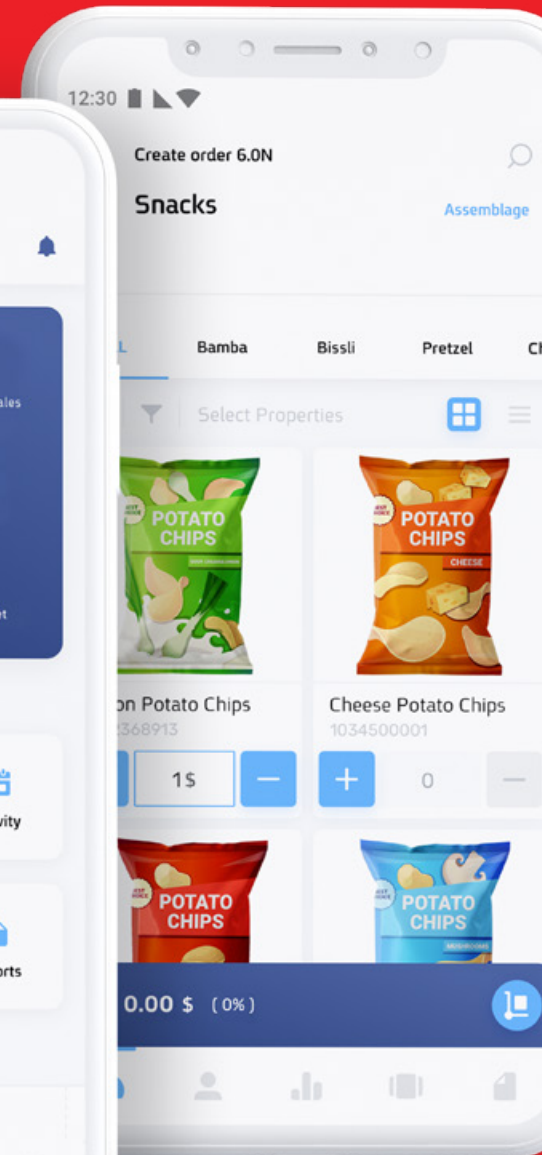
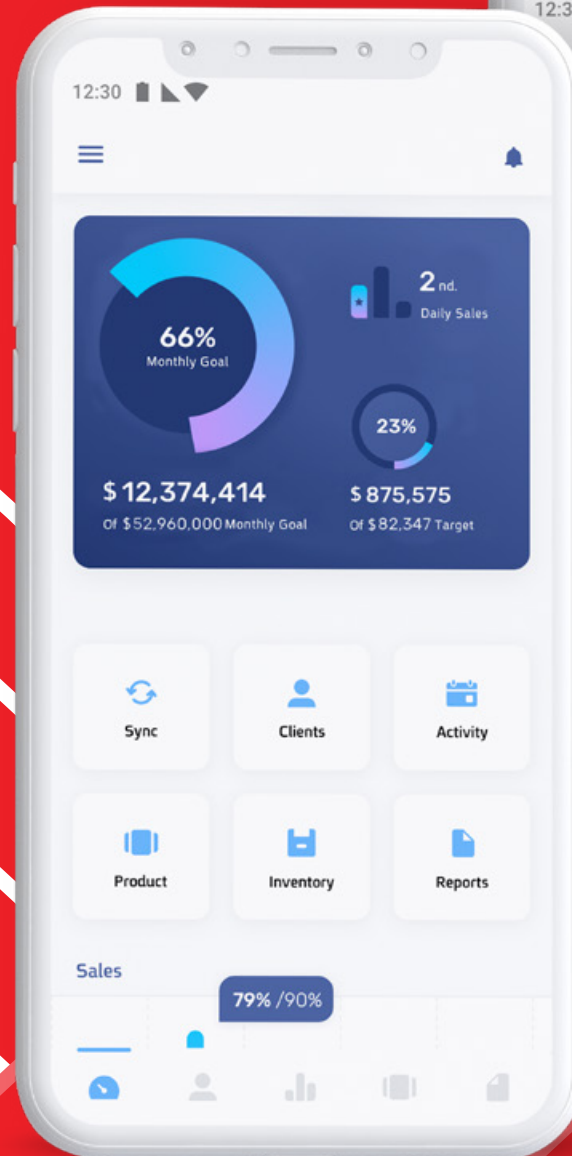




ASKI SFA

Maximize your sales efficiency





Increase your field sales rep's capabilities

ASKI SFA (Sales Force Automation) is an advanced mobile system for field sales and POS management. The system allows for planning, monitoring, and managing of sales reps in real-time, with analytic tools that grant the decision makers the ability to quickly respond, do so from any location, and adjust to market demands, by using online information from the field.

ASKI SFA provides solutions in the sales space - Presales, Direct-Store-Delivery & Van Sales are all covered in one comprehensive application. The system offers solutions to all positions involved in the sales process.



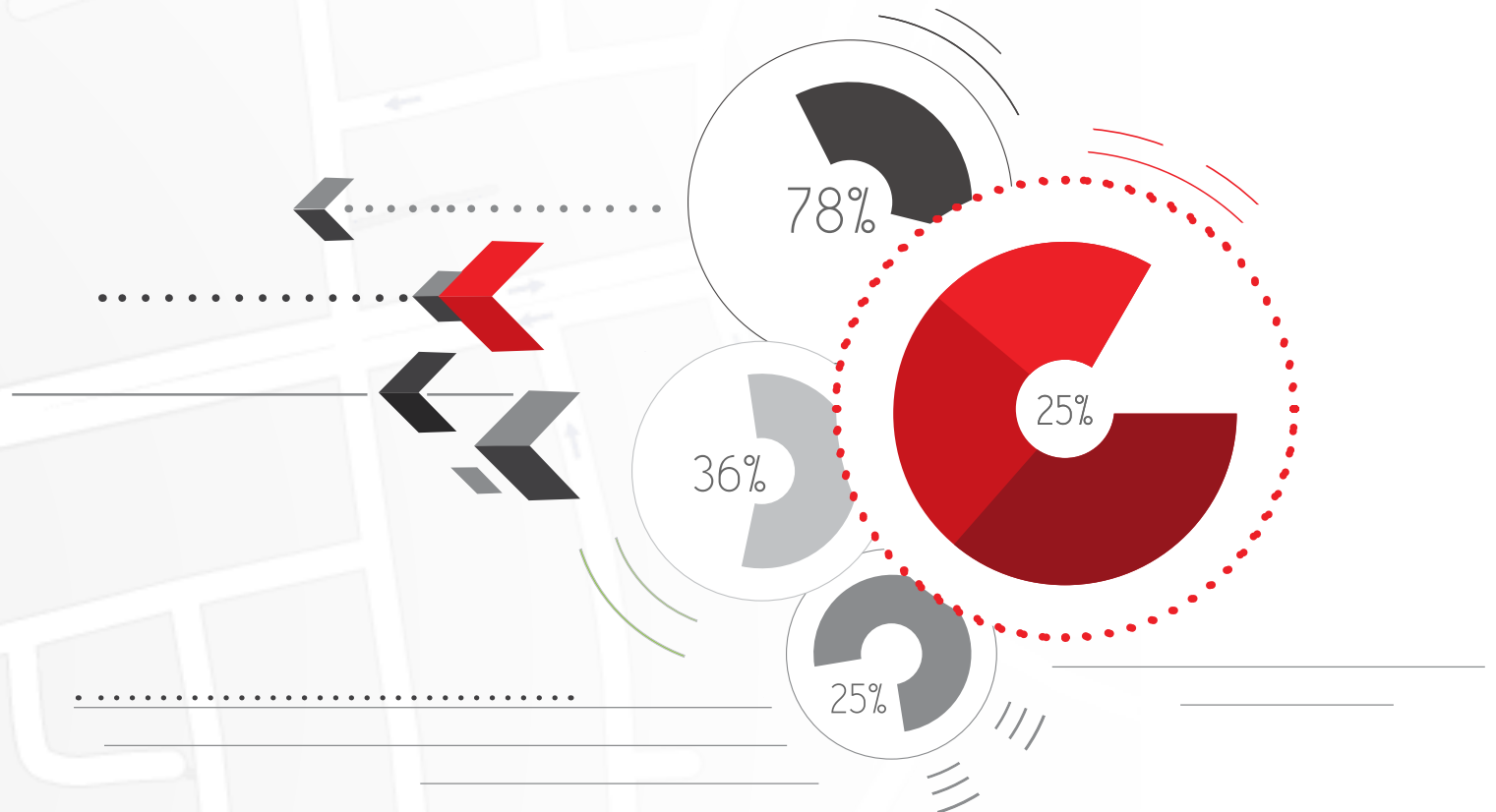


Challenge your passion for sales

ASKI SFA Mobile is a goals oriented sales system. It displays, at any given moment, the actual sales goal for the next customer visit and for the daily plan. These step-by-step goals are the only way to ensure your sales reps will achieve their monthly goals. ASKI also provides a real-time ranking module to motivate the sales reps while ranking their achievements against other sales reps within the organization.

ASKI SFA Mobile brings all the essential organizational information to the hands of the sales reps, using advanced tools and technologies, while interacting with the customer in the field.

The system supports every sales function: sales reps, field sales managers, and supervisors.





ASKI^{SFA} LIVE!

REAL TIME SUPERVISION DASHBOARD

Real-time monitoring

ASKI LIVE indicators provide intuitive tools for real-time progress tracking of field sales: how the sales reps meet their objective's run-rates as compared with current and past sales record, customer visit planning, and other key performance measurements. Access to the indicator screens is possible through any browser as well as mobile devices in the field.





Get ahead of the curve, spot and seize opportunities

ASKI SFA Management Console allows for planning, management, and monitoring of field operations using tools for Point Of Sale management, product categories administration, goal planning, market segmentation, promotional measures administration, and more.

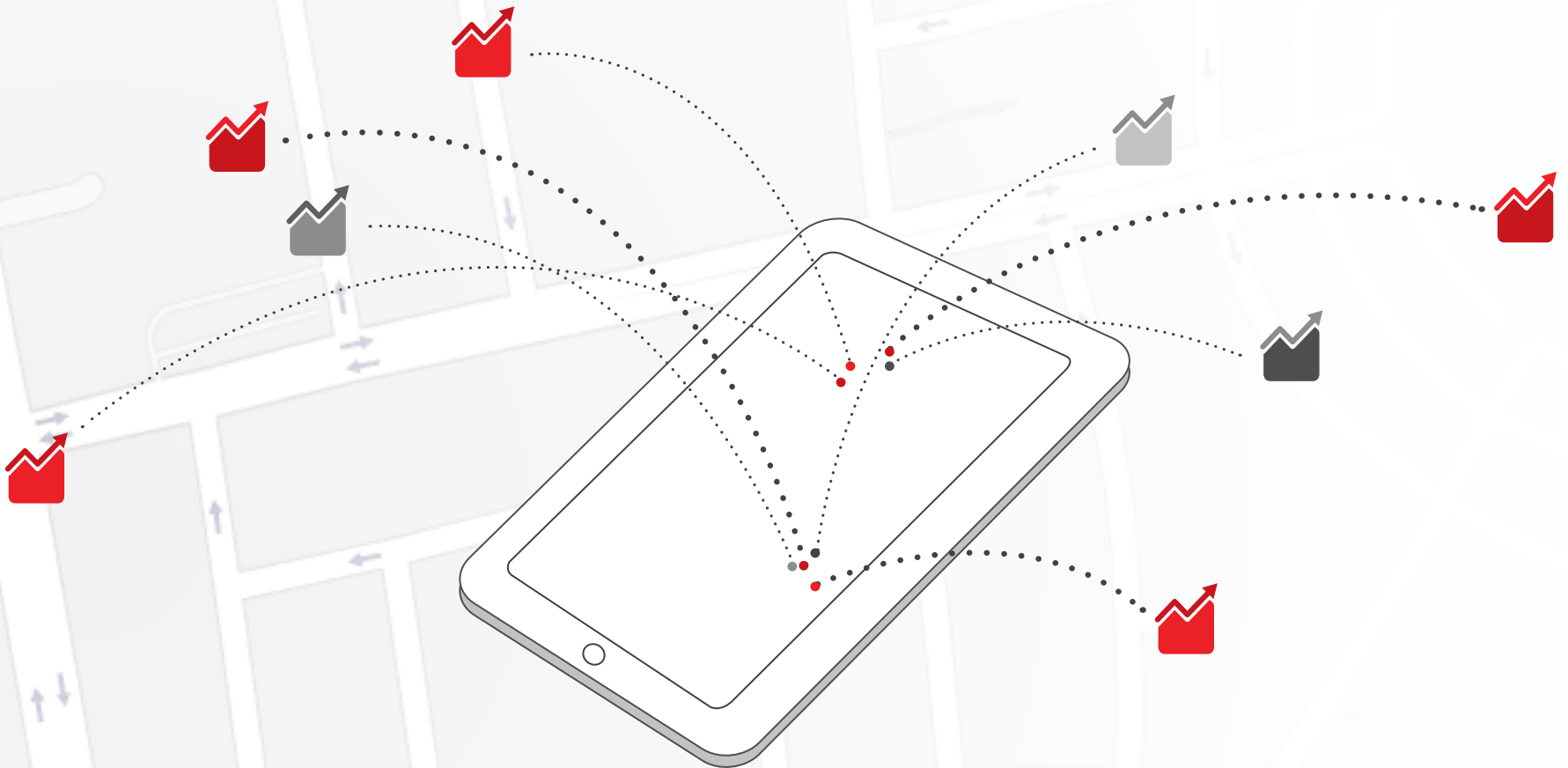
The system enables processes and market trends identification by displaying all the data in the executive table. The system provides advanced tools for creation, distribution, collection and analysis of questionnaires, shelf surveys, quality measurements, customer surveys and more.





Leveraging sales management

- Improvements in sales force performance
- by daily personal analysis based on the
- sales metrics
- Daily monitoring of goal run - rates per customer visit to ensure moving towards achievement of monthly goals
- Increase your sales team competitiveness and motivation by displaying comparative analysis and ranking
- Setting up promotional product groups, mandatory products and the ability to control the ordering workflow will maximize the sales rep ability to affectively offer your product portfolio
- Analysis of the sales process and updated sales data at any given moment
- Business information collection and analysis in real-time from the moment the customer survey, shelf survey, or check list are created





Head of IT

- Saves time and money
- Fast and simple implementation
- Receives updates and new features released monthly
- Independent database management that allows for a simple integration process and independent developments
- Easy to install, intuitive to use

CEO

- Receives crucial data in real-time
- Real-time connectivity to all sales operations within the organization

CFO

- Real-time control of credit and collection policies for each customer
- Works in full cooperation with the sales force in the field
- Approval or rejection of irregular payments in real-time
- Fast return on investment

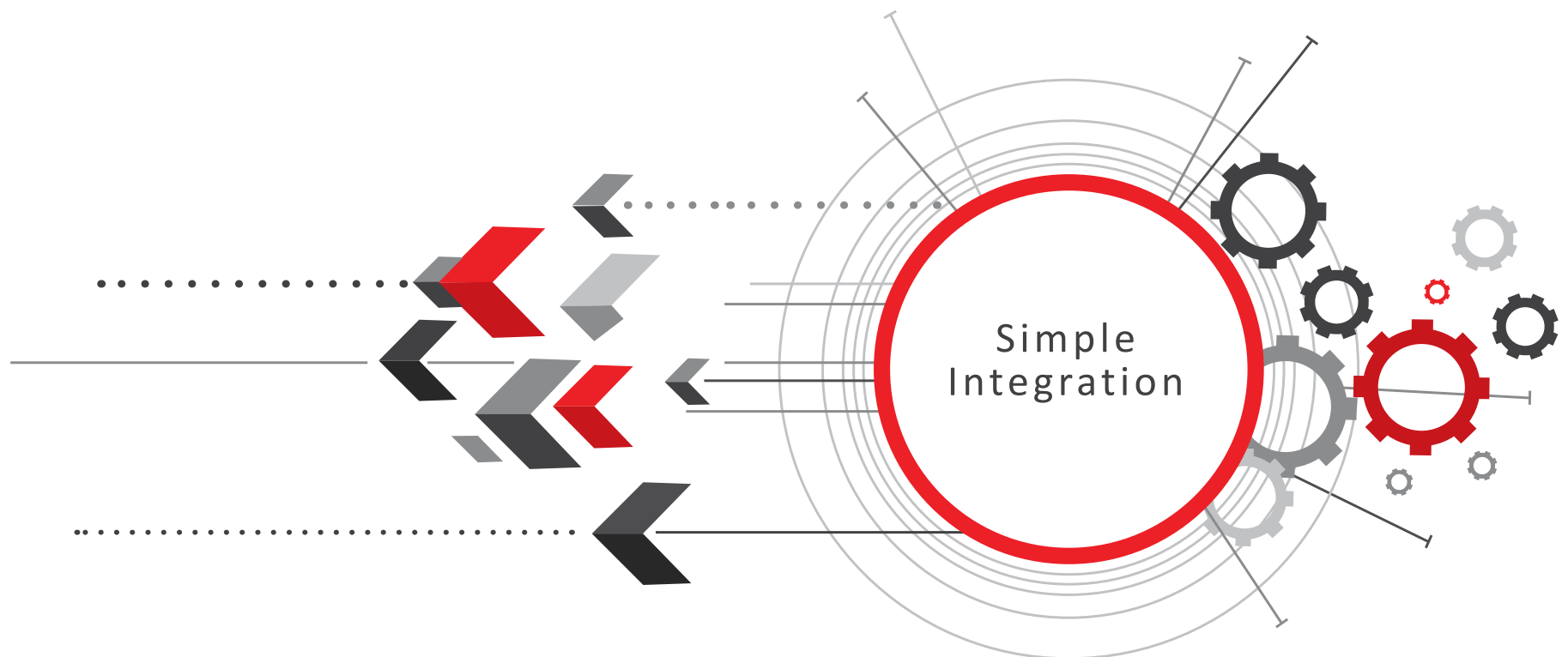




Quick integration

ASKI SFA is fully customized in accordance with the needs of the organization. The system interfaces with the organization's existing systems, fully and smoothly. Fast implementation is achieved thanks to PocketLink's rich experience and vast knowledge in interfacing with ERP systems. PocketLink has a variety of built-in connectors for popular ERP systems.

ASKI SFA allows fast production of reports for supervisors and management. It provides the organization with an advanced software solution as well as a complete and ongoing service package, with a fast return on investment.





POCKETLINK

SUPPLY CHAIN - LIVE!