

PTV MAP&MARKET

the mind of movement

HOW DO YOU GIVE YOUR
CUSTOMERS THE GIFT OF TIME?



A woman with dark hair tied back, wearing a black blazer over a white collared shirt, is smiling and talking on a black mobile phone. She is looking slightly to her right. The background is a bright, out-of-focus office interior with green plants visible.

MORE TIME FOR YOUR CUSTOMERS

If your job is an entrepreneur, in sales, marketing or controlling, you can face new demands every day. You are constantly going back and forth between two main sets of issues: on the one hand, there are strategically important corporate decisions on sales, expansion, staff and territory planning. On the other, you have to take into account the latest occurrences on a given day, such as short-notice changes to travel routes of your sales force or your service team. A daily challenge!

PTV Map&Market supports you in both areas with modern algorithms and digital maps that are available worldwide. The high-performance software components allow you to promptly receive support in your decisions and to provide a reliable planning basis for major investments: this saves time and money. You can display the tasks and schedules of your team in the field in just a few clicks: that makes it transparent. Sales territories can be replanned, changed or optimised in next to no time: that makes it flexible. Your sales representatives are supported in their

daily work by mobile applications: that keeps employees satisfied. And thanks to the detailed map materials with exact house numbers, your sales representatives, consultants, technicians, waste disposal experts and delivery agents can arrive at their destination even during heavy congestion without wasting time.

Make the right decisions and give your customers and employees more time with PTV Map&Market, the geo-management solution by the PTVGroup.

YOUR BENEFITS AT A GLANCE



THE ALL-IN-ONE SOLUTION FOR ALL GEOMARKETING ISSUES

With PTV Map&Market, you have a genuine solution to everything at your fingertips: sales, marketing, controlling, logistics, service, staff, expansion – a geo-information solution for all applications. You use maps, data, analyses and functions for all strategic and operational matters in your company.



SAVE MONEY, TIME AND RESOURCES

With PTV Map&Market, you achieve quantifiable improvements in sales force efficiency. Compact and navigable areas, short routes and optimised scheduling allow more visits to be made per day and per sales representative. By optimising your locations and branch offices, you are closer to your customers and increase your revenues.



BOOST EMPLOYEE SATISFACTION

Boost the satisfaction and productivity of your employees through objective and transparent sales force planning. With PTV Map&Market, you assign your employees to sales territories with a comparable sales potential and create optimised sales trip plans. Using the add-on 25h, employees have a tool they can use to adjust their trips flexibly and independently in everyday operations.



RECEIVE SOFTWARE SOLUTIONS THAT MEET YOUR NEEDS

PTV Map&Market is based on the state-of-the-art and high-performance developer components, PTV xServers. You can use these to develop customised software solutions, which are precisely tailored to your company's needs and systems. Our professional service helps you to provide hassle-free integration and ensures that the project management is seamless.



WE ARE THERE FOR YOU – BEFORE, DURING AND AFTER YOU SIGN THE CONTRACT

Professional service, customer service, technical support and training: four aspects you can use for your personal concerns, if you need. The PTV Group owes its expertise to ample experience with projects in the area of sales force management and geomarketing.

STRATEGIC GEOMANAGEMENT

STRATEGIC PLANNING TO MEASURE

Compare our three attractive packages and find the solution that truly meets your needs and is the right fit for your duties in relation to strategic decisions.

PTV MAP&MARKET BASIC

A tool purely for visualisation, **PTV Map&Market basic**, is your partner when you import, geocode and analyse data and also when you plan your territories manually.

PTV MAP&MARKET PLANNER

The automated planning tool **PTV Map&Market planner** is perfect for automatically creating your locations. From editing existing territories to starting your planning from scratch on greenfield sites –we support you in this with sophisticated algorithms, which you can also use to process mass data in the blink of an eye. Its performance is outstanding on the market.

PTV MAP&MARKET PREMIUM

Your territories have been planned and now you would like to send out your sales force to your customers. **PTV Map&Market premium** shows you the way: plan your employees' sales trips, calculate the capacity and incorporate individual factors such as working hours. The software also factors in external restrictions such as call frequency, visit duration and opening hours. As a result, you receive weekly and daily territories optimised according to the journey, with the inclusion of overnight trips, if required.

Are you travelling in urban areas? No problem –the detailed planning of **PTV Map&Market premium** perfectly handles the needs of city delivery and pickup zones.

THAT SOMETHING EXTRA: MAPS, DATA AND ADD-ONS

Do you have questions about map materials? We offer you digital map packages to suit your solution. Choose between continents, countries and regions –completely depending on your needs. Worldwide options are also possible.

Do you need special data about potential markets? Use additional data packages for your sector, such as for the pharmaceutical, consumer goods or construction industry.

Using the **add-on reporting**, you can perform analyses, export your results into Microsoft Excel and create individual reports.

The **add-on viewer** gives your colleagues and employees access to your planning results.

The **add-on data connector** synchronises different databases and connects PTV Map&Market to other data-controlled systems.

WE ARE THERE FOR YOU

CONSULTING

Don't want to work with a new software? Then let our experienced consultants do the planning for you, in close coordination and cooperation with you, of course.

TRAINING –TAILORED TO YOUR NEEDS

Want to make the most out of your new software, but don't have enough practice? We will be happy to provide you with personal training.

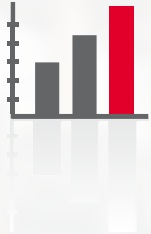
TIP: TEST IT IN ADVANCE AND FAMILIARISE YOURSELF WITH IT

Take advantage of the opportunity to have your planned routes and territories reviewed before purchasing the software: based on your company data. You can request your free route and territory check at mapandmarket.ptvgroup.com



IMPRESSIVE

FUNCTIONALITIES



VISUALISATION AND ANALYSIS

A map says more than a thousand words: use maps and data that help you make informed decisions. Make trends, regional patterns and interrelations visible.

- Segment and analyse your A, B and C customers
- Perform analyses of competition
- Display penetration rates and accessibility
- Display territories on the basis of different parameters
- Perform analyses of penetration and response
- Calculate routes with integrated sequence optimisation
- Visualise goods flows



FIELD SERVICE PLANNING

Create plans for routes optimised by capacity, taking into consideration all relevant restrictions, customer preferences and visit cycles.

- Minimise driving times and costs
- Create specific daily or weekly plans for any number of employees, including alternative scenarios
- Ensure that results are well accepted by your staff at all levels through objective and transparent planning

A SELECTION OF

OUR CUSTOMERS

- Berner
- Haribo
- Ritter Sport

- Bosch
- Novartis
- Mondelēz

- L'Oréal
- Continental
- Pepsi





TERRITORY PLANNING AND REGIONAL OPTIMISATION

The software automatically optimises sales territories according to your instructions: determine the ideal number and location of sites, branches, production facilities, interim storage facilities and sales representatives.

- Plan balanced sales territories and the best locations according to a wide range of indicators
- Match the territories to the number of your employees
- Consider the impact of alternative scenarios and the related savings potential
- Receive specific proposals for expansion and consolidation planning
- Determine penetration rate and accessibility



DETAILED URBAN ROUTING

With PTV Map&Market, detours and time-consuming searches for the right address are now a thing of the past. Help your employees, waste disposal experts, service technicians, and newsletter delivery staff reach the right front door without wasting any time.

- Plan with precision –right down to the exact house number
- Organise exact drop-off sequences or pick-up routes
- Identify residential areas with a high target group density
- Measure the success of your marketing activities with precision –right down to the specific address

»PTV Map&Market is an outstanding software. We now have a completely new structure of territories thanks to this, and a fair work distribution in the sales force team.«

Dietmar W. Haufe, Head of Sales Force
P&G Prestige Products GmbH, Germany

OPERATIONAL GEOMANAGEMENT

IF NOT TODAY, THEN TOMORROW – ADD-ON 25H

Get yourself an extra customer appointment thanks to a flexible sales force: with PTV Map&Market add-on-25h, the most efficient solution for operational route planning of visits. The software displays all appointments on a digital map and in a calendar.

A free time slot? No problem. The radius search always shows the sales representative the nearest customer addresses. Time for potential customers and those worth visiting who are reachable within a given time period or distance in a day trip.

No precise address? No problem. The GPS function localises your customers and transmits this information directly to the control system on the spot.

Change of plans? Need to make new arrangements? No problem –use the sequence optimisation and the appointment suggestion function. Sales call planning also takes into account fixed appointments and service level agreements.

Sales representatives can optimise their day –including by sending the list of stop-off points to their navigation app. Simple yet complete. With the 25h app, your sales force can plan for their territories independently and react with flexibility. You can connect your strategic and tactical planning and the operational deployment of your team and do so more effectively and efficiently than ever before.

ROLES AND SPECIFIC POWERS

Display the organisational structure within your company and manage the access of the regional team leaders and the sales representatives.

FULLY CUSTOMISED TO YOU: THE RULES

You have the option of defining your own set of rules with the PTV Group experts: what is supposed to happen if customers cannot be met? For example, fill something called “visit pots”, which make sure that each customer has really been visited.



WHICH TECHNOLOGY WOULD YOU LIKE TO USE?

The add-on 25h can be conveniently and seamlessly integrated into your system environment and we are happy to help you with this. Use the system:

- ▶ in offline mode as an add-in in Microsoft Outlook
- ▶ as a CRM-independent web client
- ▶ and/or as a native app on mobile end devices
- ▶ optionally as a cloud-based solution too.

Do you wish to use your own server or do you need a connection to your ERP system? We are happy to work with you on a customised solution. Take advantage of the expertise of our experts and their many years of experience in project management.



- Strategic and functional geo-management
- Field service planning
- Location planning and regional optimisation
- Visualisation and analysis of company and market data
- Detailed urban planning

PTV GROUP

Haid-und-Neu-Str. 15
76131 Karlsruhe
Germany

PTV GROUP

AMERICA LATINA

Av. Revolución 1877, Piso 7
Col. Tizapan, 01000
Ciudad de México

VTS Solutions Inc.

AMERICA LATINA

Perú | Chile | Colombia | Venezuela |
Panamá | Guatemala
Email: info@vtssolution.com
www.vtssolution.com

