

News Update ODS2 FMS August 2009

Exclusive for users of ODS2 Field Marketing Software

The News Update for July 2009 contains the following:

1. New Modules
2. Software updates
3. Coming up: A new website

1. New Modules

This month ODS2 is launching two new modules within the FMS software: Store Categorization and Article Databases. Both of these modules have unique benefits and contribute to the existing software. Provided below is a brief explanation of each of these modules.

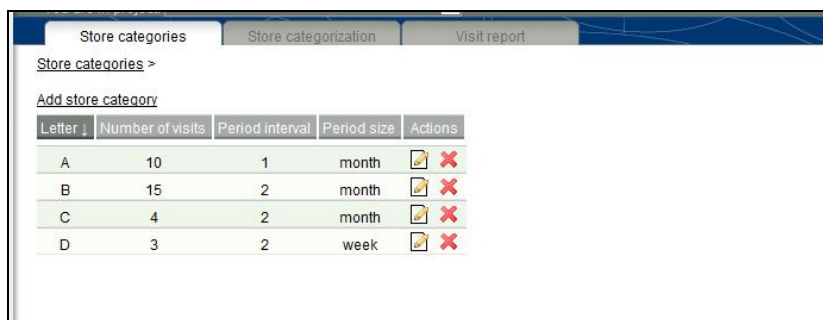
1.1 Store categories









Store categories offer the user new possibilities in the planning of visits. Projects can be planned quicker and reports will be automatically generated on the number of visits that have been completed based on the set targets. Within the store categories menu it is possible to:

- add schedules
- categorize stores
- and report on store visits.

- **Add/ create schedule**

Within the store categories menu, the current list of schedules will be displayed. With a few clicks you can add an additional schedule to this list.



Letter	Number of visits	Period interval	Period size	Actions
A	10	1	month	 
B	15	2	month	 
C	4	2	month	 
D	3	2	week	 

If you click on: 'add store category' the following image will appear.

Edit store category

All fields marked with an * must be answered.

letter:

number of visits:

period interval:

period size:

In the above example, schedule A was created; each of the shops is to be visited two times during each three week period of time.

- **Categorize stores**

The next step involves the linking of a schedule with specific stores and chains in the project.

	none	A 10 visits per month	B 15 visits per 2 months	C 4 visits per 2 months	D 3 visits per 2 weeks
BCC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Al'dam Zuid-oost - Bijlmerplein 719 A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BCC - Corridor 24	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BCC - Rivieradreef 37	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BCC Amsterdam - Buikstotermeerplein 27	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bcc Amsterdam Bilderdijkstraat - Bilderdijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bcc Alkmaar - Huiswaarderplein 11	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bcc Arnhem - Heerfenstraat 11b	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bcc Apeldoorn - Europaweg 164	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bcc Almere - Miamistraat 26	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bcc Amersfoort - Amsterdamseweg 49	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media Markt Enschede - De Kländerij 63	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dixons - L. Bisschopstraat 71	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dixons - Wc. Zuidplein Hoog 461	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zaandam - Westzijde 55	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte Rijswijk - Pr.W. Alexanderpromer	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte Zwolle - Diezerpoortenplas 18	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte Spijkensse - Uitstraat 5	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte Dordrecht - Statenplein 145-146	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dynabyte Den Bosch - Vughtstraat 13-15	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You can connect stores or chains to a schedule by: 1) clicking on the desired selector buttons; and 2) then clicking on the 'update' button.

- **Plan visits base on store categories**

In the plan visits menu we have a new option: 'plan based on store categories'. When this is selected visits will be automatically planned based on the categories that have been selected for each chain/ shop. Provided below is an example where a planned visit has been visualized with [A: 10 x 1 month].

- **Report on targeted and realized visits**

In response to managements' requests for more information about visits, we have added the 'visit report'. In this report it is possible to see if a shop was visited as per the times that were set for visits. With all of our reports you can select a specific time period and/ or a chain that you want to see in the report. Provided below is an example of a 'visit report'.

Store categories
Store categorization
Visit report

Select report option

Version:

Shop filter:

Date Filter: until

Chain	Store	Address	Town	target visits	actual visits
BCC	Al'dam Zuid-oost	Bijlmerplein 719 A	NL	10	0
BCC	BCC	Rivieradreef 37	NL	10	0
BCC	BCC	Corridor 24	NL	10	0
BCC	Bcc Alkmaar	Huiswaarderplein 11	NL	10	1
BCC	Bcc Almere	Miamistraat 26	NL	10	2
BCC	Bcc Amersfoort	Amsterdamseweg 49	NL	10	0
BCC	BCC Amsterdam	Buikslotermeerplein 273	NL	10	2
BCC	Bcc Amsterdam Bilderdijkstraat	Bilderdijkstraat 91	NL	10	0
BCC	Bcc Apeldoorn	Europaweg 164	NL	10	0
BCC	Bcc Arnhem	Heerlenstraat 11b	NL	10	0

1.1 Article Database

The goal of this module is to provide more flexibility in a questionnaire and decrease the time required in setting up a questionnaire. This module enables the user to create links between products, stores and the questionnaire. In the questionnaire the collector will only see the questions that have been assigned to specific products that have been linked to the particular store.

Provided below is an example of an Article Database.

Maintenance
Articles
Stores

Maintenance

- Company
- News
- Skinmanager
- Translations
- Used call report
- Photos > 3 months

Articles

[Clients >](#)

[Add client](#)

Name ↓		Actions
Computer department	groups [0]	
Printing department	groups [2]	

In the Article Database you can create your own structure. You can categorize and separate the articles into specific units: clients/ departments, groups/ product types and databases. As a result, the system is highly flexible and can be useful to many different kinds of organizations. The actual products (or POS materials) are added at the base of the structure:

Edit article

All fields marked with an * must be answered.

code:

name:

description:

image:

price: €

barcode:

A list of all the products that have been loaded into the system will be created:

Add article

Code ↓	Name	Description	Image	Price	Barcode	Actions
0015	37LCD67543	37" Inch LCD tv		€ 749,00	123-456-77665	
0016	37LCD98765	37" Inch LCD tv		€ 769,00	123-456-43265	
0017	LDC 42 101			€ 599,00	1231-587-595	
0018	LCD 42 328			€ 699,00	12385-754-51	
0019	LCD 36 101		lcd.jpg	€ 399,00	123654-518-6	
0020	LCD 32 101			€ 299,00	12651-5678-45	
0021	LCD 23 333			€ 199,00	123-568-898	

In the second part of the module (adding to projects/ shops) products from a database can be connected to specific/ multiple chains or stores.

In the image provided below, four products in the central POS database are shown to be linked/ connected with the BCC chain.

Articles Stores

Projectstores




- The Netherlands - BCC [50]
- The Netherlands - Media Markt [26]
- The Netherlands - Office Centre [47]
- The Netherlands - Saturn [5]
































Articles

- Marketing Department [1]
- Productmanagement HiFi [1]
- Sales Department [2]
- POS materials [2]
 - General campaign [9]
 - Cardboard 5 features
 - Cardboard new price
 - Cardboard new products
 - Poster 5 features
 - Poster new price
 - Poster new product
 - Sticker 5 features
 - Sticker new price
 - Sticker new product
 - Introduction new LCD screen [1]
- Productlist [3]

When you click on the button 'show linked articles' the products that have been connected/ linked to a specific chain or the shop are identified.

Within the questionnaire a grid question can be connected to the product database. With each grid question it is now possible to select the appropriate product from an existing product database with the click of a button. In the past, this selection process would have been more time consuming as it would have required the user to manually enter the product name for each question.

Marketing   

#	Question	Type	Mandatory	Bound	Actions
1	<input type="checkbox"/> Share of Shelf Add question	Grid			  
1.01	<input type="checkbox"/> Share of Shelf %	Number			   
2	<input type="checkbox"/> Promotion Suntronics	Choice (drop down)			   
3	<input type="checkbox"/> Promotion competition	Choice (drop down)			   
4	<input type="checkbox"/> Knowledge sales person	Choice (drop down)			   
5	<input type="text" value="POS information"/> Grid <input type="checkbox"/> Items: Linked products (9) Orientation: <input type="radio"/> h <input checked="" type="radio"/> v Item: <input type="text"/> <input type="button" value="Add"/> <input checked="" type="checkbox"/> Show question inside report Edit				
5.01	<input type="checkbox"/> Item available?	Yes/no			   
5.02	<input type="checkbox"/> Item in the right place?	Yes/no			   
5.03	<input type="checkbox"/> Order Item?	Yes/no			   

5 Grid

Items:

[Linked products \(9\)](#)

Orientation:

h v

Show question inside report Edit

Articles

- Marketing Department [1]
- Productmanagement HiFi [1]
- Sales Department [2]
 - POS materials [2]
 - General campaign [9]
 - Cardboard 5 features
 - Cardboard new price
 - Cardboard new products
 - Poster 5 features
 - Poster new price
 - Poster new product
 - Sticker 5 features
 - Sticker new price
 - Sticker new product
 - Introduction new LCD screen [1]
 - Productlist [3]

When a store visit has been selected to fill out the questionnaire, only the questions that are connected to the specific products that have been linked to this store will be displayed (in the example of the BCC chain, there will only appear 4 items, instead of 9).

POS information	Item available?	Item in the right place?	Order Item?
Cardboard new price:	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Poster 5 features:	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Poster new product:	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No
Sticker 5 features:	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No	<input type="radio"/> Yes <input type="radio"/> No

As a result of this new module, it is very easy to maintain large lists of products and/ or Point-of-Sales materials in a single data base and select and assign a specific assortment of these products and materials to each store. Consequently, store visits will be completed quicker and there will be no errors in determining and completing the appropriate questions in the questionnaire for each store, and the quality of the reporting will be enhanced.

When you are interested in one of these modules, please contact

2. Software Updates

This month again we have again made a number of free software updates that will improve the usability and power of the FMS system. An overview:

- New reporting options for grid questions:
 - It is now possible to select if you want to have the results showed in percentages, absolute values, or averages. This will give you even better input for your analysis.
- New Reporting tool “Collector selection”
 - In the general reports it is now possible to select 1 or more collectors. Reporting benefits from a new extra dimension with this feature.
- Update ‘scores’ and ‘chain scores’
 - We updated the reporting on chain performance. As a result we now have one sheet that contains all reports on scores. This update will improve the usability of the FMS reports.

3. Coming up: A new website

Concurrently we at ODS2 are relaunching our corporate website. We are adding the exiting new content to more accurately reflect the ODS2 mission. The new site will represent who we are and what we do more than the current version. We expect the site to be launched in September, so check out www.ods2.com .



Next month we will be back with more news from ODS2!

Team ODS2 Field Marketing Software