

# Retail execution | Direct store delivery

Increase workforce productivity and inventory visibility

**Körber's device-agnostic native mobile application is designed to address the complex needs of perishable-food distributors. With our innovative solution, your salespeople will be better equipped to undertake direct store delivery (DSD) in the field, while you'll gain greater inventory visibility and accountability across your entire business.**

## The challenges of managing inventory

In the DSD business model, invoices are generated in the field whenever and wherever transactions take place. However, this comes with major challenges for today's distributors.

Inventory issues such as shrinkage, damage and theft are more difficult to manage remotely. In addition, your mobile workforce should be able to manipulate pricing in the field, without risking profit loss. You must also have the tools in place to accurately track and monitor field workers, which will help you to optimize productivity.



Other challenges include the fact that your mobile workers must deal with ever-increasing stock portfolios and discounts, making it more difficult for them to remember everything. Plus, you must ensure your solution works for everyone, regardless of the device or operating system they're working on.

## Key benefits



### User-friendly controls

Our solution provides a range of user-friendly controls. This will enable your salesforce to better manage your ever-increasing stock portfolios, special offers and so forth. So, your people can work more efficiently and more accurately.



### High visibility

You'll gain greater transparency of all the inventory across your entire business. If you suspect you have a shrinkage problem or an employee is stealing stock, such issues will become visible very quickly.



### Price manipulation

Your mobile workers will be able to manipulate prices up or down by an amount specified by you. So, your field workers could have a certain amount of flexibility in terms of pricing, which is at the discretion of your organization.



### Monitoring workers

You can keep track of all your people. Our application also records the exact GPS location of where transactions are created. That means you can flag issues and geo-fence exceptions, and take further action as and when necessary.



## Keep everyone working and monitor everything

Körber's solution will ensure your salesforce can work in an uninterrupted way. Our device-agnostic native mobile application gives field workers the option to work while they're connected in real time, or work offline whenever they lose connectivity.

**“If you find yourself in a refrigeration area or an underground storage zone without a signal, no problem – you simply continue working offline.”**

**Derek Curtis**  
Körber

Our solution isn't just operating-system agnostic: it's device agnostic too. With inbuilt responsive design, the application will adapt to any screen size. So, whether your mobile workers are using a brand-new tablet or a smartphone that's a few years old, running an iOS or an Android platform, our truly agnostic solution will always be available for your people.

We have a wealth of food distribution experience and an in-depth understanding of your industry. We appreciate that if you have a fleet of trucks, for instance, each of those trucks is effectively a mini warehouse. We know that inventory visibility and accountability is vital to the success of your business, which is why our application uses advanced GPS and SKU management technologies to accurately monitor your workforce location and your entire inventory in real time.

### **The Körber difference**

The real differentiator is the fact that our solution is truly agnostic in terms of both the operating system and the device. There's no other DSD application on the market that offers this flexibility. Plus, your workforce can continue working offline whenever they enter an Internet-free zone, which increases efficiency and productivity.



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