

Company Credentials



a ca&s group company

Welcome to Africa's leading end-to-end route to market platform

With over **20 years of experience** and hundreds of installations across Africa, we've walked more than a mile in the emerging market's shoes, giving us unique insight into the route to market complexities faced by leading FMCG companies.

Empowered with this knowledge, we have developed a robust platform that addresses these challenges with tried and tested solutions in the value chain.

Just ask Coca-Cola who have trusted us to run their route to market in 15 countries over the last 10 years





Mission

To **provide integrated or standalone ordering market intelligence, logistics and payment solutions** to target users, through innovated user-friendly mobile technology in order to achieve paperless and cashless business processes at compelling cost structures.



Vision

To be a **global cornerstone for the generic solutions** offered to the mobile-centric marketplace, which can transform and enlighten the way in which customers and businesses communicate information and go about their daily operations.

Support Services

Trust is a major component within the Macmobile ethos. Confidence in the Macmobile solutions and services is critical to the growth and expansion plans.

The Macmobile product offering enables the **integration, automation and incentivising** of the entire value within the FMCG category **from manufacturer through the distributor to merchant and end customer.**

Macmobile has assisted companies across Southern and Eastern Africa gain clarity through:

- FIELDForce
- FIELDLoyalty, and
- FIELDPromote.



A **dedicated support desk** is on standby to log support calls and provide traceable tickets and investigate further in order to find a resolution.

Introducing FieldForce



a ca&s group company



FIELDForce

FIELDForce mobilises your teams in the field by providing them with **the tools they need to access their call cycles, engage with their customers**, and get the job done quickly.

FIELDForce is designed to meet the needs of the **micro distributor** all the way to the **enterprise FMCG manufacturer**.

FIELDForce benefits

- Improve Customer Service
Improve customer service by giving your FIELDForce the ability to have data on point when and where they need it
- Improve Time Management
Sales representatives get more time to sell and convert leads as they can avoid the hassle of administration and other similar duties.
- Communicate Efficiently
Manage client lists, communicate effectively with customers and give them access to new information about products or sales trends.

FIELDForce features



Offline Capability

Offline capability allows your field force to reach remote areas



Track & Monitor

Track and monitor your field force to ensure they are on task



Cloud Based

Ensure your data is 'always on' through the cloud



End-to-End Platform

Run your FMCG distribution business from one platform



Configurable

Pick and choose the modules that make sense to your business



Integration

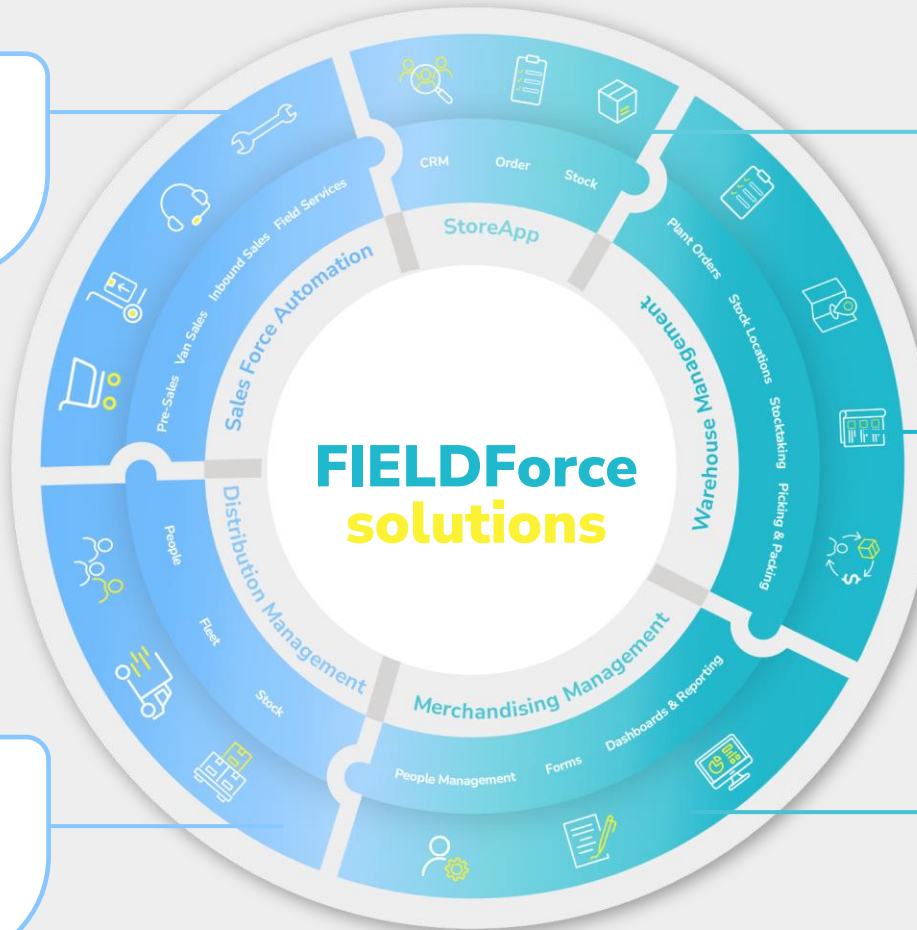
Connect your sales and distribution to your existing ERP systems

Sales Force Automation

- Pre-sales
- Van Sales
- Inbound Sales
- Field Services

Distribution Management

- Distribution
- Invoice Management
- Dashboard & Reporting



STOREApp

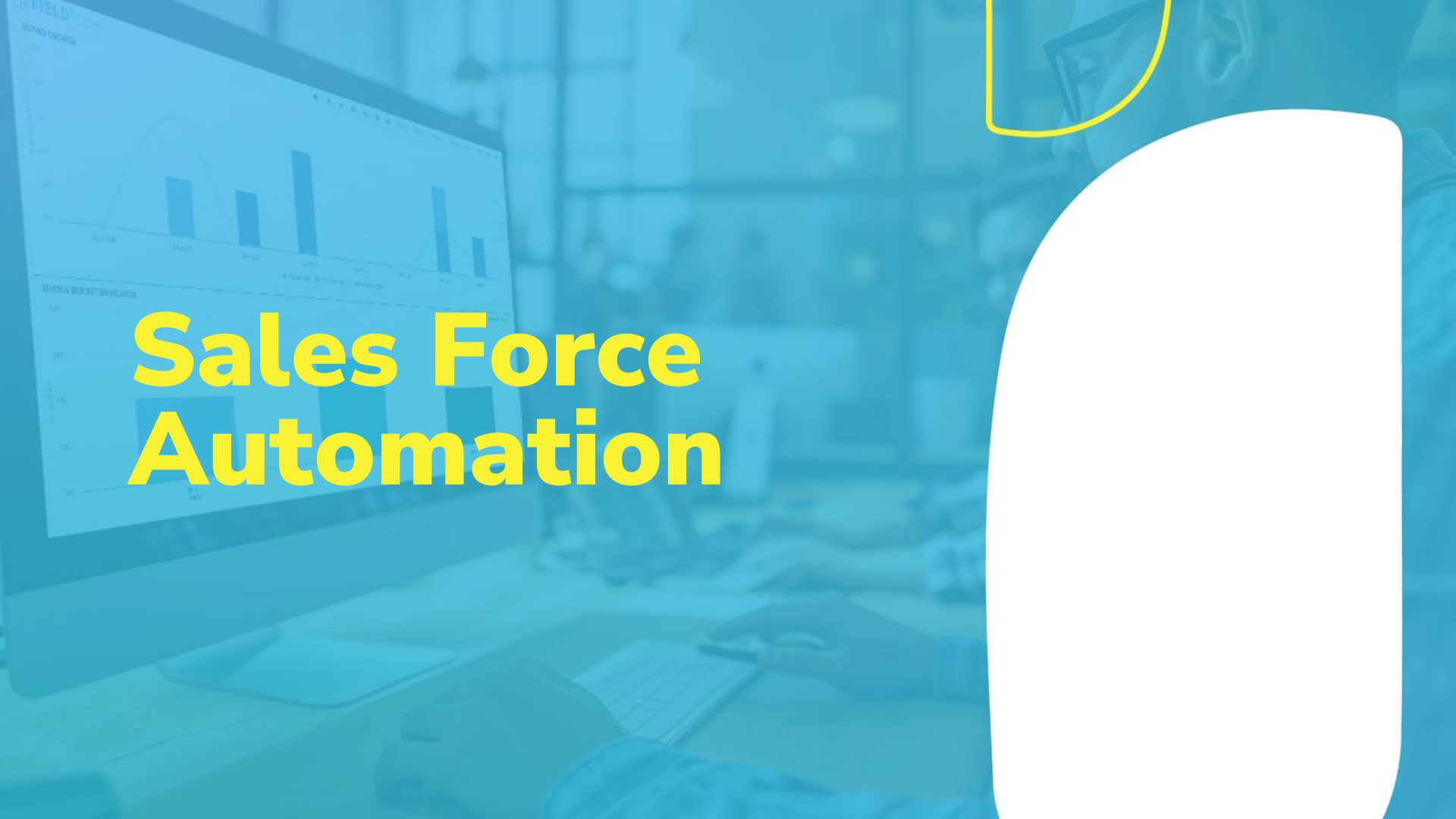
- Customer Relationship Management
- Orders
- Stock

Warehouse Management

- Stock Takes, Transfer and Locations
- Multiple Warehouse Management
- Stock Age Analysis
- Batch Code and Expiry Analysis
- Warehouse Capacity

Merchandising Management

- People Management
- Forms
- Dashboard & Reporting

A person wearing glasses is looking at a computer monitor. The monitor displays two charts: a line chart with a bell curve and a bar chart. The text 'Sales Force Automation' is overlaid in large yellow letters. A large white curved shape is on the right side of the image.

Sales Force Automation

Sales Force Automation



Pre-Sales

- Manage Sales Schedule
- Update Customers
- Create In-Trade Orders



Van Sales

- Stock Settlement
- Van Sale Orders
- Settle Cash Sale



Inbound Sales

- Run Inbound Call Centres
- Create Sales Order
- Update Customers



Field Services

- Manage Call Schedules
- Manage Customers
- Complete Forms

Pre-Sales

Ensure sales team are on track with their call schedules and can update their customer details in real-time. Access order history and stock levels and generate in-trade orders.

CRM



Manage/Update Accounts



Load New Prospects



View/Update Visit Notes

Orders



Monitor Sales KPIs



View/Update Call Cycles



Generate Order



Capture Forms/Data



Capture No Completion

Stock



View Stock Availability



Customer Stock Take



Asset Verification

Van Sales

Create flexibility in your route to market by offering van sales. Provide the driver with the ability to manage stock on board, generate van sales invoices, and settle cash sales.

CRM



Manage/Update Accounts



Load New Prospects



View/Update Visit Notes



Capture Forms/Data



Asset Verification

Orders



Monitor Sales KPIs



View/Update Call Cycles



Generate Van Sales



Generate Clean Nett Invoices



Cash Collect and Credit Note

Stock



Shipment Acceptance



Van Sales Delivery



Custom Stock Take



Shipment Top Up and Recon

Inbound Sales

Manage an inbound call centre from one platform. This customer relationship management module allows call centre staff to log calls, update customer information, see previous orders, and generate sales orders.

CRM



Manage/Update
Accounts



View Order
History



View/Update
Visit Notes



Capture
Forms/Data

Orders



Monitor
Sales KPIs



View/Update
Call Cycles



Generate
Order



Call and
Collect

Stock



View Stock
Availability

Field Services

Ensure your field force are on track with their call schedules and have the ability to update their customer details in real time. Complete forms, verify assets, and collect in-trade intelligence.

Orders



View/Update
Call Cycles



Generate
Order



Capture
Forms/Data

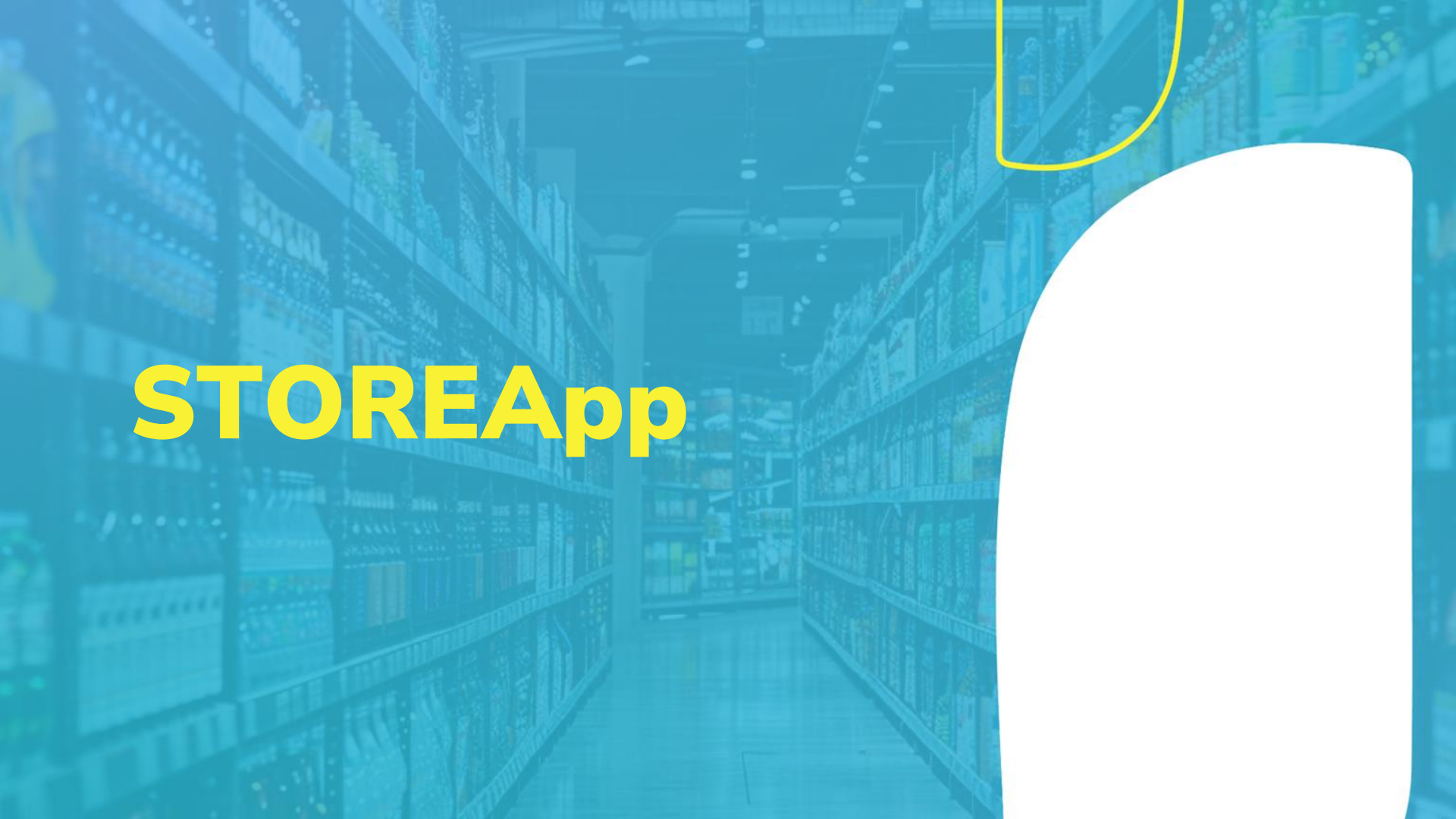


Capture
No
Completion

Stock Stock



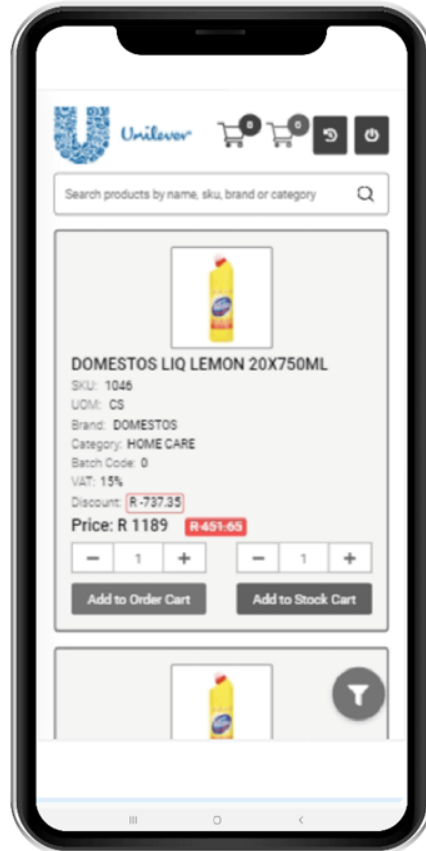
Asset
Verification



STOREApp

Mobile B2B eCommerce made simple

A business-to-business mobile eCommerce platform that enables self-service sales within your route to market channel.



Operating system independent progressive web application ensures the best support for all devices

Allow your customers to conduct their own stocktakes and create their own pre-sale orders

Capture pre-sale orders immediately

Allow your customers to gain full control over their own orders and stocktakes

Power to the customer



How it works

FIELDForce



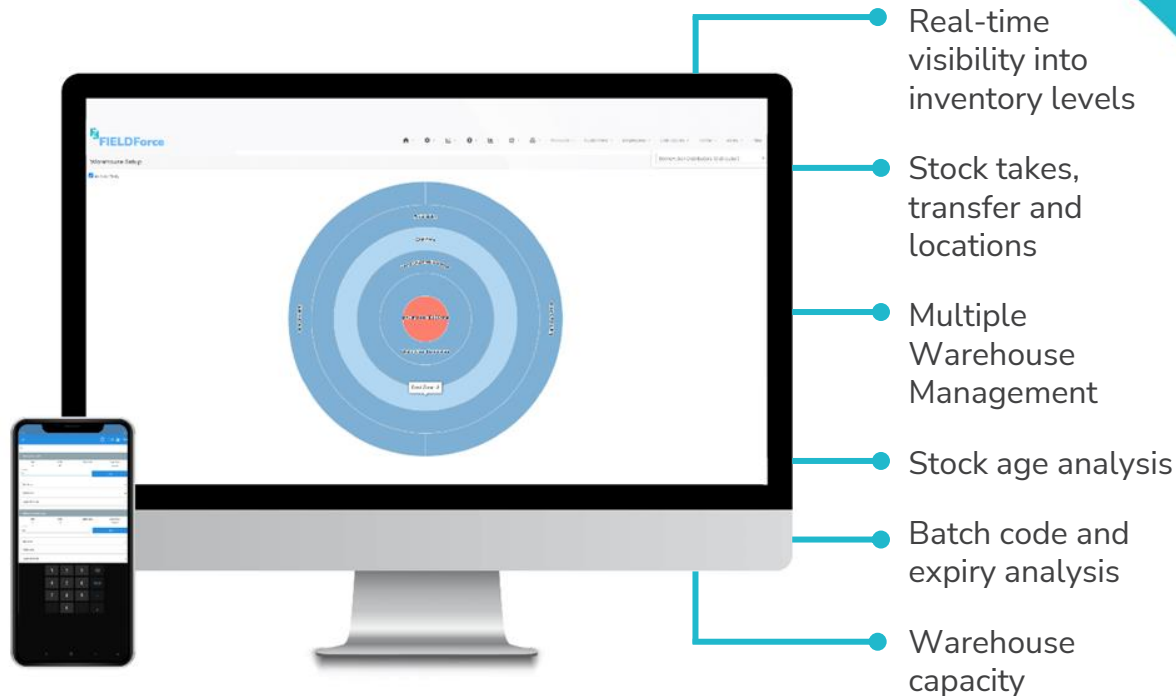
STOREApp

A high-angle, blue-tinted photograph of a warehouse interior. The image shows multiple aisles formed by tall metal shelving units. These units are densely packed with numerous wooden pallets, each carrying stacks of cardboard boxes. The perspective is looking down the length of an aisle, creating a sense of depth. The lighting is even, and the overall color palette is dominated by the blue tint and the brown of the pallets and boxes.

Warehouse Management

Gain visibility into your warehouse

Manage and control your daily warehouse operations, from the moment goods and materials enter distribution or fulfillment centre until the moment they leave.



Warehouse Management Solutions



Plant Orders

Purchasing need not be a pain. Replenish your stocks easily by using our simple purchase orders to connect with manufacturers.



Stock Locations

Manage all your inventory within your warehouses. Store inventory across multiple stock locations, zones, bays and slots while keeping full visibility on stock levels.



Stocktaking

Improve the quality of your warehouse management system data with consistent stock takes. Preparing and capturing stock stakes has never been easier.



Picking & Packing

Keep your distribution moving and prepare deliveries with ease by allocating simplified slips to pickers and packers.

A person in a light blue shirt is using a handheld device in a warehouse setting. The background shows shelves stocked with various items, including boxes and containers. The image is overlaid with a blue tint and a white curved shape on the right side.

Merchandising Management

Manage your merchandising

Harness the benefits of FIELDForce to combine salesforce automation, customer relationship management, and forms to establish a unified information hub for your consumer goods merchandising business.

- Over 2000 merchandisers using Macmobile on a daily basis
- We provide a merchandising solution to one of the biggest merchandising companies in Africa - **PacknStack Group**

Embrace the power of our comprehensive forms

Capture data and provide real-time feedback on crucial merchandising issues

Quickly and easily configure forms to capture the data you need or in trade execution

Provide detailed reporting and dashboards

- Insight reports
- Dynamic reporting
- POS data

Provide control and visibility from start to finish

Offline system, built for Africa



Merchandising Solutions



People

- KPI management
- Goal setting and Scorecards
- Time management
- Call cycles and route planning
- Easy to use UX
- Customer management



Forms

- Versatile form creation
- Images
- Data capture
- Offline capability
- Segmentation
- Channel or individual specific



In Trade

- In trade execution capture
- Track shelf health
- Promotional compliance
- Geotagging
- Customer engagement



Monitor

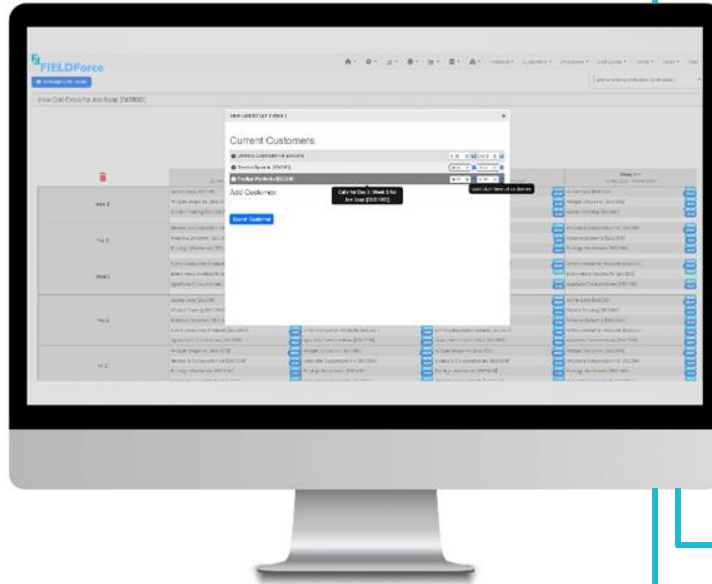
- GPS tracking
- Dynamic reporting
- Dashboards
- Data insights



Distribution Management

Manage your operations

Manage your entire fleet, from vehicle to driver. Generate and track route schedules while providing the tools for drivers to receive, deliver and return orders.



Manage distributor registration, profile creation, and approval processes

Real-time tracking of distributor inventory levels, sales activities, and delivery schedules

Process orders to streamline delivery planning and tracking

Assess distributor effectiveness via performance metrics and detailed reports

Keep track of your vehicles

Plan-Load-Deliver in one easy workflow

Track and monitor your drivers & field force



Distribution Solutions



People

- Manage Employees
- Manage Route Schedules
- Proof of Delivery



Fleet

- Manage Vehicles
- Run Checklists
- Capturing Refueling



Stock

- Create Shipments
- Dispatch Stock
- Settlements & Transfers

Introducing FieldLoyalty



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FIELDLoyalty & Rewards

FIELDLoyalty helps supply chain managers track KPIs and **link desired behaviour changes to rewards.**

FIELDLoyalty is a software-as-a-service platform that enables consumer goods manufacturers to **run B2B loyalty programs that boost sales and performance**

FIELDLoyalty benefits

- **Influence Buying Patterns**
Meet short- and long-term goals by affecting buying behaviour and driving consistent sales within the pipeline.
- **Reward Compliance**
Ensure every aspect of your product, promotion and pricing is adhered to and avoid the pitfalls of non-compliance.

FIELDLoyalty features



Gain Line of Sight

Gain visibility of what is happening in your business in real time with powerful dashboards and reports.



Configurable

Build rules and allocations to suit your targets and budgets.



Fraud Detection

Identify and flag any potentially fraudulent activity



Dashboard & Reporting

Real-time information to monitor processes and track progress

FIELDLoyalty Solutions

Build business intelligence with your data

Stock

Promotional or free issue stock allocations can be distributed within a rewards programme to promote adoption

Merchandise

Move your merchandise from a miscellaneous cost centre to a promotional powerhouse impacting real business

Virtual Vouchers

Provide virtual value-added products and services to positively affect primal needs and add real value

Implement a multi-wallet platform

FIELDForce

Plug into your FIELDForce, connect to field force activity, customer sales, and stock delivery figures

Third-Party Integration

Integrate into any backend sales, distribution management systems or enterprise resource planning applications to connect to distributor and merchant figures

Generate Sales Data

Capture in-trade sales or volume with the assistance of a mobile app with zero integration to a backend

Introducing FieldPromote



a ca&s group company



FIELDPromote & Activations

FIELDPromote **mobilises your in-trade promotions** by providing the tools to **promote** the product, **engage** with potential brand-loyal customers, and **capture** valuable data.

FIELDPromote features



Configurable

Build and customise mechanics and deploy them to as many activities as required



Cloud-based

Ensure instant gratification and traceability with virtual prizes



Track & Monitor

Track and monitor the performance of promotions and promoters

FIELDPromote Features

Plan

Resources

Identify and allocate budgets and key resources required to make your product promotion or brand activation a success.

Campaign

Build the primary and secondary objectives and go-to-market messaging for your product promotions or brand activations.

Schedule

Compile product promotion & brand activation rollout calendar to visualise your campaigns across products, regions and locations.

Build

Promoter-Led Campaigns

Provide interactive promoter-driven engagements via mobile devices while tracking winners, ensuring optimal use of promo kit.

Consumer-Led Campaigns

Enable the consumer to actively engage with your product or brand through a promoter-less promotion or competition.

Monitor

Resources

Track and monitor individual promoters, promotional material, and prize winners

Campaign

Monitor KPIs & objectives to understand actual outcomes for every campaign and activity

Schedule

Compile and correlate product promotion & brand activation schedules to actual outcomes

Deploy

Winners

Electronic winner selection and prize distribution to maximize promo kit and budget use, ensuring wide reach through a set win ratio and prize mix

Prizes

Prizes can be instant or awarded via random draws at set intervals (e.g., weekly, monthly, or campaign end). Campaigns can include various prize types—virtual (via SMS) or physical.

Data Capture

A complete database captures all winner or entry data, with built-in opt-ins, age checks, and T&Cs acceptance to ensure POPIA and GDPR compliance.

Promotion Close

Promotion questionnaires can be configured to get more insights about outlets and promotion events. These avoid delayed, sugar-coated versions currently provided by agencies.



Why choose Macmobile

Some of the **largest distribution companies in the world** trust Macmobile for all of their distributor, warehouse management, route to market, sales force automation and clean nett invoice generating needs.

Isn't it time you did too?

Take your next steps towards route to market success

See Macmobile in action.

Email: info@macmobile.co

Contact Number: +27 871631683

Website: www.macmobile.software

BOOK MY DEMO

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