



**A Powerful, Flexible and Simple  
Platform for Business Mobility**



# MIO Mobile App Platform (MIO MAP)

## A comprehensive and long term approach to business mobility

MIO MAP provides an efficient and cost effective way for business transformation by focusing on systems of engagement and execution using mobile technology.

With MIO MAP, companies in quick time can deploy a harmonized anytime – anywhere cloud based and mobile enabled **engagement** and **execution** framework to represent the day-to-day realization of their business strategy.

- ✓ Single platform technology
- ✓ Built cloud and mobile first
- ✓ Mobile centric architecture & business Logic
- ✓ Collaboration
- ✓ Enterprise level security & Identity management
- ✓ Scalability & always availability
- ✓ Enterprise mobility management
- ✓ OOB's – Out of the box business solutions
- ✓ Powerful, yet simple and flexible
- ✓ Innovative and transformative



## What is execution?

“It is the difference between success and failure”

- Ram Charan & Larry Bossidy, Execution, The discipline of getting things done

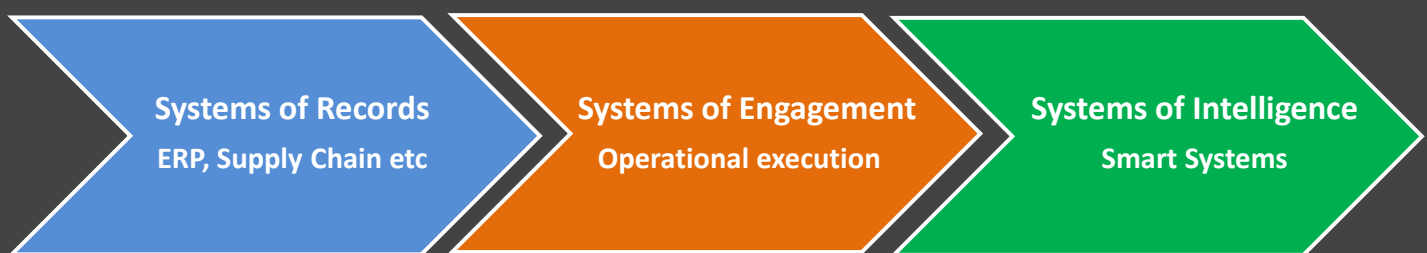
# MIO MAP - Spotlight on Systems of Execution

Operational execution represents the day-to-day realization of the organization's business strategy. To achieve real success, however, these activities must be implemented efficiently and effectively.

With MIO MAP, companies can deploy all crucial elements of their businesses operational engagement and execution cycles which includes out-of-box solutions such as sales force automation, mobile workforce management, scheduling and dispatch, van/route sales, deliveries management, distribution management, retail execution, merchandising, direct store deliveries, route to market, mCommerce, promotions and trade loyalty.

MIO MAP's set of powerful mobile centric business solutions are further supported by a host of native enterprise mobility management tool set designed to address the challenges of deploying and managing the apps, devices, users, security and content as well as adding micro apps on the go.

**Where is your company investing in digital:  
systems of records, systems of engagement  
or systems of intelligence?**



**Systems of execution are ground zero for digital transformation**

*Geoffrey Moore – Author – Crossing the chasm*

Ready to take your execution model to the next level? Read on.....

# MIO MAP - Sales Force Automation

## A foundation for Sales Success

A mobile and cloud first built sales force enablement solution which allows enterprises to implement an anytime – anywhere sales operations to accelerate sales, lower costs and address issues which derive from managing the operational components of sales engagement. Companies can deploy all crucial elements of their sales cycles which includes order taking, quotations, confirmations, customer registrations, trade insights, invoicing, visit scheduling, planning, accessing customer data, stock data, scorecards, CRM integration, sales content, expense management, tracking and real time messaging and many more such features.



## Stop measuring sales force utilization and start measuring sales force effectiveness

Get a clear and comprehensive visibility of your sales force's activities and performance

Improve sales force's activity and effectiveness dramatically

Segment and group customers for precision targeting and productive planning

Take your business to the point of action.

Get to know in real time as to what is happening out there!

Capture all activities related to a visit in less than a few minutes

Reduce sales admin dramatically

### **Don't be left behind by your competitors.**

When you implement MIO MAP – SFA, we are confident that your ROI will be speedy. Our customers are planning and scheduling thousands of visits daily and have increased their sales force activity effectively between 25% to 35%.

**Companies that implement mobile SFA solutions are 1.5 times more likely to see an improvement in sales force productivity versus those that do not.**

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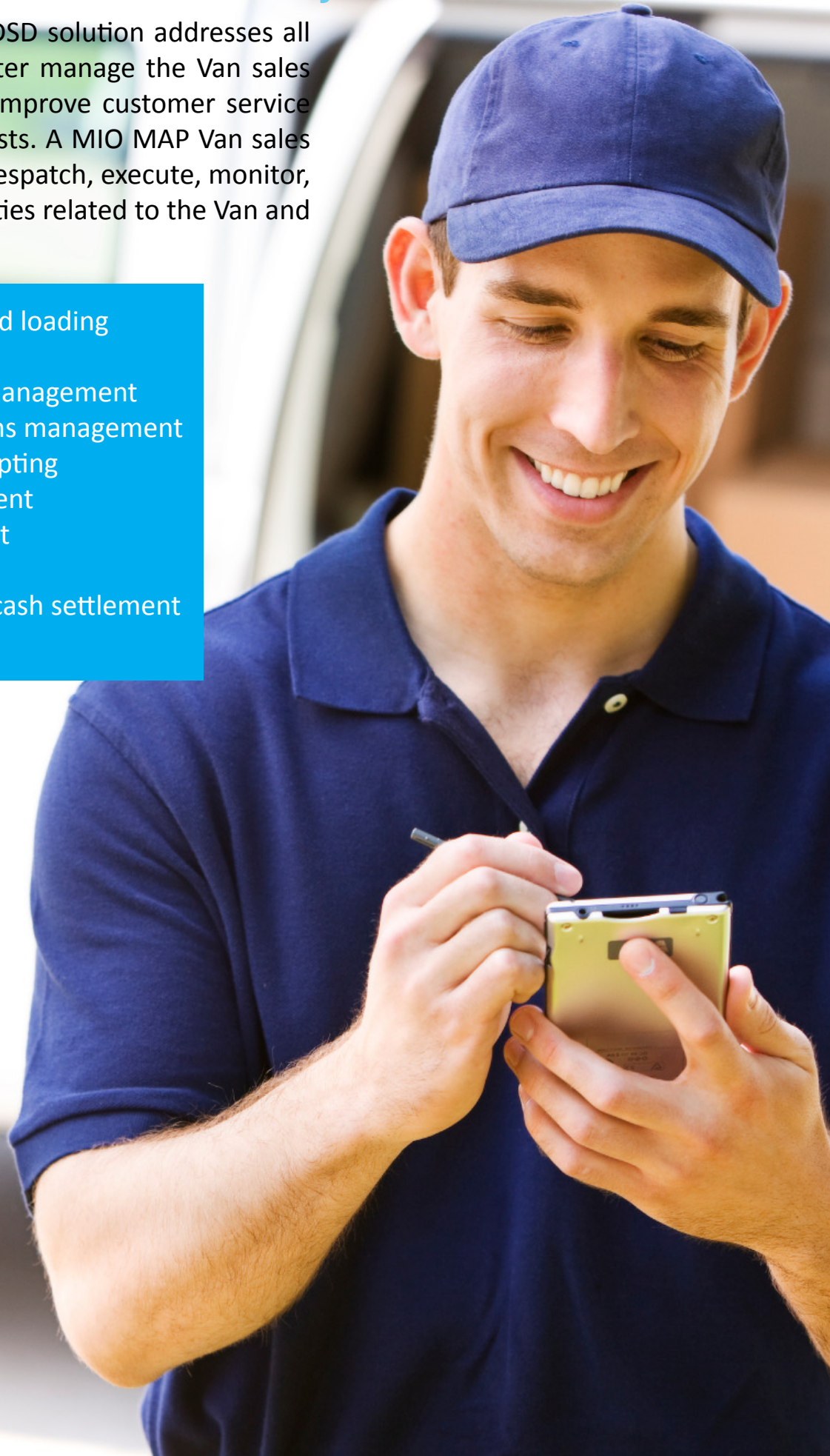


# MIO MAP – Van Sales

## Boosting Van sales with the capabilities and convenience of cloud and mobility

MIO MAP – Van sales and DSD solution addresses all the crucial elements to better manage the Van sales and cash Van process and improve customer service while lowering operating costs. A MIO MAP Van sales allows you to plan, assign, despatch, execute, monitor, reconcile and audit all activities related to the Van and the route.

- ✓ Van stock requisition and loading
- ✓ Van stock deliveries
- ✓ Orders and cash sales management
- ✓ Schemes and promotions management
- ✓ Invoicing and cash receipting
- ✓ Sales returns management
- ✓ Collections management
- ✓ Merchandising
- ✓ End of trip closure and cash settlement
- ✓ Van stock audits



# MIO MAP – Workforce Management

Having teams of people in the field has always proven to be a challenge – There is a constant need to improve the co-ordination between field teams and office managers. Having visibility into your work teams planned activities and execution enables companies to be more responsive in the level of service to their customers. The primary goal of any workforce solution is to improve effectiveness and productivity and contribute to the top line. In today's landscape, this can be achieved using technologies such as MIO MAP - WFM.

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## Bring your field workers and office managers together

We help you improve the **effectiveness of your field teams**. Our mobile first built WFM solution – allows businesses to implement an anytime – anywhere cloud based operations to improve resource scheduling, manage teams and address issues which derive from managing the operational components of your work teams. Now Companies can equip their workforce with effective execution solutions to improve visit scheduling and improve customer service. Receive alerts to missed visits, non-attendance or other issues on site, allowing you to react before your customer raise these issues. Deploy all crucial elements of WFM which includes visit planning and scheduling, workforce tracking and tracing, activity management, attendance, customer surveys, onsite activities & workflows, dynamic forms and integrate to back-end systems if required.





# Deliver more – with MIO MAP – Deliveries Management

## Deliveries planning, routing, despatch and proof of delivery in real time

Delayed deliveries, in-correct loads and deliveries, mis-routed deliveries, un-accounted time, un-reconciled deliveries and manual POD's are inefficiencies that can be dealt with very quickly by implementing MIO MAP – deliveries management. With MIO MAP – DM solution, you can now plan, schedule, route, despatch, monitor trip status, ePOD's all in real time. Combine all these with on device customer information; taking returns, pre-trip vehicle inspections, real time tracking and tracing – and you have a deliveries solution that will add tremendous value to both your business and your customer satisfaction.

MIO MAP – DM will reduce the existing friction in the deliveries cycle, thereby allowing you to deliver more with increased efficiencies and reduced costs.

A photograph of two men wearing caps, one blue and one dark blue, looking at a tablet held by the man in the dark blue cap. They are standing in front of a white vehicle, possibly a truck or van. The man in the blue cap is on the left, and the man in the dark blue cap is on the right.

### MIO MAP – DM streamlining your deliveries management

#### DM features

- Route planning
- Delivery assignments
- Load verification & acceptance
- Tracking and tracing/Stop details
- Communicate with drivers
- Pre-vehicle inspections
- Trip view in real time
- Proof of delivery with GPS coordinates
- Over/short/damages/returns
- Bar code scanning
- Work offline

# MIO MAP – Retail Execution

## Ready to take your in-store execution to the next level?

Poor execution at the point of sale can contribute to lost sales. Coupled with the fact that consumers are indicating that their loyalty towards brands are low, and that in-store purchases are still impulse buys.

Sales reps/merchies often waste time and resources on poor routes: driving highways instead of sales. So how can your business develop more consistent, targeted and timely retail execution? Or, simply, how can you accelerate performance and avoid costly detours?

## MIO MAP - REX puts the answers at your fingertips

Common challenges in terms of tracking, managing, and recording retail execution are:

- Information delays and gap from the field
- Expensive third-party services
- Inconsistent retail audit
- Inconsistent processes between stores or territories
- High staffing costs
- Inefficiencies and inaccuracies in transcribing audit results

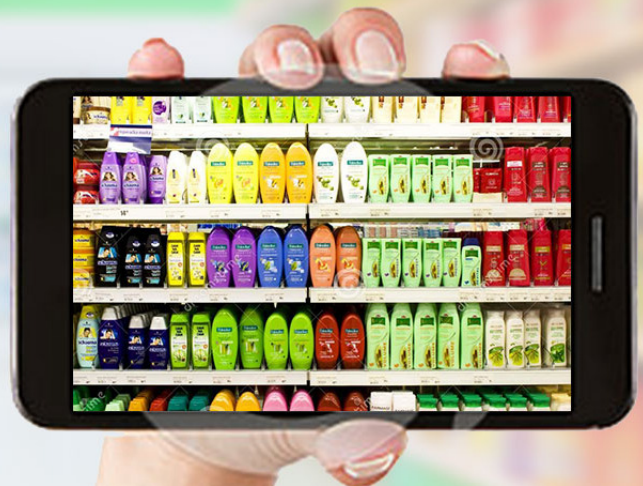
We have incorporated best practices for achieving ROI on retail execution, such as::

- ✓ Increase throughput and reduce costs of in-store activities
- ✓ Streamline in-store data collection
- ✓ Slice and dice outlets for precision
- ✓ Improve accountability of the field teams
- ✓ Workflows and alerts to fix in-store issues
- ✓ Expand outlet data coverage

You can now deploy all crucial elements of retail execution which includes visit planning and scheduling, workforce tracking and tracing, store orders, update store details, store level allocations and replenishments, supplier stocks, deals and promos, store activities and workflows, planogram compliance, dynamic forms for customization, store insights, accessing supplier data and integrating to back-end systems if required.

## MIO MAP – REX helps you identify your in-store execution gap?

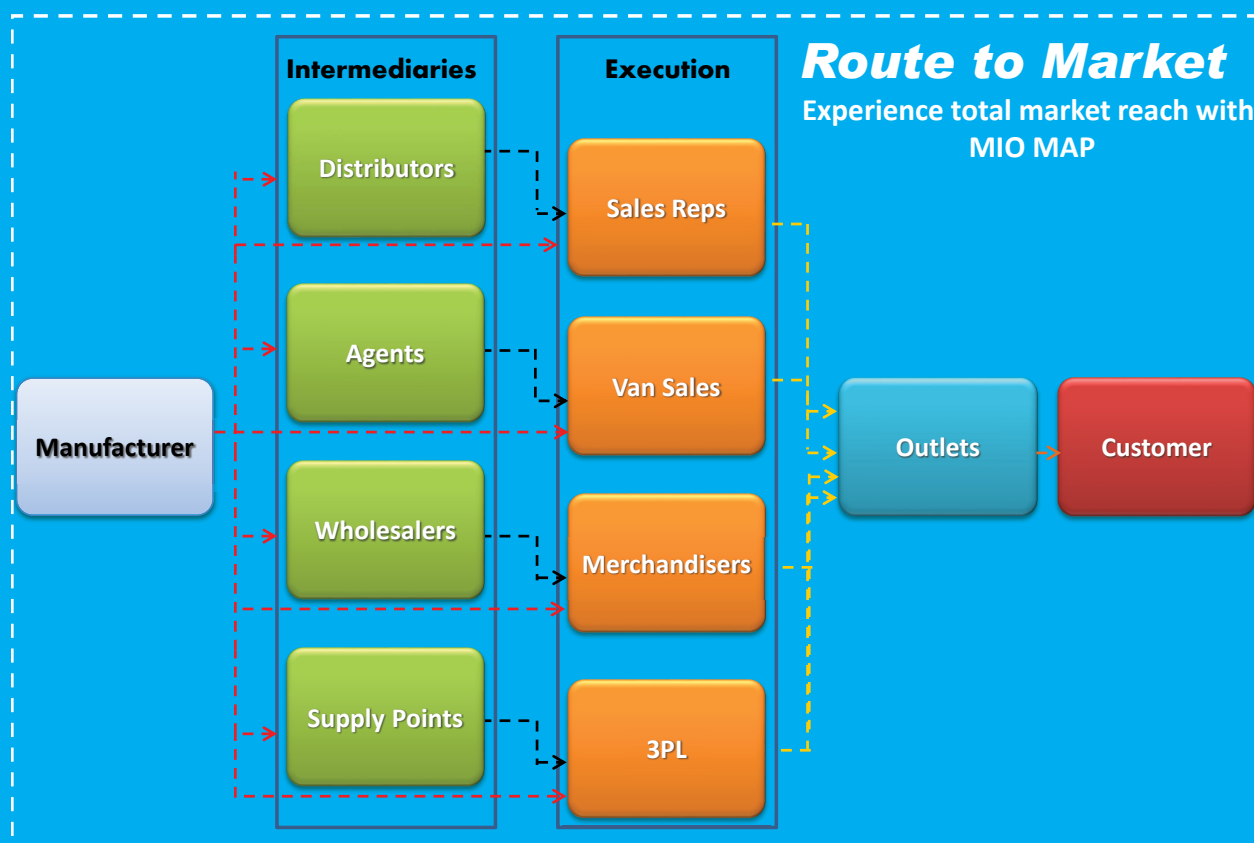
**Execution Gap (EG)** = the variance between the picture of success and the picture of reality.





# MIO MAP – Distributor Connect

The business transformation capabilities of MIO MAP drive the fire power of “**Distributor Connect**”. The solution provides **sales and distribution** - business process and data across the multi regional, geographical spread of the distribution landscape with its own **Route to Market strategy** ( business and sales areas identities) - harnessing the power of Cloud, Mobile and Big Data to provide valuable **Volume and Value** insights. The Solution provides valuable and accurate sales information, stocks levels, delivery statistics, channel purchase volume and behaviour- becoming the living breathing lifeline of accurate information for the company’s distribution strategy within **Market context**.



**MIO MAP “Distributor connect”** solution provides a comprehensive view of the sales distribution cycle with its powerful easy to configure, deploy and use features.

- Easy configuration of Route to Market- channels
- Configure with ease SKU’s – pack sizes, unit of measurement etc
- Track Logistics fulfillment process into stock points and monitor and manage stock levels
- Track 100% purchase volume transaction across all the sales channels
- Monitor and manage stock levels- at each stock point
- Control and manage the Empties evacuation
- Provide the power of information to your Distributors

MIO MAP - Distributor connect has been deployed by a number of global enterprises providing them with key data insights to the process of countrywide route to market execution - SKU wise purchase volumes , stock levels and depletion trends – enabling efficient forecasting , production planning, market segmentation and promotions executions, sales planning and forecasting- increasing the net sales for their companies.

# MIO MAP – Enterprise Mobility Management

## Powering the Mobile Enterprise

The underlying trigger for the emergence of the MIO EMM platform is the increasing complexity for enterprises in managing and supporting the explosion of mobile devices and applications in their corporate environment.

In today's enterprise IT there are many challenges regards enterprise mobility such as costs, security risks and mission critical nature of mobility. While at the same time mobile applications continue to grow in popularity along with an increasing number of popular smartphones. All of these apps and devices need to have access to several backend databases, and all of this data needs to be secured, all the users need to be managed, apps to be managed, etc, which is resulting into burgeoning complexity in the enterprise mobility space.

## Unlike standalone apps and point solutions

The MIO EMM platform addresses these complexities by bringing together a collection of services and components to facilitate the management of enterprise mobility through the mobile solutions lifecycle. Unlike standalone apps and point solutions the MIO EMM platform aims to provide a comprehensive, long-term approach to deploying mobility.

For Enterprises, the modular and more integrated nature of the MIO EMM platform will assist in providing a realistic end-to-end total cost of ownership (TCO), due to better visibility and manageability over their mobile assets. This usually leads IT to encourage a more pervasive and dynamic attitude towards delivering business value via the use of mobile solutions.

## Mobilizing the Enterprise with MIO MAP – Mobility Management







“Enterprise Mobility Management (EMM), is the comprehensive ‘cradle-to-grave’ approach of managing the full mobility lifecycle, and has become a hallmark of top performing organizations.”

Aberdeen

## About Celstra

Celstra is a dedicated enterprise mobile company, committed to bring the best possible mobile technology to customers around the world. Our mantra – “get ready for the biggest technological shift since the internet”.

The MIO Mobile App Platform is an enterprise grade powerful, flexible and yet simple platform for mobile business. It provides an efficient and cost effective way for businesses to transform their interactions with customers, employees and partners and redefine their systems of engagement and execution.

We strive to take you beyond business strategy and towards the more operational goal of affecting a step change in your business performance via some powerful and game changing operational solutions for effective engagement and execution of your business strategies.

Deciding to empower your company with mobile technology is easy. The difficult part is to execute the mobile strategy in the most optimum and efficient manner. Your key requirement is to enable enterprise mobility at the shortest possible time combined with quality, efficiency, adoptability and cost. At Celstra our sole mission is to convert you're this “go - mobile” goal into an effective solution and bringing forth a step change in your business performance – thru the use of MIO mobile app platform.

## What happens next?

We have worked hard to ensure that the steps towards your implementation of MIO MAP are smooth and straightforward with the emphasis on agility and simplicity, which enables you and your team to begin experiencing the benefits of MIO MAP in quick time.

Please contact us, or one of our authorised business partners to take you through our MIO MAP based, game changing solutions.



[www.celstra.com](http://www.celstra.com)