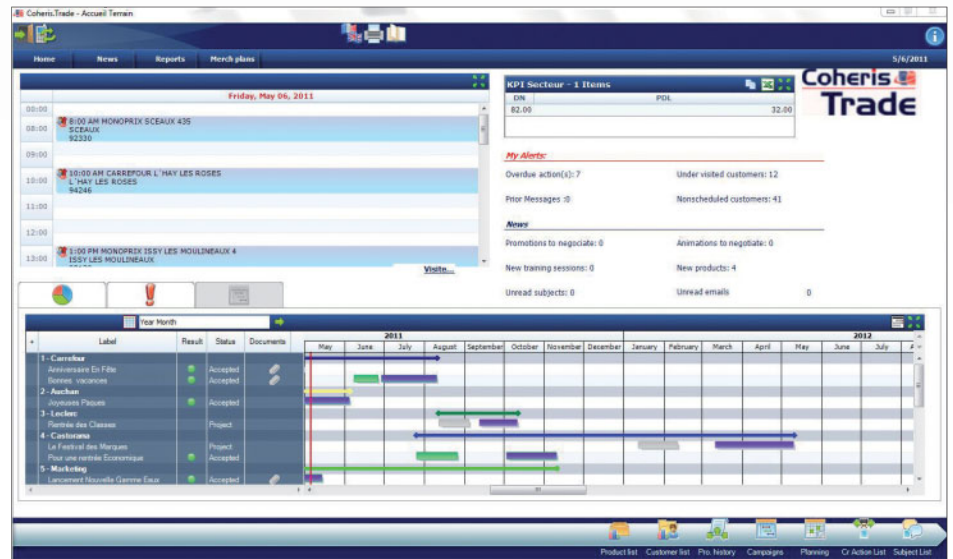


Coheris Trade is a business activity ERP, intended for manufacturers whose products are sold in supermarket distribution or in speciality networks.



Marketing welcome screen

References

More than a hundred French and international companies benefit from Coheris Trade.

Among our references:

- Beiersdorf
- Brossard
- Conserves France
- FagorBrandt
- Groupe Bateur
- Haribo
- Hary's/Barilla
- Heineken
- Johnson & Johnson
- Lesieur
- L'Oréal
- MAPA Spontex
- Merck Médication Familiale
- Michel et Augustin
- Nestlé Waters
- Nespresso
- Quo Vadis
- Ravensburger
- Saupiquet
- SC Johnson
- SSL Healthcare
- Thuasne
- Unilever
- Uriage...

Business activity at the heart of the customer relationship

Capitalizing on 15 years of expertise in business and marketing processes for manufacturing of consumer goods and health products, Coheris Trade answers all your needs for sales promotions and/or direct sales in networks through:

- Supermarket distribution: food, cosmetics, household appliances, toys, crafts, gardening...
- Speciality networks: (para)pharmacies, pharmacists, hairdressers, perfumeries, hotels, restaurant...

Coheris Trade is a unique solution for all players in relationships with client distributors: sales, direct sales and marketing, category managers, key accounts, telesales, customer service...

Deploy your sales strategy and gain:





- **CONSISTENCY** in the preparation and implementation of your sales activities, tours, promotional campaigns, budgets, merchandising policies, etc. all aligned in one tool.
- **EFFECTIVENESS** in both the field and at headquarters, thanks to the automation and ease of use suited to the point of sale conditions and planning, communication, and collaboration tools.
- **VISIBILITY** in driving your business, with measurements and analysis based on a large number of key indicators and the rise of field information: linear readings, tour summaries, surveys... immediately accessible.

What Gartner says

- The Coheris approach increases productivity thanks to tight integration of SFA merchandising and reporting.- «Cool Vendors in Consumer Goods», 2010
- The Coheris offer stands out through its ability to value orders and forecast sales, in addition to outstanding merchandising functions: simulation, 3D imaging, analysis... - «Marketscope for SFA in CPG industry», 2009



Business Process

- 
Sales Activities Create and distribute to your teams, plans for marketing activities, promotional offers targeted media operations, mechanisms and resources.
- 
Sales Activities Improve the preparation and execution of business contacts: tour plans, objectives, sales presentations, support for visits, reporting etc.
- 
Taking Orders Maximize store sales with your purchase orders reflecting your trade policy: promotions, agreements, samples, loyalty points ...
- 
Recording of Information Manage your selections, your linear portions, the locations of your products and those of your competitors, their application first ... and then your merchandising policy
- 
Promotional Budget Control your promotional budgets and drive spending by category and brand, in conjunction with the ERP, as well as forecasted promotional sales and tracking of distribution and sales.

Technical Features

- Primary Server Structure: full Web or Client/Server
- Autonomous mobile station with a laptop PC or Tablet touch screen PC and automatic synchronization with the primary server.
- Web Server: IIS or TSE/Citrix
- Browser : Internet Explorer
- Databases: MS SQLServer
- Made For iPhone / iPad

Drive your business

- 12 pre-configured business cubes
- 150 analysis axis to cross
- More than 1,000 business indicators
- 70 immediately available operational reports



For a successful implementation

- Openness & Communication**
 - ✓ Integration facilitated in the SI (SAP)
 - ✓ Reduced costs and rapid launch
- Business & Organizational Practices**
 - ✓ Taking "best practices" into account
 - ✓ Multi-network and multi-country support
- Interface & Operating Mode**
 - ✓ Direct access to essential functions
 - ✓ Rapid learning & appropriation

Coheris: A Brief Overview

A French publisher on topics in the areas of customer relationship management, analytical control, and predictive analysis, Coheris places actionable knowledge in the heart of its uses and business strategies.

More than 1,200 companies, from SMEs to multinational corporations, have already placed their trust in Coheris in over 80 countries.

Coheris supported by an extensive network of consulting and integration partners and its own experts to provide its customers with solutions that are at once operational, analytical and predictive of the service rendered by their performance.

Coheris has been listed on the NYSE Euronext Paris exchange compartment C since June 30, 1999 (ISIN: FR0004031763 / ticker: COH) and is eligible for FCPI.

More information about Coheris can be found at: www.coheris.com

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