MC1

WIN THE MARKET

An end-to-end omnichannel solution with everything your teams need to execute, drive more sales and win market share!

MC1 understands the sales process in the consumer goods industry, retail and distributors. That is why it has been selected by leading companies as a provider of mobile solutions for the deployment and execution of strategies focused on multiplying revenues.

+ Execution
Success in field operations.

+ Productivity
Reduce operation costs and increase productivity.

90%

+ Enhanced Performance
Faster stores visits with more revenues

MORE PRODUCTIVITY, BETTER EXECUTION AND ENHANCED SALES PERFORMANCE

Optimize trade activity to drive Revenue Growth

Avoid out-of-stocks, track planogram compliance at scale, and execute in-store action plans achieving **50% reduction in time spent** with Image and Price Tag Recognition.

Real-time analytics to track your team's performance

Have absolute control over the sales and retail execution processes with dynamism and agility to take full advantage of all the mobility provided revenue opportunities

Actionable insights and intelligence to sell more

Suggested order with AI enables your team to sell the right mix and increase profitability. **Reduce the customer relationship cost** with our B2B solution.
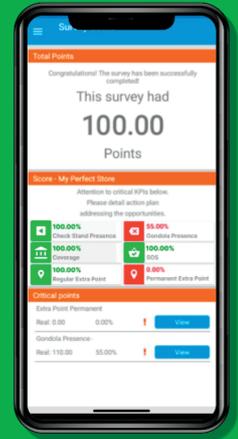
IMAGE RECOGNITION

- Real-time strategic insights
- One-click to Share of Shelf, Faces, Planogram Compliance, and more
- No connection needed
- High precision identification for objects and products
- Greater accuracy in identifying in-store opportunities
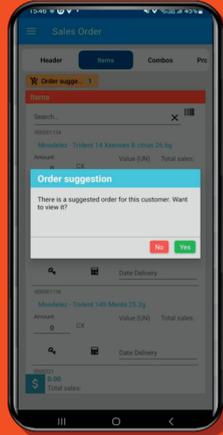
TRADE MARKETING

- Perfect Store Retail Execution
- Define and monitor daily, weekly and monthly targets
- Identify opportunities and monitor the competition
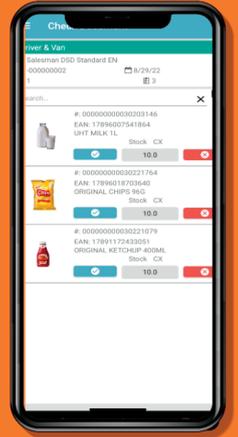- Monitor KPIs and store historic data

PRE SALES + VAN SALES

- Negotiate price, volume, and any conditions on the flight
- AI Suggested orders
- Credit information, portfolio and complete customer history
- Full Back Office solution, from the Warehouse to the POS.

WTM DELIVERY

- Fast and efficient cargo auditing
- Manage and Optimize product deliveries
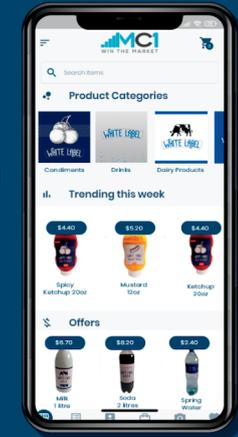- Resell returned products to the next customer

WTM DMS

- Manage the indirect channel on Sales, Distribution and Retail Execution
- Monitor the distributors with loyalty programs
- Distribute challenges, control prices, sellout and inventory
- Enable best practice process across all your channels

WTM GO

- Self-service Sales channel to customers
- Push personalized AI Suggested Orders for better results
- Enable Perfect Store and Image Recognition!
- Increase engagement customer-industry
- Increase sales and Reduce operational costs

WE RECEIVED BEST IN CLASS DISTINCTIONS

The Promotion Optimization Institute named MC1 "POI 2023 Best-in-Class" for six distinctive capability categories critical to Retail Sales Execution.

- Guided Selling
- Advanced Imaging Technology (IR/AR)
- Omnichannel Engagement
- Predictive and Prescriptive Analytics (AI/ML)
- Retail Activity Optimization (RAO)
- Retail Merchandising

CONTACT US

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Digital Transformation in Sales & Retail Execution