

# News Update ODS2 FMS July 2009

*Exclusive for users of ODS2 Field Marketing Software*

The News Update for July 2009 contains the following:

1. New from ODS2: The ODS2 FMS News Update
2. Introductions to the Company Behind the Software
3. Improvements in ODS2 Field Marketing Software
4. New modules in ODS2 Field Marketing Software
5. Feature Highlight

## **1. New from ODS2: The ODS2 FMS News Update**

Starting this month, ODS2 will be sending out a monthly News Update of our Field Marketing Software. Since ODS2 is continuously upgrading and expanding its software, we would like to take this opportunity to inform you of all the exciting new features that our software has to offer. Secondly, this News Update gives us the opportunity to inform you about the company behind the Field Marketing Software, ODS2.

## **2. Introducing the Company Behind the Software**

Founded in 2006, ODS2 has shown a rapid growth in both employees and expertise. The company has been actively engaged in developing a broad range of software solutions for a variety of international customers. This has resulted in ODS2 opening of a second corporate branch in Toronto, Canada.

Being a “developer with a difference”, it is our mission to enable our customers and resellers to be able to access the information that they need: anytime, anywhere and anyplace. In order for us to be able to accomplish this we always develop our software based on the needs and wishes of each of our customers. Our goal is to create software that allows our customers to improve and expand their business.

In business because there are always new opportunities and problems to be solved, we strive to maintain ongoing communication with all our customers. We believe that together we can come up with the best solutions at the right time. Considering our ambition in this, we have expanded our team to include a new project manager, Gerwin Tromp. Gerwin can be contacted with any questions and needs that you may have about the Field Marketing Software. Gerwin can be reached by phone at: +31 (0)610155210 and by email via: [Gerwin@ods2.nl](mailto:Gerwin@ods2.nl).

### 3. Improvements in ODS2 Field Marketing Software

Recently a significant number of updates and new features have been added to the existing Field Marketing Software. These have been incorporated into our standard Field Marketing suite. Provided below is a brief overview of some of the new features and updates.

#### A. Adding Score Intervals

In the questionnaire menu we have updated the score interval menu. It is now possible to add intervals as desired. With this new feature you can further differentiate the channels' performance. This will give you a more detailed view of the performance of all of the channels in your project.

Limits	
Low	✗
Medium	✗ ↑
High	✗ ↑
New Limit	✗ ↑

Chains	Low	score	Medium	score	High	score	New Limit
The Netherlands - BCC	10		25				
The Netherlands - Media Markt	15		35				
The Netherlands - Office Centre	12		23				
The Netherlands - Saturn	18		38				

update

Based on the intervals that are created the reporting will adjust accordingly.

Select report option

Version: 1.0. (Current questionnaire)

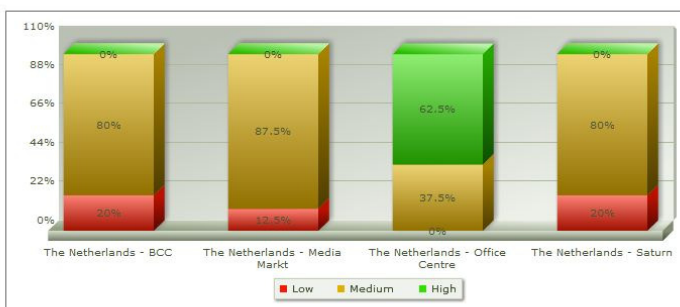
Shop filter: Chains & Shops

Date Filter: 25-06-2008 until 25-06-2009

Interval filter:

Output type:  Chart  Store per visit  Store average

Generate report



[Data source](#) | [Trend](#) | [Chart](#) | [Sum](#) | [Print version](#)

It is even possible to create a trend diagram. This is a unique feature, because with this option it is possible to see if a chain has made progress during an identified period of time. This is very relevant and useful information for all FMS users.

## B. Report Features in Ratings

We have made updates to the rating functionality; the reporting tool has been updated to include scores per chain and scores per shop. For each visit that is made at a location, you can now report on the score per visit. This allows you to see at a very detailed level what the performance of a shop is and the progress of a shop during a certain time frame. The distinctive colors in the report make it easier for the user to interpret the report. It is possible select data based on chains or shops before generating a report.

**Select report option**

Version: 1.1. active from: 20-06-2009 (Current questionnaire) ▼

Shop filter: Chains & Shops

Date Filter: 29-06-2008 [calendar] until 29-06-2009 [calendar]

Interval filter:

Output type:  Chart  Store per visit  Store average  
(  all visits  last 10 visits )

	Visit 1	Visit 2	Visit 3	Visit 4
E-Plaza Amsterdam Buikslotermeerplein	78,00	86,25	76,25	
E-Plaza Amsterdam De Kolk	84,00	76,25	85,25	
E-Plaza Amsterdam Osdorpplein	99,25	104,00	95,25	95,25
E-Plaza Apeldoorn	55,00			
E-Plaza Bergen op Zoom	99,00	85,25		
E-Plaza Breda	76,25	105,25	105,25	105,25
E-Plaza Capelle Aan Den IJssel	94,00	105,25	105,25	105,25
E-Plaza Den Bosch				
E-Plaza Den Haag Dierenselaan	106,50	106,50	75,25	85,25
E-Plaza Den Haag Leyweg	107,75	105,25	84,00	95,25
E-Plaza Dordrecht	95,25	95,25	95,25	85,25
E-Plaza Eindhoven	104,00	95,25	95,25	
E-Plaza Emmen	85,00	75,25	74,00	120,00
E-Plaza Enschede	105,25	105,25	105,25	95,25
E-Plaza Etten-Leur	106,50	94,00	85,25	79,25
E-Plaza Goes	105,25	105,25	105,25	
E-Plaza Gouda	105,25			
E-Plaza Haarlem				
E-Plaza Haarlem Schalkwijk	96,50	104,00	62,75	90,25
E-Plaza Heerenveen	76,25	85,25	75,00	75,00
E-Plaza Heerhugowaard	79,25	94,00		
E-Plaza Heerlen	105,25	105,25		

The report below is an example of the results in a score per shop, per visit. Another option is to show an overview per chain that can even be separated by category from the questionnaire. In section 5 of this ODS2 update, we will provide you some additional information about the use of these reports.

Total score at chain level: Sales			
Chains	Chain score	Number of shops visited	Average score per shop
The Netherlands - BCC	142	19	7.5
The Netherlands - Media Markt	245	22	11.1
The Netherlands - Office Centre	165	16	10.3
The Netherlands - Saturn	105	9	11.7

Total score at chain level: Marketing			
Chains	Chain score	Number of shops visited	Average score per shop
The Netherlands - BCC	168	19	8.8
The Netherlands - Media Markt	241	22	11.0
The Netherlands - Office Centre	191	16	11.9
The Netherlands - Saturn	93	9	10.3

Total score at chain level			
Chains	Chain score	Number of shops visited	Average score per shop
The Netherlands - BCC	310	19	16.3
The Netherlands - Media Markt	486	22	22.1
The Netherlands - Office Centre	356	16	22.3
The Netherlands - Saturn	198	9	22.0

### C. Analysis Filter

We added a powerful new tool: the analysis filter to the reporting software in the system. This filter allows you to create additional reports that contain dependencies between a set of questions. You can now show a diagram that shows the results for question A, that is filtered by an answer on a different question. Provided below are some examples of this:

- Show the knowledge of a sales rep, when you know that his/ her motivation is good.
- Show that training of reps is important, determine if a sales rep knows more USP's of your product, when he/ she is trained.
- Show that the knowledge of a certain product increases when the promotion for the product is done well.

Select report option

Version: 1.1. active from: 20-06-2009 (Current questionnaire)

Shop filter: Chains & Shops

Date Filter: 30-06-2008 until 30-06-2009

Analysis filter: ...

Questions:

- Good motivation
- If promotion is good knowlegde is
- Marketing [ show questions ]
- Sales [ show questions ]
- Training [ show questions ]
- Actionpoints [ show questions ]
- Photo's [ show questions ]

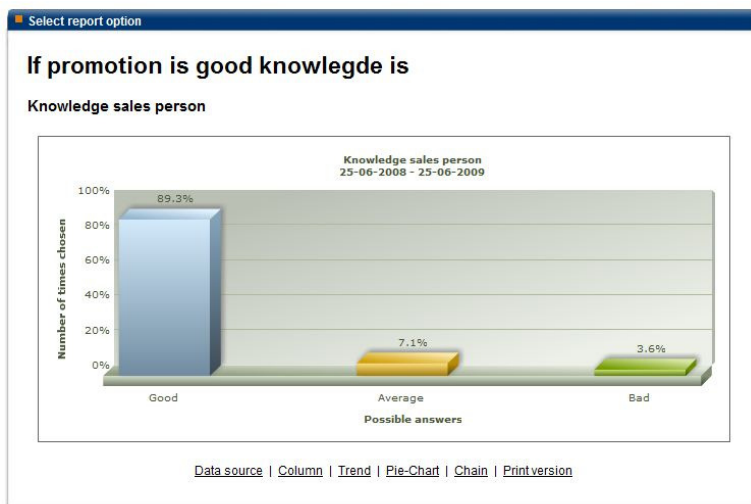
Good motivation

- Availability competition

If promotion is good knowlegde is

- Knowledge sales person

Generate report



By using the analysis filter, you can significantly upgrade your output to the end-user and give better and more detailed advise.

## D. New Nations and Languages

In response to the demands of our international clients, we have expanded the country and language selection options in our software:

- ODS2 now includes the following countries in its the available options: Netherlands, Belgium, Canada, Spain and the United States
- ODS2 now supports the following languages: Dutch, English, French and Spanish. Additional languages are currently being developed.

## E. New Question Type for Questionnaire

ODS2 has added a new question type called 'date' to the questionnaire menu. When this question is added to the questionnaire, a date field will appear where the date selector can be used.

?	juni, 2009							x
«	<	(vandaag)					>	»
wk	zo	ma	di	wo	do	vr	za	
22		1	2	3	4	5	6	
23	7	8	9	10	11	12	13	
24	14	15	16	17	18	19	20	
25	21	22	23	24	25	26	27	
26	28	29	30					

Selecteer datum

## 4. New Modules in ODS2 Field Marketing Software

As well as upgrading our standard suite, we are ongoing developing new modules that we think will be usefull to our customers. In this News Update we want to give you an overview of the new modules that are available. If you are interested in any further information about any of the modules discussed or have any questions, contact your local contact manager or the ODS2 project management.

### A. Period Selector

ODS2 has added a new setting in the project menu. This setting 'reporting period interval' can be used to personalize the reporting per project. This setting adds to the output level of ODS2 reporting (e.g., trend diagrams). You can set an interval to any number of days, weeks or months. Based on the setting all reporting will be adjusted accordingly.

**Edit project**

All fields marked with an \* must be answered.

Name project: \*

Project description:

Preview margin: \*  days

Critical margin: \*  days

Expiration margin: \*  days

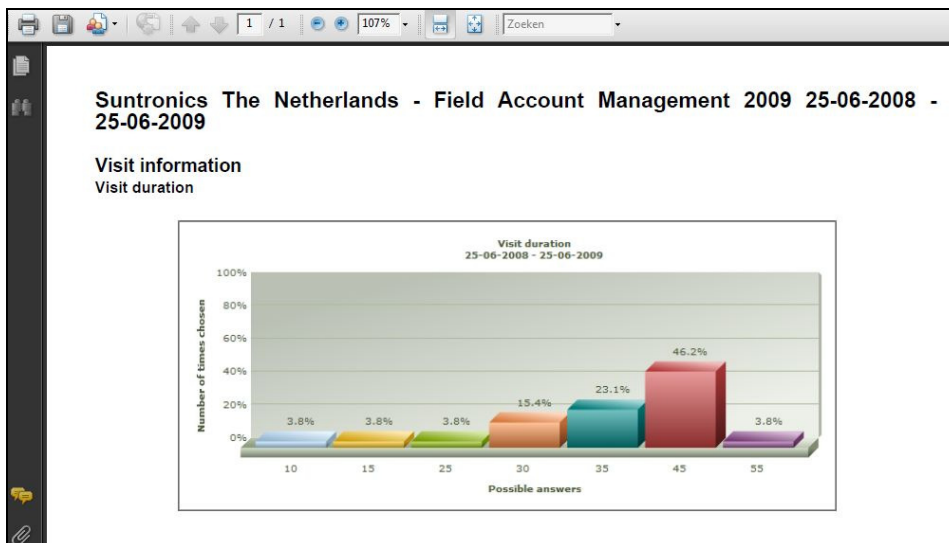
The collector can plan his own visits.

Reporting period interval: \*  1  active from

Status: \*  Active  Inactive

## B. PDF Creator

Also new in ODS2 FMS is the PDF creator. This module allows you to export all your reports in a PDF format. You can set up and create your report as usual (e.g., Pie, Trend), click on the PDF tab and download the report in a PDF format.



## 5. Feature Highlight

Every month we will highlight one of the features of ODS2. We want to share with you the opportunities that this feature has to offer, and how it can improve your business. This month we will focus in on the **“Score interval feature and its reports”**

A lot of companies have very strict financial budgets, and as a result the allocation of company moneys has to be well thought out and closely evaluated. Information on where to allocate the company moneys and what the results of these allocations may be, could be priceless.

What if you could identify for your own company, or your customers where they should allocate their moneys, based on real life data? We think that this will improve your business tremendously, and we now have the tools to accomplish this.

All it takes in a few simple steps to implement this tool into an existing project:

- First, in the questionnaire menu fill out the ratings per question, based on the importance for the project.
- Secondly, complete the score interval page by setting the intervals, as the targets per chain (as we described in item 3), the number of intervals and the scores per chain.

Note that setting these variables is crucial for ensuring the quality of you reporting.

Now you are ready to report on the performance of chains and shops you are doing business with. With the implementation of the tool you are able to provide the answers to questions like:

- Did the extra marketing investment improve our visibility in the stores?
- Does our partner show he is worth our investment?
- Are the extra visits we planned with our field marketing agency worthwhile?

We are sure that the answers to these questions will bring you one step ahead in business and that can make a big difference in today's market.

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

Team ODS2 Field Marketing Software