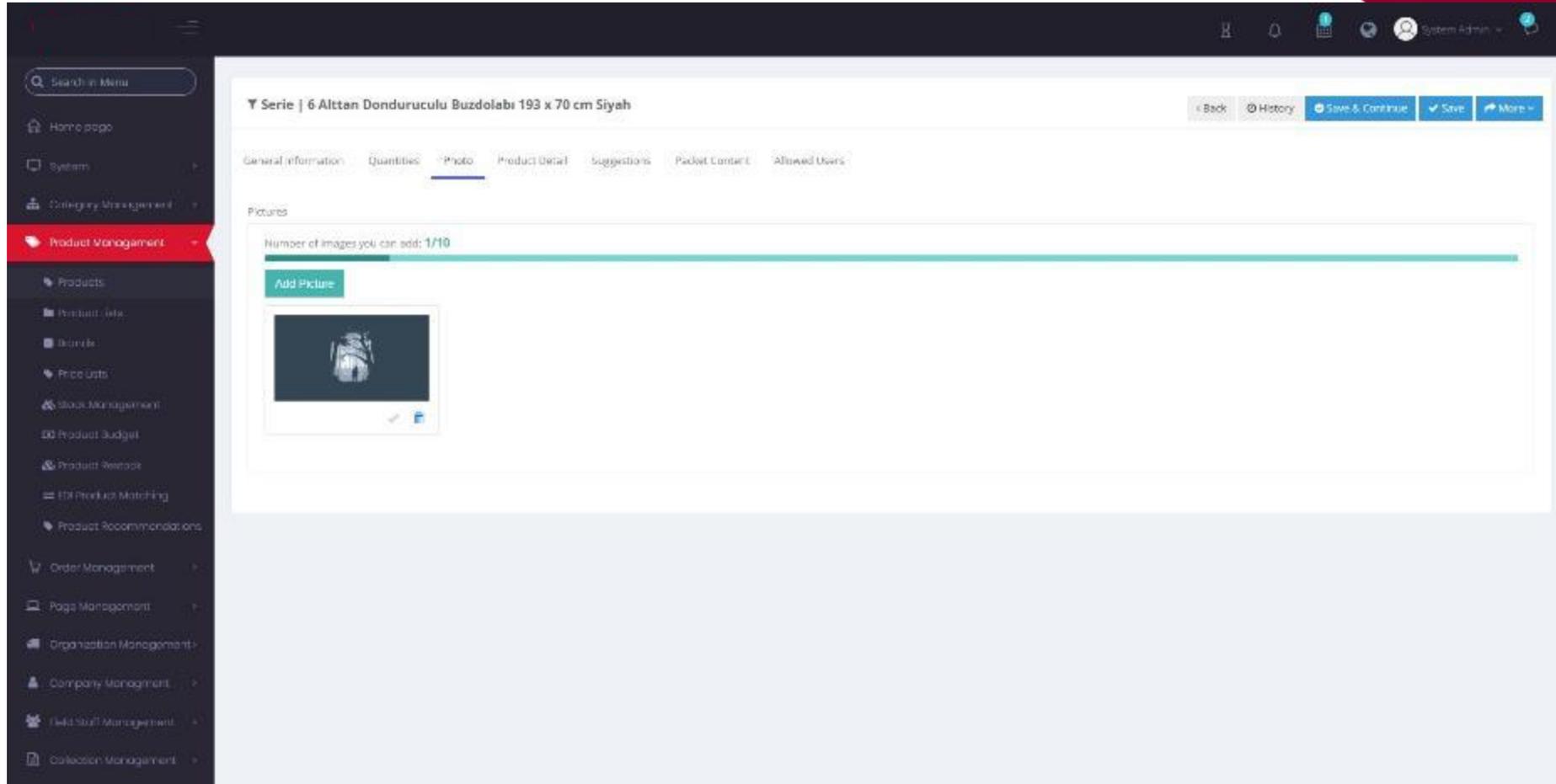
The screenshot displays a CRM system interface for managing company cards. The left sidebar contains a navigation menu with options like Home page, System, Category Management, Product Management, Order Management, Page Management, Organization Management, Company Management (highlighted), Companies, Company Groups, Company Applications, All Company Matching, Assign Company to Region, Field Staff Management, Location Management, Route Management, Survey Management, and Asset Management. The main content area shows a company card for '1 İNCİ DOĞALGAZ MÜHENDİSLİK' with a 'BASKIN TASK' button. Below the card, there are statistics for 'TASKS DONE' (1), 'TOTAL TASK' (1), and 'WAITING ORDER' (0). The 'Authorized' user is 'SİNAN KILIÇ' with code 'ESPA9L' and address 'EKİNCİ MAH. ALİ BARAÇAN'. The 'Custom Attributes' section is expanded, showing a list of attributes with their values:

Attribute Name	Value
Ziyaret Skoru	
Gaz Dağıtım Kodu	1698
Partner Program No (Eski)	92005912
Partner Program No	92005912
PP Durum	Aktif
Başlık (Ticari)	FKİP MÜHENDİSLİK MAKİNA DAYANIKLI TÜKETİM MALLARI İLİFTİŞİM İNŞ. DİŞ. TİC. ŞA.
Crm No	CRM-ACC-0000191196
Müşteri Pasife Alma Sebabi	Firma kapandı (Ticari faaliyet sona erdi)
BUDERUS Devreye Alma Bir Önceki Yıl	13
BUDERUS Devreye Alma YTD	0
Devreye Geçiş Tipi	Firma
Ziyaret Sayısı	
Web Sitesi	
Star Çup No (Eski)	91002284
Star Çup No	91002284
SC Durum	Aktif
Başlık (Ticari)	SPYMEN İSİ SİSTEMLERİ SANAYİ VE TİCARET ANONİM ŞİRKETİ
Azı Müşteri Crm No	
BOSCH Devreye Alma Bir Önceki Yıl	0
BOSCH Devreye Alma YTD	0
FİRM Firma Potansiyel	150
Star Çup Üyelik Tipi	Firma

MANAGING

CRM System

Product Card with customizable properties and multimedia content support



MANAGING

Manual Route Management

Manually manage user routes and schedules using drag-and-drop enabled, easy to use interface

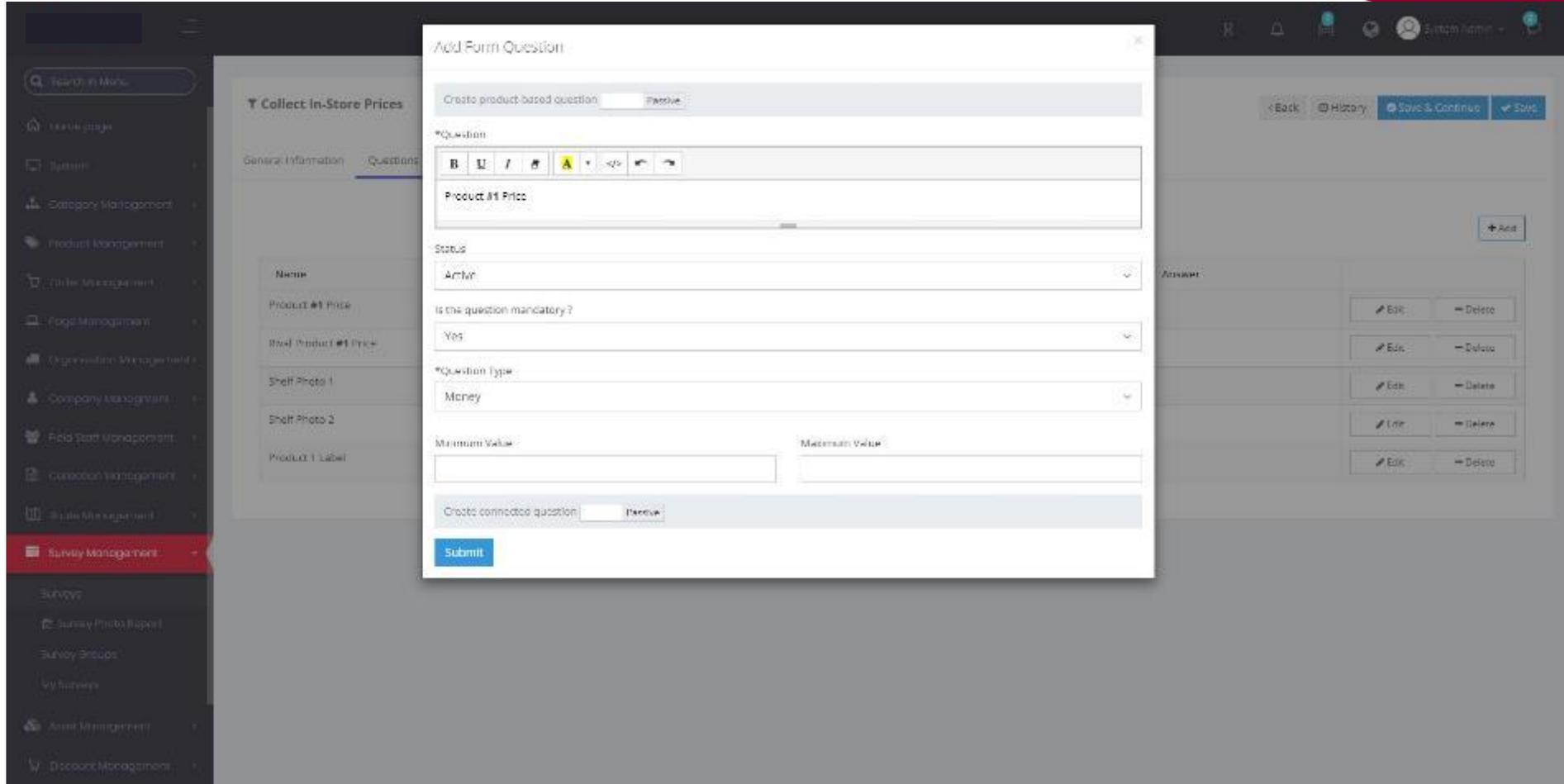
The screenshot displays a web application interface for manual route management. The interface is divided into a sidebar menu on the left and a main content area on the right. The sidebar menu includes various management options, with 'Route Management' highlighted in red. The main content area is titled 'Add Route' and features a list of route stops. The list contains six items, with the fourth item, 'UZMAN TESİSAT', highlighted. To the right of the list is a map showing a blue route connecting the stops in the Istanbul region. The map includes a scale bar and a total distance of 79.007 km.

Stop Number	Stop Name	Actions
1	İSİMED DOĞALGAZ	↑
2	ARA TESLİM DOĞALGAZ MÜHÜRÜSÜ	↑
3	AŞYA TEKNİK	↑
4	UZMAN TESİSAT	✎ Edit ✕ Delete
5	ŞAHİN DOĞALGAZ	↑
6	ŞİLİ YAVUZ TEKNİK ŞİTMA VE SÖCUTMA SİSTEMLERİ SANAYİ TİCARİET LİMİTEDİ	↑

MANAGING

Form Builder

Use form builder to easily design and customize mobile tasks



The screenshot displays a mobile application interface for managing forms. A central dialog box titled "Add Form Question" is open, allowing the user to configure a new question. The dialog includes the following fields and options:

- Create product based question:** A toggle switch set to "Passive".
- *Question:** A text input field containing "Product #1 Price" with a rich text editor toolbar above it.
- Status:** A dropdown menu set to "Active".
- Is the question mandatory?:** A dropdown menu set to "Yes".
- *Question Type:** A dropdown menu set to "Money".
- Minimum Value:** An empty text input field.
- Maximum Value:** An empty text input field.
- Create connective question:** A toggle switch set to "Passive".
- Submit:** A blue button at the bottom left of the dialog.

The background shows a form titled "Collect In-Store Prices" with a sidebar menu on the left containing various management options like "Survey Management", "Product Management", and "Category Management". The form itself has tabs for "General Information" and "Questions".

EXECUTION

Multi Platform Mobile Application Works Offline / Online





EXECUTION

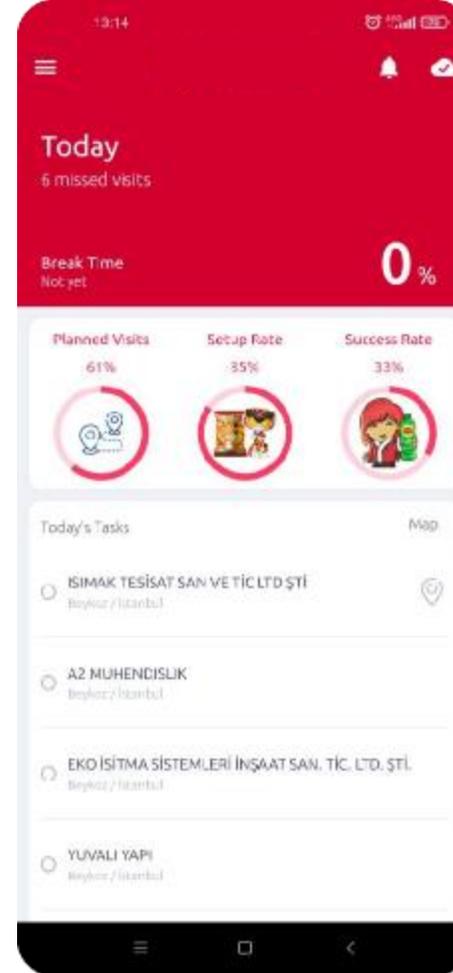
Mobile Application

General Features

- Intuitive UI
- Gamified UX
- Can work offline/online
- Works on iOS and Android phones / tablets

Main Screen

- Break time tracking
- Gamified goals, top lists and competitions
- View tasks on map and get directions

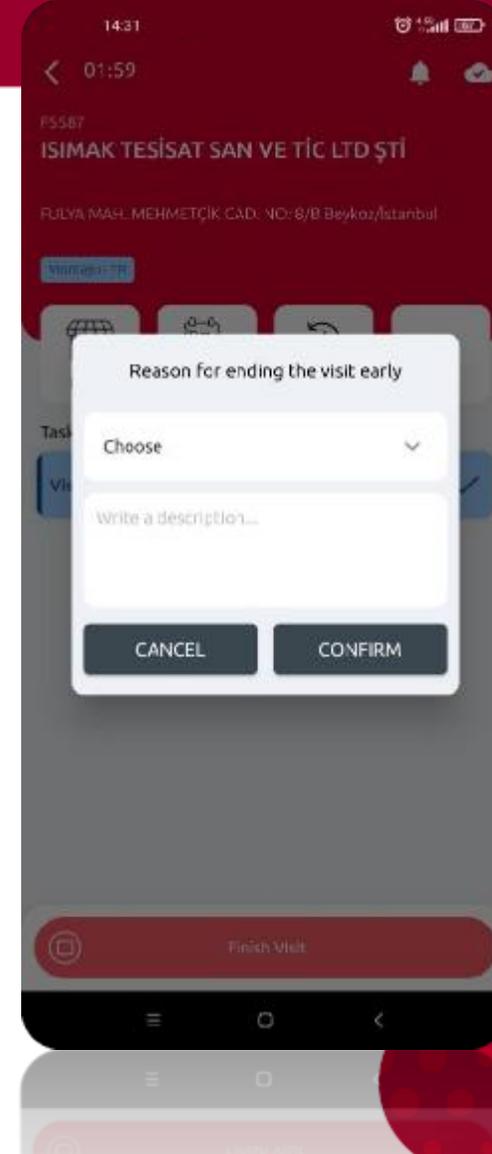
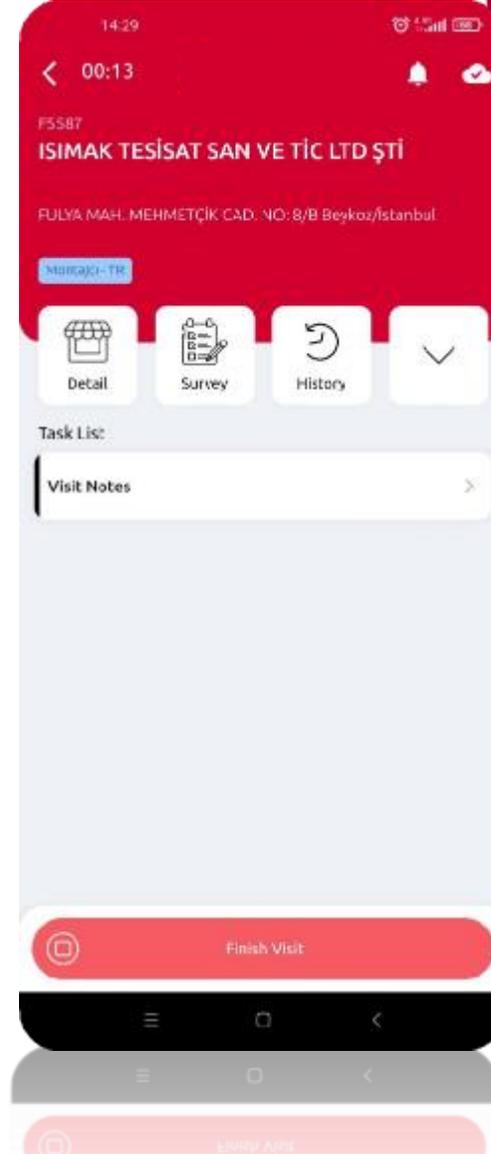




EXECUTION

Mobile Application – Task Details

- Geofencing
- Auto-finish on move away
- Task timer
- Warn on out-of-schedule task completion
- Access system-wide company history
- View company detail information





EXECUTION

Mobile Application – Forms

- Fill forms created by Form Builder
- Ability to remember and auto fill old answers if allowed
- Incomplete forms warning and justification request

20:24

00:13

F8027
AZ MUHENDISLIK
PAŞABAHÇE MAH. KOYKAHYESİ SOK. NO: 4 Beykoz/İstanbul

Warning

Are you sure you want to finish the visit before completing your tasks?
- Visit Notes

CANCEL CONFIRM

Finish Visit

20:24

00:23

F8027
AZ MUHENDISLIK
PAŞABAHÇE MAH. KOYKAHYESİ SOK. NO: 4 Beykoz/İstanbul

Please enter reason for not filling Visit Notes

Choose

Write a description...

CANCEL CONFIRM

Finish Visit

14:31

Collect In-Store...

*Product #1 Price
5,00

*Rival Product #1 Price
6,00

*Shelf Photo 1
Shelf Photo 2

Product 1 Label
P1

CONFIRM



EXECUTION

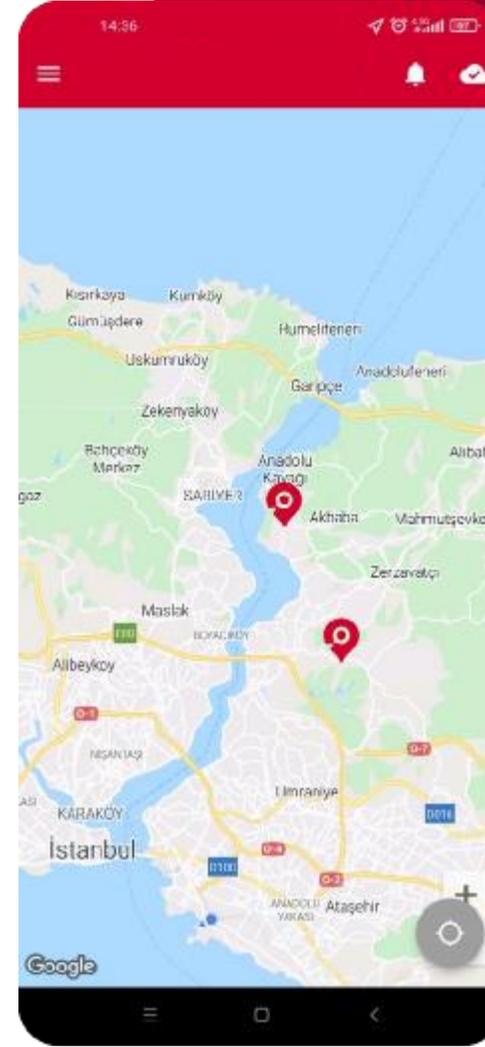
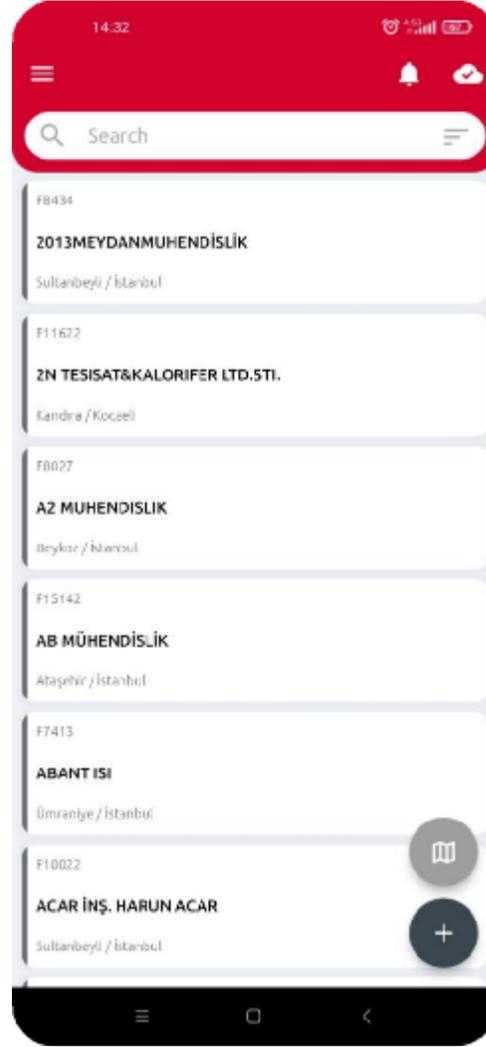
Mobile Application – Calendar View





EXECUTION

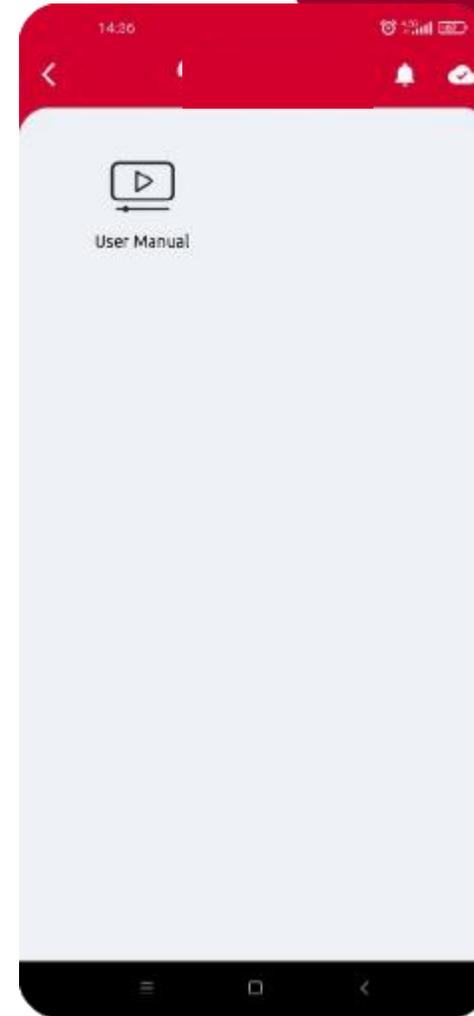
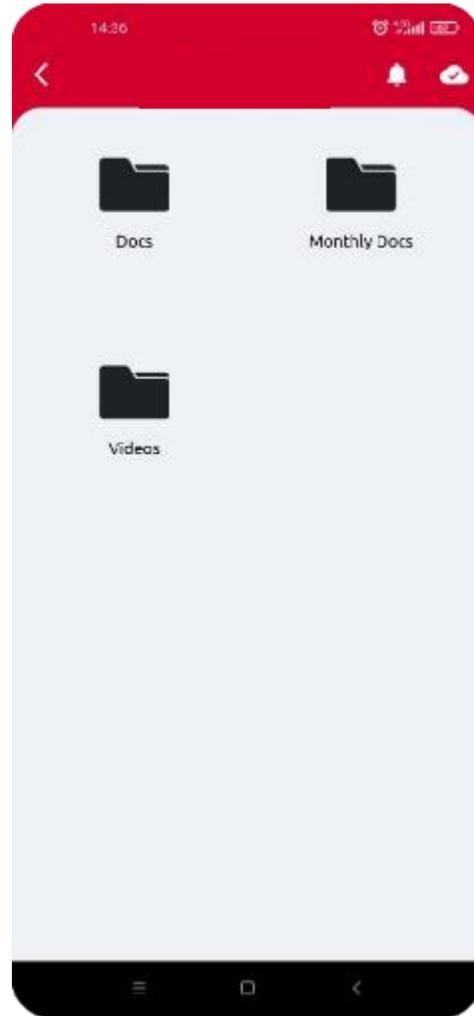
Mobile Application – Companies List & Map View





EXECUTION

Mobile Application – Corporate Multimedia Library

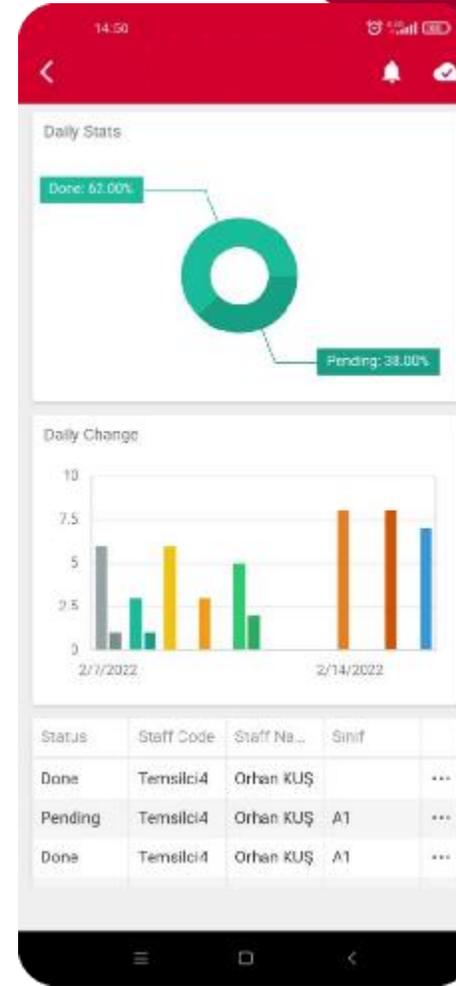




EXECUTION

Mobile Application – FieldAnalytics Mobile Dashboards

Access dashboard dynamically created by Dashboard Designer



MONITORING

Integrated full featured BI solution with AI features



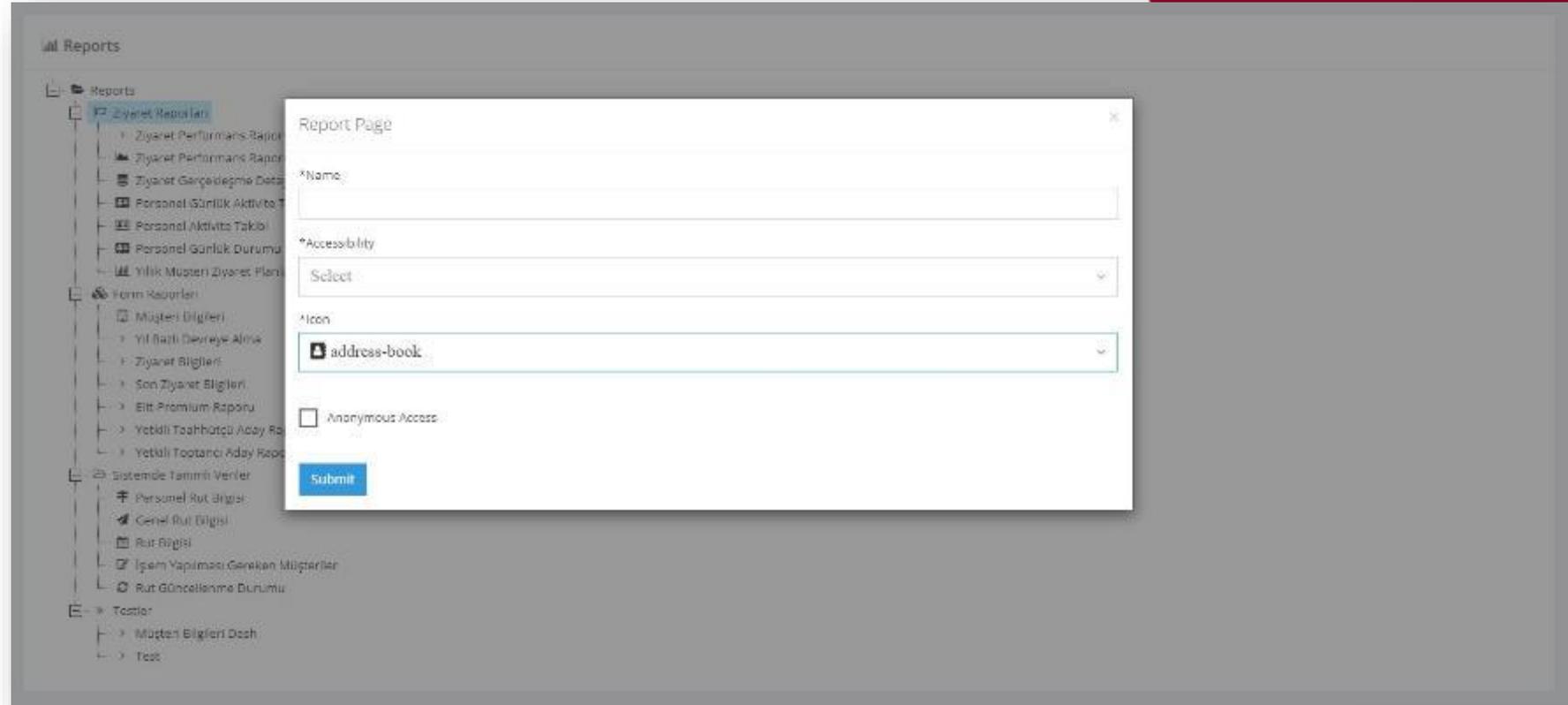


MONITORING

FieldAnalytics

FieldScope offers integrated fully featured BI solution;

- Data warehousing and pipelines
- Dashboard builder
- Document report builder
- Scheduled reports and alarms





MONITORING

FieldAnalytics – Dashboard Designer

The screenshot displays the FieldAnalytics Dashboard Designer interface. The main dashboard is titled "Visit Success Şubat 2022". It features a line chart at the top showing data for the month of February 2022. Below the chart is a table with columns for "İlçe", "Müşteri Kodu", "Müşteri Adı", "Rütbe", "Ziyaret Süresi (Gör)", and "Ziyaret". The table contains data for various districts and companies.

The central configuration panel is open, showing the configuration for a chart. The "VALUES" section is set to "TaskStatuName (Count)". The "ARGUMENTS" section is set to "Date (Day-Month-Year)". The "SERIES" section is set to "TaskStatuName". The "HIDDEN DIMENSIONS" section is empty. The "HIDDEN MEASURES" section is empty. The "SUMMARY TYPE" section is set to "Count". The "DATA SOURCE" is set to "CustomSqlQuery/CustomSqlQuery".

The "Daily Change" chart shows a bar chart with data for three dates: 2/7/2022, 2/14/2022, and 2/21/2022. The y-axis ranges from 0 to 130. The bars are grouped by date and color-coded.

İlçe	Müşteri Kodu	Müşteri Adı	Rütbe	Ziyaret Süresi (Gör)	Ziyaret
Lüleburgaz	5701	COZUM ISI	Evet		
Lüleburgaz	7645	KALI ISI DOĞALGAZ ISITMA SİSTEMLERİ	Evet		
Süleymanpaşa	7510	EMİN DOĞALGAZ	Evet		
Süleymanpaşa	14425	ILHANLAR DOĞALGAZ ISI SİSTEMLERİ LTD.ŞTİ.	Evet		
Süleymanpaşa	10596	TRAKYA DOĞALGAZ EKİN ISI	Evet		
Fatih	10018	AHSEN MÜHENDİSLİK SAN.TİC.LTD.ŞTİ.	Evet	6.0	Z </td
Fatih	10018	AHSEN MÜHENDİSLİK SAN.TİC.LTD.ŞTİ.	Hayır	56.1	Z </td
Göngören	9340	AKAYDIN DOĞALGAZ ISI SİSTEMLERİ	Evet	112.9	Z </td
Göngören	9340	AKAYDIN DOĞALGAZ ISI SİSTEMLERİ	Evet	56.5	Z </td



MONITORING

FieldAnalytics – Document Designer

The screenshot displays the FieldAnalytics Document Designer interface. The main workspace is a grid with a yellow header row and a blue footer row. A table is designed in the center, with a grey header row and a pink data row. The table has the following structure:

ID	CRM NO	DATE	TITLE	CODE	NAME	CITY	COUNTY
[CompanyID]	[CrmNo]	[CompanyCreateDate]	[CompanyName]	[HierarchyName]	[CompanyUserNames]	[CityName]	[CountyName]

The right-hand side of the interface features a 'PROPERTIES' panel with the following sections:

- PROPERTIES:** BottomMargin1 (Bottom Mar...)
- ACTIONS:** A set of icons for actions like copy, paste, and delete.
- STYLES:** A section for applying styles to the selected element.
- APPEARANCE:** Includes settings for Background Color (rgb(0, 0, 0)), Border Color (rgb(0, 0, 1)), Border Dash Style (Solid), Border Width (1), and Borders (checkboxes for top, bottom, left, right).
- FONT:** Includes a setting for Foreground Color (rgb(0, 0, 1)).
- PADDING:** Includes a setting for Text Alignment (Vertical and Horizontal).
- BEHAVIOR:** Includes a checked 'Visible' checkbox.
- DATA:** Includes a 'Tag' input field.
- DESIGN:** A section for design-related settings.

A 'V Info' dialog box is visible in the bottom-left corner of the workspace.



MONITORING

FieldAnalytics – Scheduled Reports

General Information Documents Send Mail

*Name
Daily Report

Status
Active

Mail Send
Yes

Push Notification
No

Dynamic Send
No

Combine Excel Documents
No

Schedule

Type
Every Day

Time
18:00

Start
End



MONITORING

FieldAnalytics AI Engine

Data Analytics Pipeline offers popular machine learning methods;

- Anomaly detection
- Forecasting
- Classification/Ranking
- Clustering
- Recommendation
- Regression

Data Analytics Active

Load saved model
Create New Model

Transforms

Transform Name	
Categorical Vectorization Encoding	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Normalize LP Norm	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

*Algorithm
Anomaly Detection (PCA)

Would you like to save model for later analysis?
No

*Features Column
Features

Show/Hide Advanced Configuration
 Active

*Should output include the input data?
TaskId, UserId, CompanyId, RouteId, StatusId, IsTaskCompleted, IsTaskOpen, TaskStatusId, UnsuccessfulTaskReasonId, UnsuccessfulTaskReasonName, UnsuccessfulTaskDescription, CompanyLatitude, CompanyLongitude, TaskLatit

*Rank
1

*Dversampling
20

*Ensure zero mean?
No

SECURITY

- FieldScope is **ISO 27001** certified
- Physical security of the infrastructure is assured by **Microsoft Azure**
- Application is regularly **penetration tested** by third party professionals and version releases are made only after no security defects at/above medium level remains





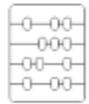
Visual Intelligence for Retail

Drive your retail execution to perfection
with Image Recognition

We know that retailers and suppliers must:



Minimize **out-of-stock**



Maximize **visibility**



Ensure **compliance**



To achieve maximum **Customer loyalty** and to convert lost sales due to the Out-of-Stock to Sales



Our Computer Vision & Deep Learning Tech measure key retail execution metrics



in **real time**



with near **perfect accuracy**



with SKU-level **granularity**



Our Key Differentiators



IR Accuracy & AI Know-How

State-of-the-art Deep Learning architectures
High-quality and granular annotations
Regular QC and IR engine training



End-to-End Solution

No missing gap from data collection to reporting
Out-of-box content and feature richness
Standard and customized integrations



Flexibility

Proprietary retail KPI engine framework
Customized software engineers Deployed
and maintained per customer



Customer Centricity

Fully managed on-boarding
Agile project management
Customer-centered product management

Success Stories Highlights



+95%
Accurate
Market Data

+5%
Improvement
in visibility KPIs

3x ICE CREAM
CABINET
COVERAGE

**TRIPLED WITHOUT
INCREASING
AUDIT BUDGET**

2x PERFECT
STORES

**DOUBLED IN
LESS THAN
SIX MONTHS**

+12%
additional
PERFECT STORES

**AS COMPARED TO
BASELINE PRIOR TO
IR-BASED EXECUTION**

Our *Products*



STORESENSE
with mobile cameras



SHELF SIGHT
with fixed cameras

STORESENSE

Mobile Agent For Data Collection

Enable your field team to cover any display equipment type at any store format in minutes with our fast and intuitive data collection application for **out-of-stock detection**, **planogram compliance** and **empty space detection** using state-of-the-art deep learning technology.

Quick Integration with 3rd Party Applications

- Instant Photoshoot Quality Feedback
- Guided Photoshoot
- Geofencing
- Fraud Prevention
- User Authentication
- Time Logs
- Questionnaire Modules



We Cover All Trade Channels



MODERN



TRADITIONAL



PHARMACY



ON PREMISE

Our Tech Is Compatible With All Displays



COOLERS



CABINETS

PROMOTIONAL DISPLAYS

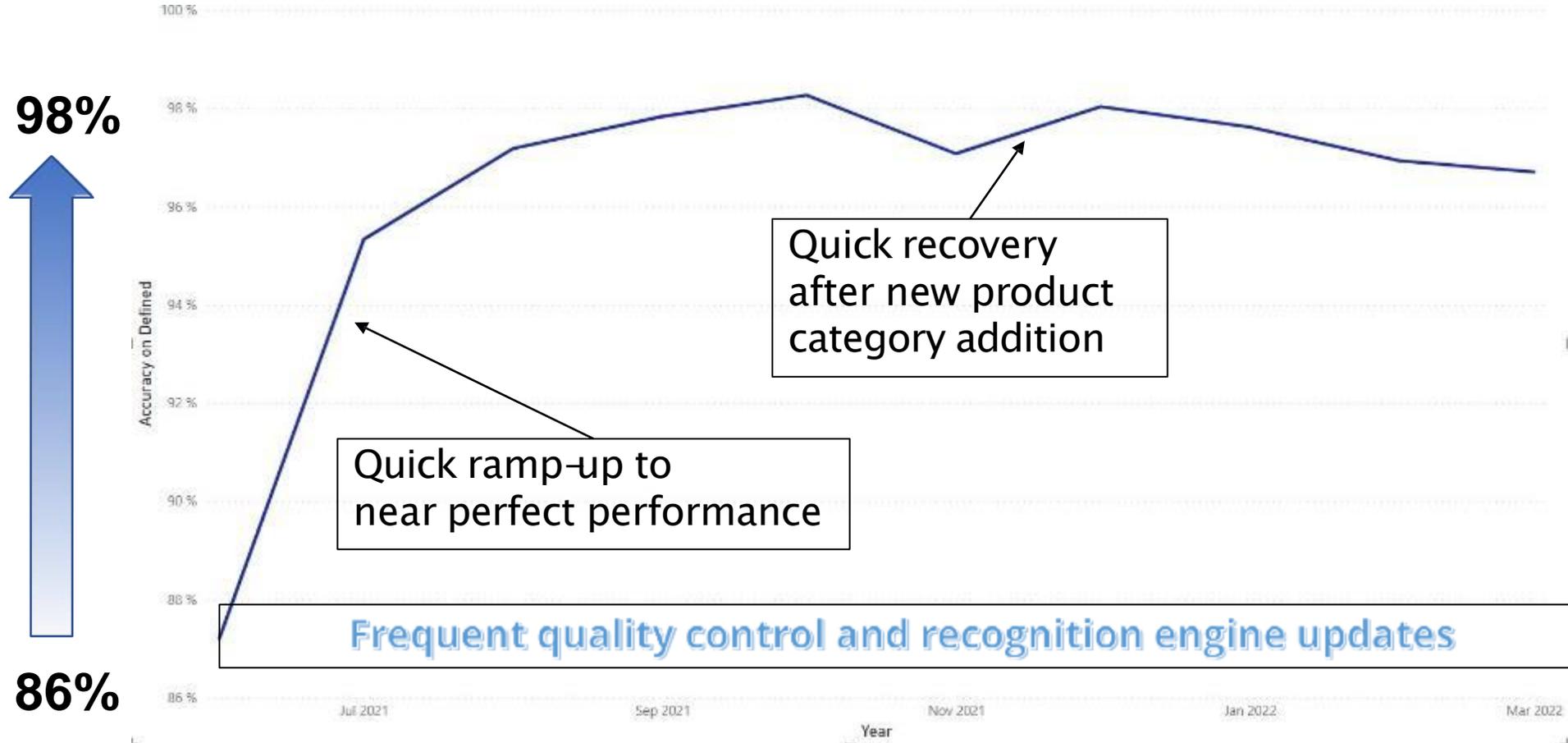


**SHELVES
& MORE**



We Deliver Exquisite Image Recognition Performance

FMCG Customer Example



96+%
Stable IR Accuracy on SKU Recognition

95+%
Stable IR Accuracy on Price Reading

We Deliver Reports In Near Real-Time

1

FMCG Customer Example: Less than 10 SKUs

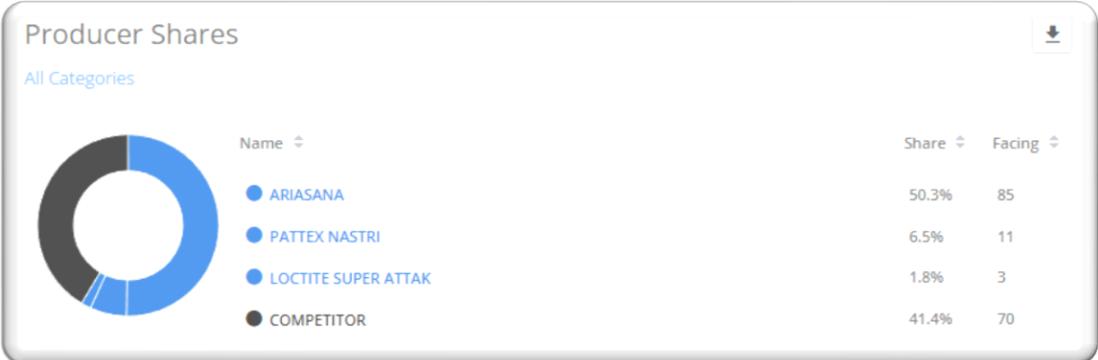
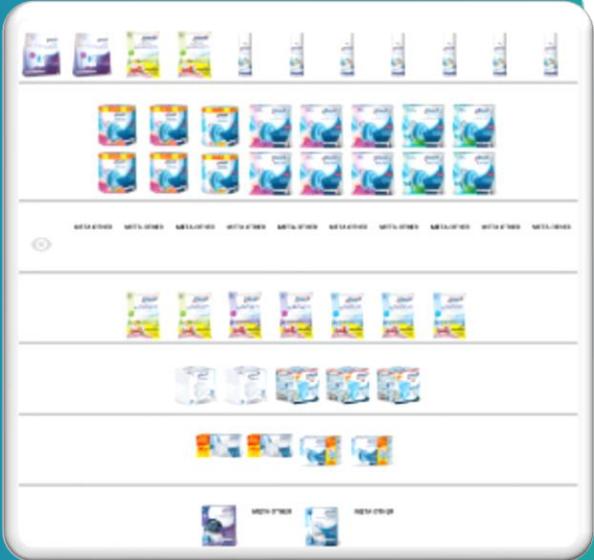
- 2 images per visit
- End-to-end reporting time: 6 mins/visit on average
- More than 95% of visits reported under 5 mins

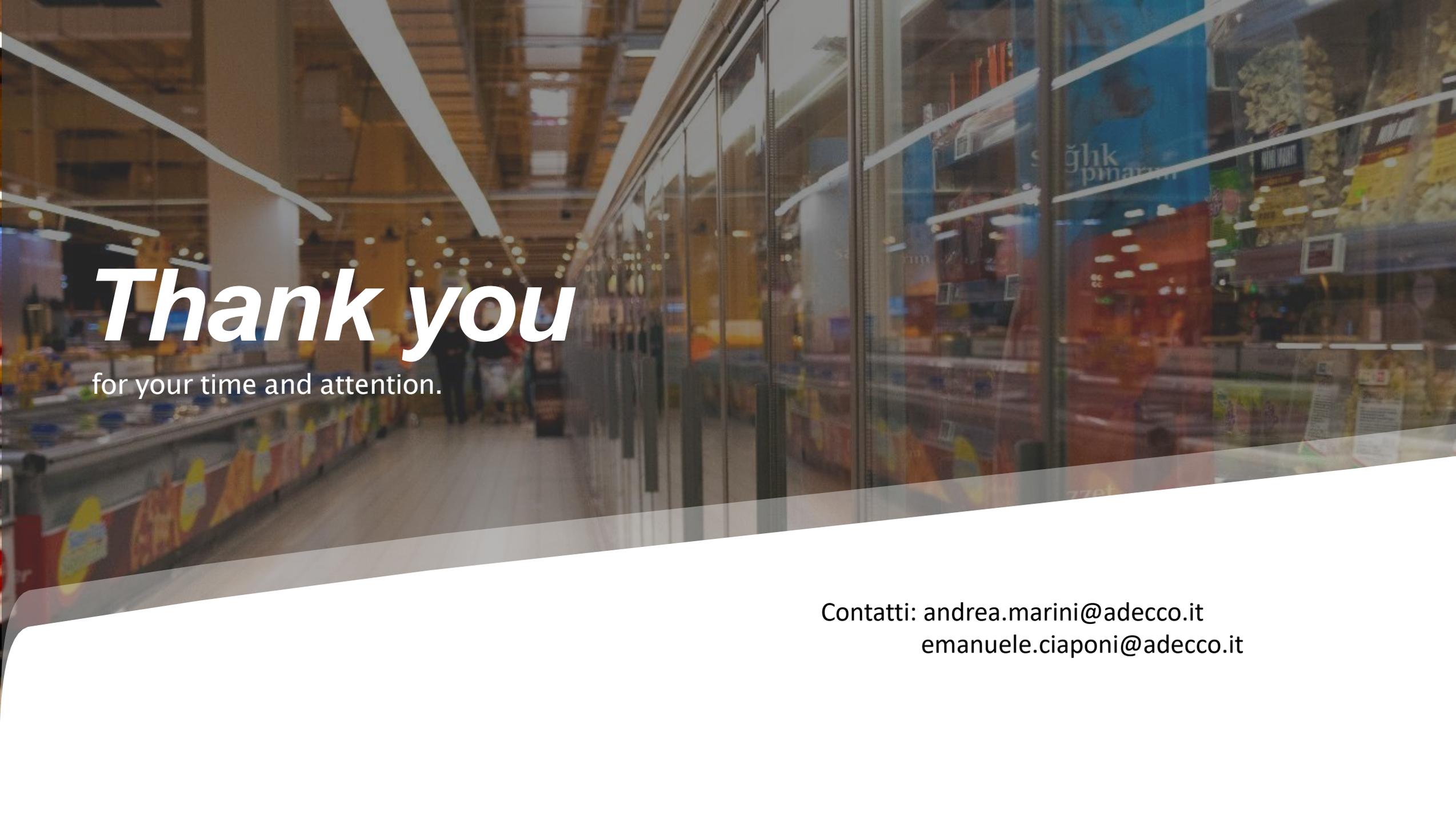
2

FMCG Customer Example: More than 100 SKUs

- ~50 images per visit
- End-to-end reporting time: ~500 secs/visit on average
- More than 95% of visits reported under 15 minutes

Brico IO Samarate - Feb 8, 2023 12:38





Thank you

for your time and attention.

Contatti: andrea.marini@adecco.it
emanuele.ciaponi@adecco.it