

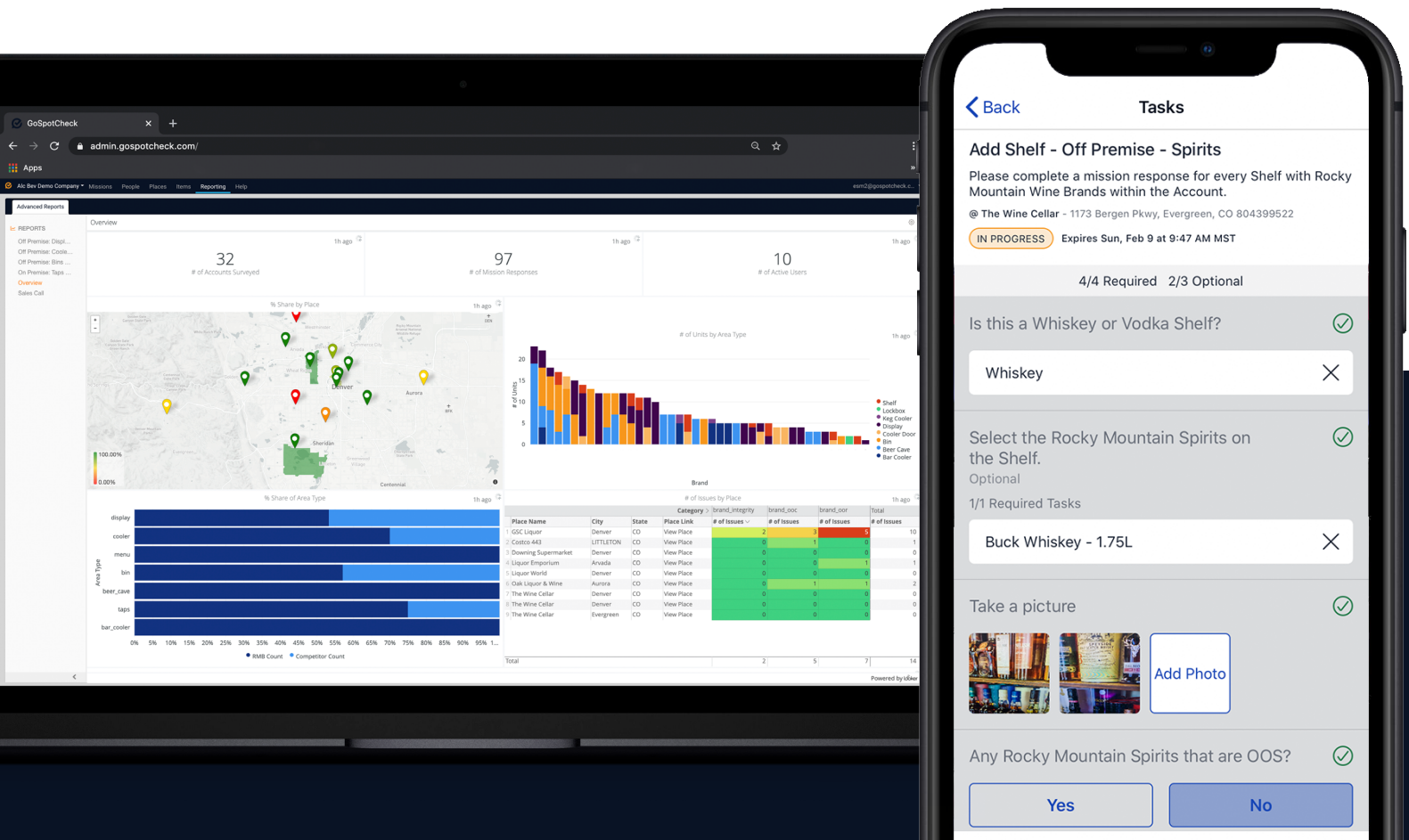


# Execute with precision for every brand.

With one platform to rule it all.

225+ of the world's top brands use our mobile app to distribute tasks to the frontline, and our reporting dashboards to spot and close execution gaps in every account, instantly.

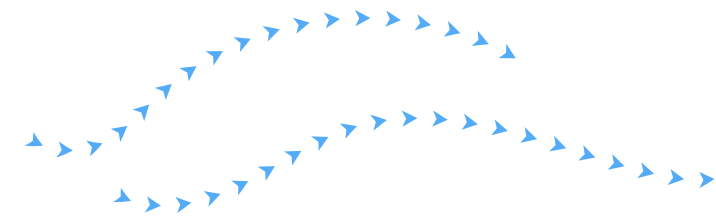
Our software presents the right action at the right time to the right people to improve execution and help leaders make better decisions, faster.





# Supplier & Distributor Applications for Beer, Wine, & Spirits

GoSpotCheck is designed to work the way you do. We enable business processes for suppliers and distributors to improve outcomes in these areas:



## Field Sales

**You build market share** through great execution. **GoSpotCheck** keeps your team focused on top priorities:

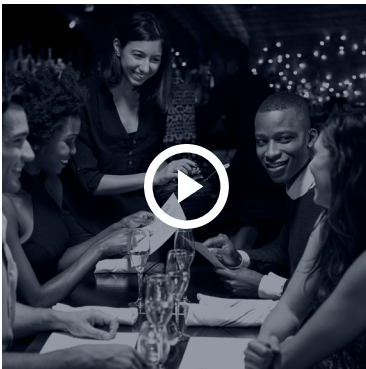
- Task management & directives
- Incentives & goals
- Attainment reporting
- Out of stocks & voids
- Program rollouts



## Merchandising & Marketing

**You build your brand** through promos, seasonal sellers, displays & trial. **GoSpotCheck** protects your investment, ensures execution across locations, and verifies that standards are met with consistency:

- Trade program execution
- Planogram compliance
- Merchandising & displays
- Seasonal shifts & blitzes
- Sign, POP & POS verification
- Sampling, event & pop-up audits



## New Program Launches

**You innovate with new items** and invest in R&D, sourcing, and distribution to increase market share. **GoSpotCheck** keeps everyone on track from day one:

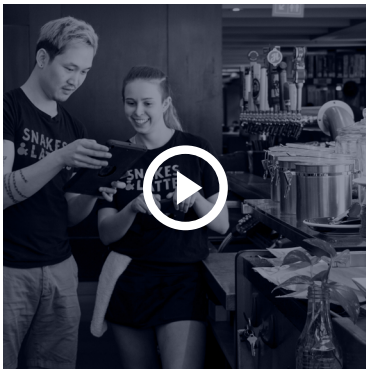
- Program overviews
- GTM & launch expectations
- Sourcing & distribution details
- Pricing & promotions
- Program localization & extension



## Market Analysis

**You gain competitive advantage** through frontline analytics. **GoSpotCheck** helps you make data-driven decisions and leverage every opportunity:

- Gap analysis & opportunity scouting
- Assortment & positional compliance
- Pricing analysis
- Competitor tracking
- Customer insights & intercepts



## Training

**You operate with new team members** and minimal labor to train. **GoSpotCheck** ensures SOPs are followed, and teams execute well—on their first day or their 400th:

- Product knowledge
- Sell sheets
- Trade programs
- Display expectations
- Demo & sampling SOPs
- GTM Optimization



## Reporting

**You need real-time insights** to drive action and alignment. **GoSpotCheck** operationalizes your data so you can manage your business dynamically:

- Automated report distribution
- Dynamic photo reporting & analytics
- Alert-based reporting
- Data sync & BI integrations

# Capabilities Overview

## Data Model + Dynamic Task Distribution

Enable smart task distribution following your unique organizational design. Set time parameters for task availability to prioritize and schedule work efficiently.

## Task Creation + Push Notifications

Author and share tasks for completion at specific (groups of) places by specific people using an intuitive drag-and-drop task engine with 11 task types. Alert frontline teams with in-app push notifications. Work in offline mode.

## Bluetooth Thermometer Integration

Capture food and appliance temperatures wirelessly and accurately with integrated bluetooth thermometer digital recording. When readings exceed acceptable thresholds, prescribe corrective action and validate resolution.

## Item Catalogs

Create and manage authorized product catalogs and capital assets in-app; assign items to relevant concepts, locations, programs, planograms, or other groupings.

## Location History

Save all-time history at a location level to build continuity and preserve institutional knowledge.

## Content Sharing

Attach video, PDF, Excel, weblink, and other reference materials in-app to provide planograms, new product launch documents, training materials, and more.

## Scorecarding, Leaderboards, + Attainment Reporting

Scorecard and benchmark SOPs, accounts, and leaders, communicate goals, and post real-time results in leaderboards to ensure KPIs are met; spotlight risks.

## Photo Analytics

Create and aggregate photo data with advanced tagging, filtering, sorting, and sharing capabilities. Enable photo search by location, campaign, concepts, and more. Instantly download photo reports to PowerPoint or PDF.

## Advanced Reporting + Issue Resolution

Configure intuitive data visualizations to drive action and schedule automated reporting to provide transparency to stakeholders. Set alerts to identify risk and confirm resolution.

## GPS Time/Date Stamp + Offline Capabilities

Validate data and drive accountability with user and GPS time-and-date stamp metadata.

## Customer Support

Receive live support, 7 days a week, via text, phone or email from our Denver, CO-based technical support team for all platform users (frontline and admin).

## API, Integrations + SSO

Integrate your GoSpotCheck instance with other systems of record, including ERPs, CRMs, Salesforce, and more. We provide deep linking, data encryption in transit and at rest, SCIM provisioning, and are GDPR-compliant and SSO-enabled.



# Track Record

## 50-75% Labor Optimization

Customer benchmark for labor optimized by digitizing data collection and reporting; includes frontline and corporate-level labor pools

## 2-9% Revenue Growth

Customer benchmark for net new revenue attributed to execution improvement directly enabled by GoSpotCheck

## 1,000,000,000+ Task Responses

## 135 Countries Served

## 99% CSAT Rating

## 14-Minute First Response Time



4.8 out of 5

– Capterra



4.7 out of 5

– G2-Crowd



4.3 out of 5

– With 17,000+ positive end user reviews from Google Play and Apple App Store, collated by AppGrooves

## 2019 Editor's Pick:

Consumer Goods Technology

## Top 5 Store Associate Technology:

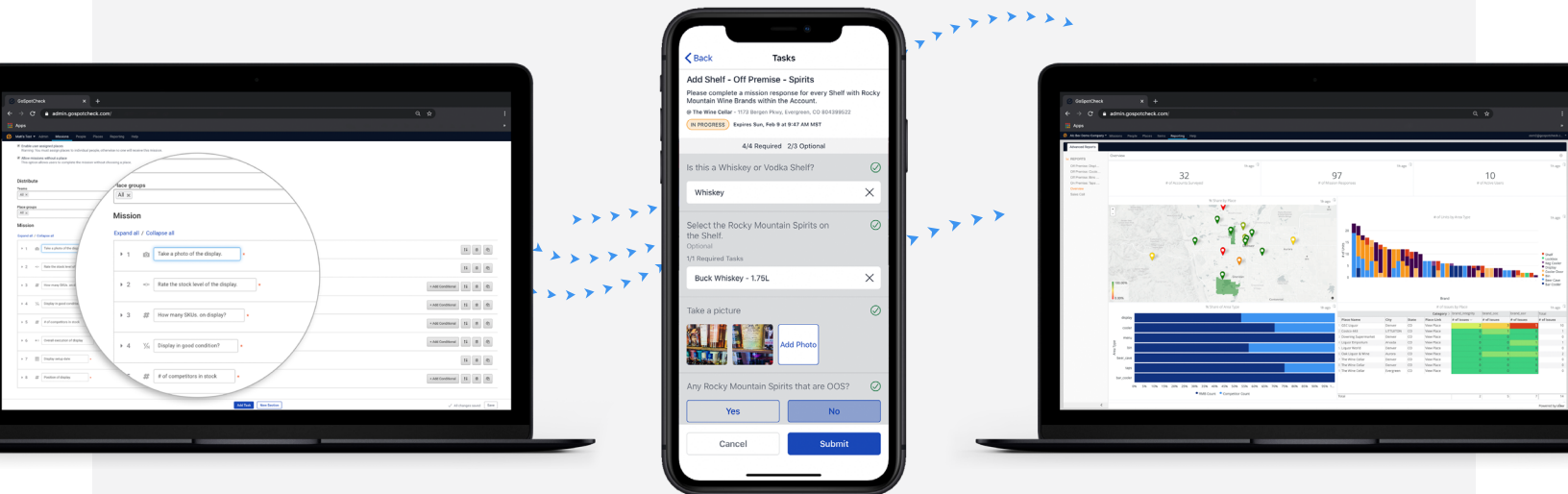
Forbes

## Top App, Now Tech Report:

Forrester



# Our Solution Platform



## Design + Distribute Work

In a drag-and-drop interface with conditional and smart distribution logic. **Right task, right person, right place, every time.**

## Drive Frontline Excellence

Alert and guide teams on mobile. **Context & prioritization for each task, digitized.**

## Confirm Execution + Share Insights

Visualize and share data to drive action in real-time. **Intuitive dashboards to spot issues, automate reporting & speed resolution.**



DIAGEO

Beam SUNTORY



CAMPARI



Martignetti Companies



## Ready to reimagine how your mobile workforce works?

Let's power profitability from the field – together.



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