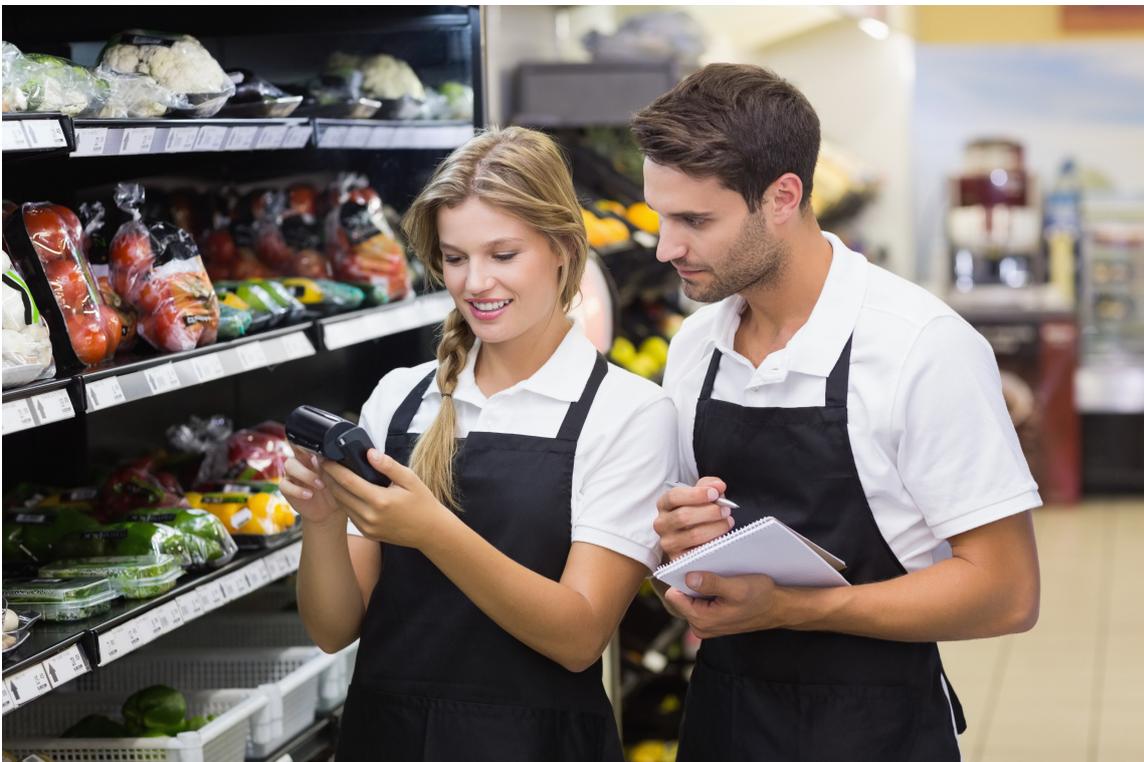


Routyn Sales Force



Plan, optimize and track the execution of your
field merchandisers/sales teams

See how you can manage the **most complex rules** of territory planning, routing and
scheduling in the **easiest interface**.

And, of course, with the **best-of-breed optimization** capabilities.

Routyn - Sales Force edition

For those in the **field sales and merchandising industries**, Routyn provides the perfect product to ensure that you provide your services to every client on time with maximum efficiency.

Not only will Routyn Sales Force reduce travel time freeing up time for field staff to reach more clients a day.

This software includes features such as:

- Optimise sales/merchandiser territories
- Understand the true marginal costs of servicing a customer or store
- Balance workloads
- Optimise team size
- Create dynamic business rules that adapt to your business
- Optimise the use of your employees' skills
- Optimise visit frequency
- Organise client locations through our intelligent batch geocoding system

No matter how complex or challenging your business, Routyn Sales Force will meet your needs and optimise your team's performance.

How simple and intuitive is it?

Meet the Immersive Desktop. We brought the agility of a desktop environment into the most advanced web technology to create a distinct working interface that is as pleasant to use as it is simple and easy. **Drag & Drop oriented!**

How to customize/adapt it to my business?

Sales and merchandiser planning can get very complex. Rules, constraints and objectives strongly vary from business to business. And where can they be found? In planner's minds and experience. **Not any more.**

I used to have a similar system and it failed...

When you think of vehicle routing optimisation you expect a system able to produce optimal territories and schedules automatically. Learn the 3 key- features that makes sure all you have to do is **press a button!**

How can it deal with innacurate data and traffic uncertainty?

Routyn is based on **real street cartography** from multiple providers. It has intelligent algorithms for automatic geocoding and traffic forecasting.

I have teams spread over different territories, can Routyn help me?

Routyn can help you distribute your team and establish **optimal territories** for your agents, making them more effective and easier to manage.

Will it integrate with my legacy systems?

Routyn is designed from the ground up to be **integrated with third-party systems**. It provides services for accessing all data and invoking all its features externally.

The Immersive Desktop®

If you've seen vehicle routing & scheduling software before you'll probably say that it looks awful. That's because it's based on obsolete desktop technology, hard and complex to use.

Our answer was to create a whole new concept: **the Immersive Desktop®**.

Start Menu & Quick Launch
Keeps complex functions tucked away and basic features easy to access

Windows
Drag, resize, minimize. Your personal way.

Map
Interactive and street-level detail cartography

Quick Status
What is your planning status now?

It runs on your web browser, so you can use anytime and anywhere.

The interface is exceptionally user friendly and emulates the desktop layout you used too.

All the functions you use the most are intelligently added to the task bar while other functions are stored in the start menu.

Overcoming the automation delusion

When you think of vehicle routing optimization you expect a system able to produce feasible routes automatically. Routes that you can actually perform.

But if you find yourself changing such routes manually you've fallen into what we call the "automation delusion". And that's why Routyn was created: to actually achieve planning automation you don't have to change.

It takes 3 key-capabilities only Routyn currently provides:

01

Capability to effectively express any rule

This is the reason we put so much effort in to providing a **Dynamic Business Rules engine**.

Because when we're implementing Routyn we need to model all your specific rules and constraints quickly.

That's why the available rules set is so wide and rich.

02

Capability to quickly find a good plan

Being able to express all rules and constraints is one thing. But actually delivering quality routes plans is another.

That's why Routyn is based on state-of-the-art optimisation algorithms published in the scientific community, some of which by our own team in the fields of **Mathematics, Operations Research and Artificial Intelligence**.

03

Capability to keep up with business changes

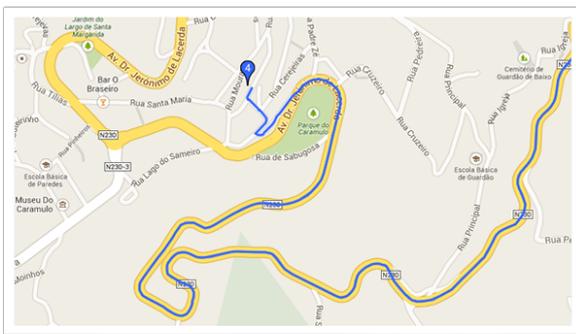
If you think that translating all your countless rules and constraints is impossible then you will love working with our skilled consultants that will help you modelling it all.

During this process you'll learn how to use Routyn to keep up with business changes and evolutions in rules. **Remember the Dynamic Business Rules engine? It's not only robust but also very easy to use.**



Maps, Traffic and Geocoding

Routyn plans routes based on real street cartography and has intelligent algorithms for automatic geocoding and traffic forecasting.

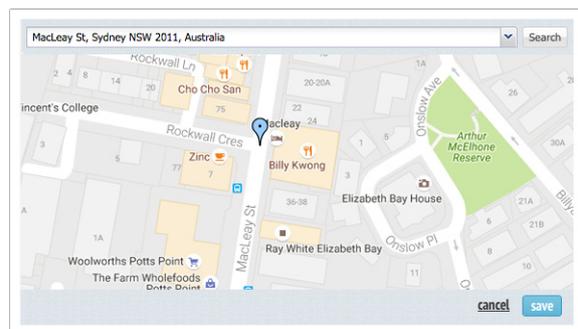


Cartographic data

Cartographic information is a key input for the accurate calculation of route sequences. Several vehicle routing and scheduling systems rely on a single maps platform (e.g. Google Maps, Microsoft MapPoint) to provide geocoding information and street-level distances. But not Routyn.

Routyn has its own built-in Web Map Server (WMS). This way Routyn can include cartographies from multiple providers simultaneously. Beyond the cartographic systems that Routyn includes you can request us to include any other you prefer (acquired separately) or already have a usage license.

Routyn has its own independent algorithms to get route distances, draw road constraints or manipulate the cartographic data in any way (e.g. road closures).



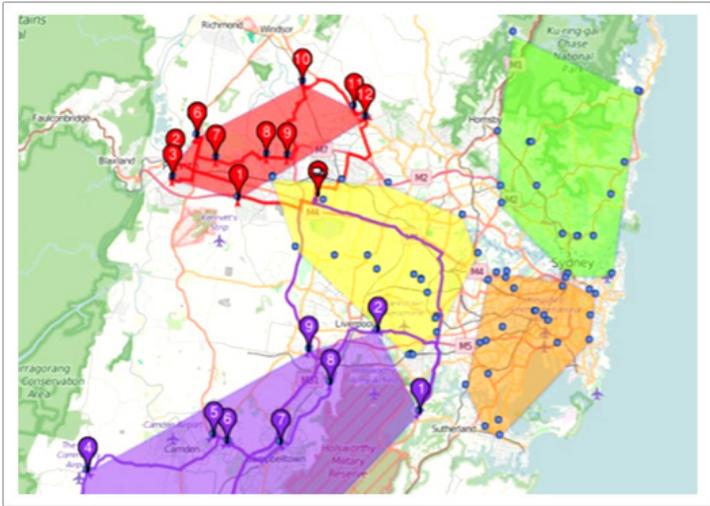
Batch geocoding

Planning routes requires a good geocoding of the locations to visit. Do you have all your customers' locations geocoded? But you do have their addresses. Is this data accurate? Is it? **Don't worry, you're not alone.**

Routyn developed **intelligent geocoding algorithms for inaccurate data.**

Routyn's geocoding algorithms strip your addresses of irrelevant information (noise such as the floor and door number). It tries to geocode using the street name and location or the zip-code only. It runs multiple cross-checks among several ways of geocoding the same data to assess the geocoding quality.

It does this in **batch for thousands of addresses** at the same time. And if the data is impossible to geocode or is completely misleading then Routyn helps you fixing it manually.



Territory Zoning

Establishing territories for your team is essential for optimising the distribution of your team, strengthening store relationships and gives your team a sense of responsibility for an area.

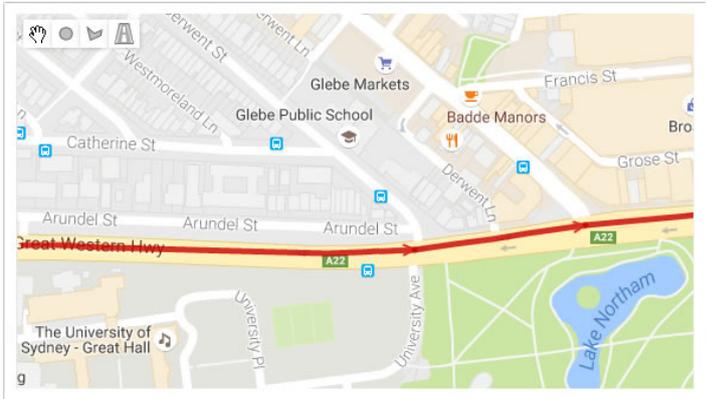
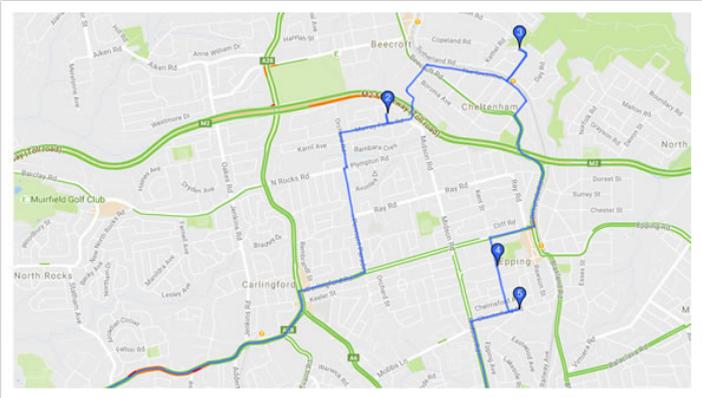
By optimising territories through Routyn Sales Force, you can be sure that your getting the most from all your customers whilst keeping the workload balanced between your team members.

Traffic forecasting

If you're planning routes to be performed in the future you want to have a forecast of how the traffic will be on the road at the given time.

You can subscribe to a service for this (acquired separately from one of our partners) already integrated into Routyn but you can also include your own perception and forecast of how will traffic be.

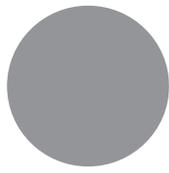
Routyn allows you to draw polygons on a map and then state that travel times between two regions (e.g., city limits to city centre) will increase an average of 120% between 7 a.m.



Avoiding (toll) roads

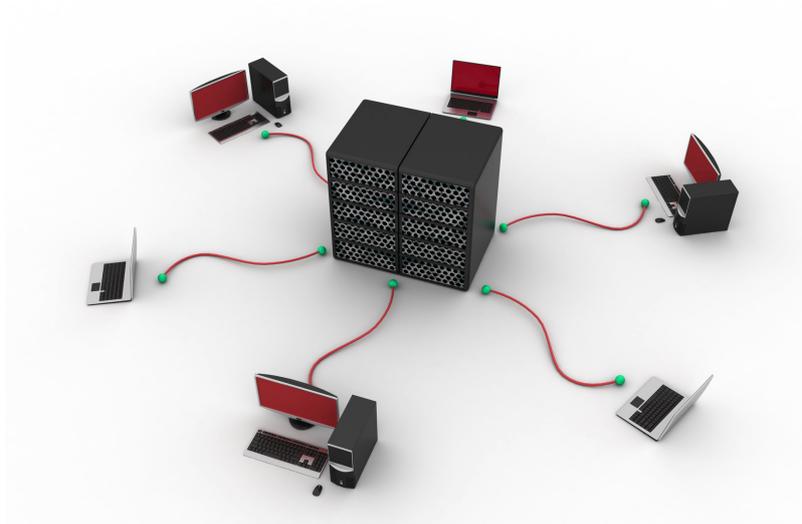
There are many reasons why you may want to block a certain road or just a single direction in a street. You may want to avoid tolls on a highway. You may want to avoid a narrow street where your large vehicle can't go through. For whatever reason you want to create road blocking rules Routyn provides you with a designer tool.

Simply state the road part and use it in the Dynamic Business Rules engine to give it some relational logic.



Integrations

Open API



Routyn is designed from the ground up to be integrated with third-party systems. It provides services for accessing all data and invoking all its features externally. **Wide open.**

Route planning is one piece in the big puzzle of transportation management and supply-chain optimization.

If a vehicle routing system is a monolithic stand-alone application how can the organization fit that piece in the puzzle?

That's why Routyn is built on the grounds of an open Service Oriented Architecture.

Because route optimization is merely the beginning.

Danone's Experience with Routyn

To respond to the dynamics of change in the geography of their distribution channels, **Danone Portugal** undertook a project to re-plan and optimise the territories covered by each sales agent.

"We had a dilemma: we knew the location of each of our customers, however, because of the dynamic nature of the market, we had difficulties in deciding how to group them into territories and where to draw the boundaries in a rational way," explains John Tavares, Warehouse & Distribution manager of Danone Portugal.

Danone solved the problem with the Routyn Sales Force tool. "The solution presented by Routyn brought analytical rigour to our new distribution model" says John Tavares.

The approach that Filipe Carvalho, partner of Routyn, uses is that the "definition of daily routes, traveling shorter distances and being more efficient in terms of fuel consumption and carbon emissions is in line with the sustainable development policy of the company. "

— Luisa Damaso

In operation since the beginning of May 2013, the implementation process took about a week. Key-users quickly got to grips with the operation of the solution and soon began to produce results. Danone opted to use the software on Routyn's SaaS platform. This type of project is being increasingly sought by companies seeking to optimise their territories, and set plans to visit customers by their sales agents.



About Wide Scope

Wide Scope is about changing how the world operates.

With skills that aggregate knowledge from Mathematics, Artificial Intelligence and Information Technologies we develop new approaches that reduce costs and improve a company's operational efficiency beyond what the most experienced human can plan.

We began our mission in 2003 with no more than our own skills and determination to win.

As of today Wide Scope has already been ranked by Dun & Bradstreet as one of the 10 fastest growing companies in Portugal and by Deloitte as one of the 500 fastest in Europe, Middle-East and Africa.



Deloitte ranks Wide Scope in "Technology Fast 500 EMEA 2012"

Wide Scope has been recognized in Deloitte Technology Fast 500 2012, as one of the technology companies that have achieved the fastest rates of revenue growth in Europe, the Middle East, and Africa (EMEA) during the past five years.



Dun & Bradstreet: "Wide Scope is a high growth company"

In May 2011 the Exame Magazine published an article after a study of the Informa D&B (Dun & Bradstreet) consulting company which recognizes Wide Scope as one of the Top10 most growing companies in Portugal.



European Business Awards

2013/2014 - National Champion

The European Business Awards have honored some of the most prominent companies in Europe, by a jury of reputable personalities, and now selected organizations that demonstrate the highest levels of innovation, business excellence and sustainability to represent Portugal in the competition.



Marketeer: "Wide Scope is a Golden Brand"

In August 2011 Wide Scope has been recognized by the Marketeer Magazine as a Golden Brand, in its annual edition "The Gold Edition".



IAPMEI award: "Wide Scope is an SME of Excellency"

PME Excelência label is a recognition given by IAPMEI (the Portuguese Agency for SMEs and Innovation) to Small and Medium Enterprises (SME) in order to distinguish those who have better performance.



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