

## Spring Global

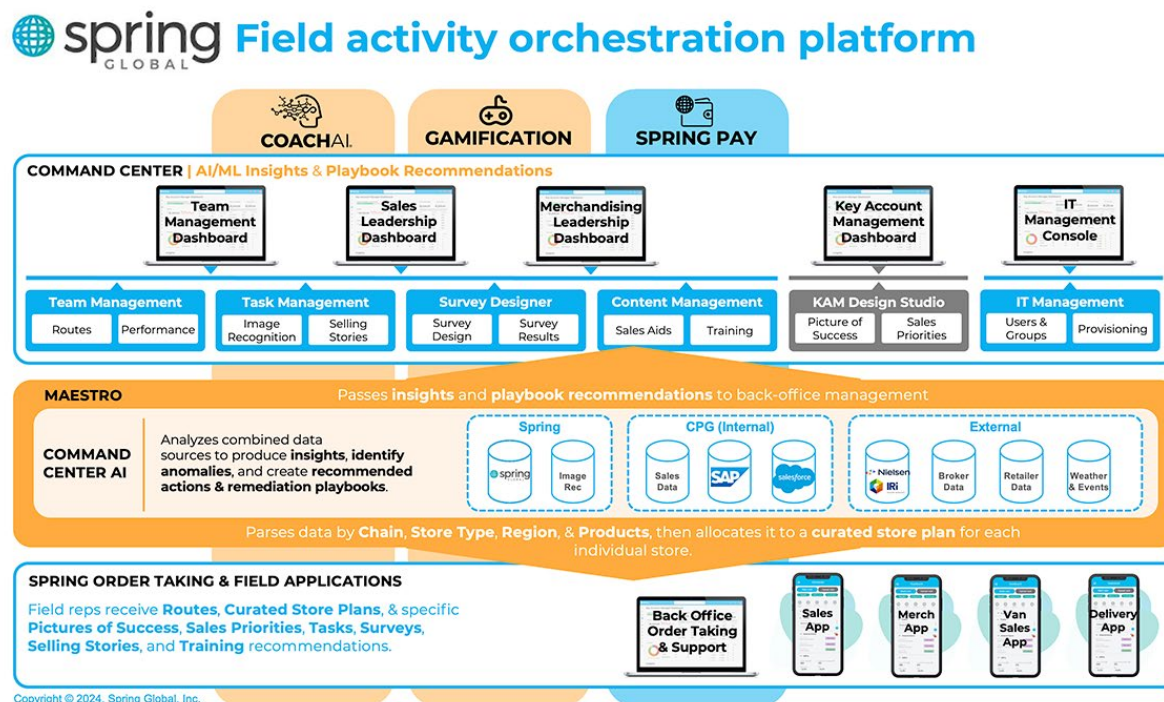
[springglobal.com/solutions-sales](http://springglobal.com/solutions-sales)



**Vendor Profile:** Spring Global offers an end-to-end set of field sales tools in one solution, from merchandising, pre-sales, and van sales execution, including deliveries and payments. These solutions are now enhanced with AI-driven insights and innovative technologies to optimize every aspect of the consumer journey. AI/ML is being leveraged to offer guided field visits tailored to each customer's needs to optimize overall performance.

Spring Global's tools are used by clients to manage and improve their customer relationships, making those relationships less transactional and more consultative. SAP has a minority ownership position in Spring Global and its enterprise-grade SaaS solution.

**Retail Execution Solution Offerings:** Retail Sales, Retail Merchandising, DSD, Van Sales, Distributor Management (DMS).



**Geographic Presence:** North America (61%), Latin America (29%), Europe (8%), Asia-Pacific (1%), and Middle East/Africa (1%).

**Total Consumer Goods Users (seats):** 48,874.

**Tiers Represented:** All.

**Industries:** All.

**Configuration/Customization:** The Spring Global solution is highly configurable, minimizing the need for customization. If the customer requirement cannot be achieved through configuration, Spring Global will consider the customization request an opportunity to enhance its standard product offering. This approach allows customers to co-develop future enhancements with Spring Global, benefiting all customers.

**Technology Architecture/Delivery Options:** On-premise, private cloud, or Cloud-based multitenant SaaS.

**Service Partners:** Spring Global provides all onboarding, implementation, and integration services. A Spring Global Product Owner is assigned for each client to ensure success.

**Technology Partners:** Microsoft – Gold Partner, SAP, Big Data, 345 Global; Snowflake, AI Squared, 345 Global; and MongoDB.

### **User Experience (UX):**

**Field User Perspective:** Spring Global takes pride in keeping all development in-house and offering a single app to provide a 360° view of the customer. The single app design means all users (sales reps, merchandisers, and delivery drivers) can access the customer data they need, and interactions between these roles are better supported. The mobile app is built on React Native technology and is responsive and flexible. Customers can choose which cards appear on the device for the users and in what order. The layout provides all the information a user needs on one screen and is configurable based on role. The pre-planning visit detail screen is robust and can also be configured for the client's organization or enhanced with AI capabilities that guide field reps toward optimal execution for each store. Field users and the entire organization enjoy the connected communications the solution enables between all team members, such as merchandisers, sales reps, delivery drivers, and managers. This can be especially beneficial for team coverage, allowing delivery drivers and merchandisers to coordinate schedules and adjust in real-time as needed. The total team collaboration across a single solution provides a 360° view of the customer and allows the team to operate efficiently.

The Spring Global mobile app is geared towards the transactional needs of the field sales user. Order entry is streamlined and highly configurable. There is also on-demand Q&A support using a chatbot, eliminating the need for reps to manually look up data in a knowledge base and enabling them to access product and order data on the fly for the customer.

The order entry process provides a view of historical ordering patterns, and an AI-enabled suggested order capability enables upselling opportunities. The order screen can guide reps in building an order at a target stock level. Delivery drivers can easily manage on-truck inventory while processing damages and returns. Spring Global's image recognition solution can provide SKU-level detail for planogram compliance checks or provide data on critical in-store execution metrics, including share of shelf. Additionally, SpringPay can now be added to all mobile applications to enable field reps to take payment from their mobile devices.

Spring Global's apps streamline the delivery function with complete DEX integration and full integration with SAP's Last Mile Distribution module.

CoachAI is an AI agent that guides sales representatives to reach their best performance by tailoring execution strategy at the store level, providing necessary data from other systems, and providing personalized coaching for field reps. The CoachAI agent is powered by ML and AI performance algorithms that transform data into expertise. The algorithms are used by clients to build private language models that learn the best strategies to achieve retail execution KPIs like maximizing sell-out or increasing revenue.

When anomalies are detected, and playbooks are sent from the Command Center, AI users receive specific instructions in each relevant store visit that prescribe activities and explain why they are being asked to take action. This serves as a selling story to support the field rep's ability to have consultative conversations with their customers. The application educates and guides field reps, ensuring they achieve their personal KPIs and improve store performance.

**Retail/Customer Perspective:** Spring Global's Self-Service Account Management provides customers self-service access to their account information when needed. The Customer Interaction Tool allows field or headquarters personnel to send hyperlinks to customers to place orders or make payments from anywhere instantly. The tool can also be used to share promotional information, send surveys to engage customers further, build customer loyalty, and create up-sell opportunities and cross-sell.

**Back-Office (HQ):** Back-office personnel have a real-time view of retail activity via Spring Global's Command Center. External data can be embedded directly into the Command Center via an iframe or data table to enable users to access all their data in one place.

A user-friendly interface lets back-office users easily configure their own custom dashboards and reports using filters, dimensions, and timeframes. The same user interface enables administrators to create and configure standard dashboards for all users how the business wants the data to be seen. Various charts and graphs are available, including heat maps, bar charts, dial charts, and more.

Command Center AI uses machine learning, statistical analysis, and large language models to monitor all KPIs in real time to look for anomalies, conduct root cause analysis, and translate those insights into opportunity notifications. Notifications are expressed in natural language, so leadership does not need to analyze the data manually. Sales leaders or field supervisors can use the insight notifications to trigger Playbooks that issue instructions back to the field for action. Playbooks can be saved to automate similar scenarios in the future, and playbook success can be tracked and monitored.

**Analytics:** Spring Global provides an AI/Data Services team to work directly with a customer to create an initial set of customer-specific dashboards, reports, and tailored AI-powered solutions as a part of the implementation process. Their Mobile Applications and Command Center have analytics embedded into the out-of-the-box user experience to drive processes and field activities by data. Command Center includes a dashboard tool powered by AI and ML to build field surveys. Reports are embedded into both the mobile application and web portal. The charts are easy to read and interpret, providing an at-a-glance summary for the mobile worker.

Spring Global's Maestro AI algorithms produce one consumable instruction for users from many insights (route optimization, price recommendations, order suggestions, etc.) and instructions (from KAM, promo instruction, and monthly priorities).

CoachAI is powered by Edge AI, which enables real-time data processing and analysis without constant reliance on cloud infrastructure.

The Data Warehouse has been migrated to Snowflake, giving customers near real-time access to all their data to simplify reporting and enable their analytics. Additionally, Mongo DB is now being used for certain sync use cases.

The Spring Global solution also features its Guided Reporting Tool (GRT). GRT allows a customer's back-office team to choose how to access and configure the available data to quickly create reports by entering specific filters, dimensions, and timeframes. These parameters can be saved, copied, and shared for repeated use. GRT allows customers to set up a distribution of reports and data dumps via email, sending information to a user or group at a specific frequency. Additionally, GRT provides an easy way to send retail execution data to Power BI for enterprise-level analytics and reporting.

**Data Management:** Spring Global uses Artificial Intelligence to provide actionable insights in the form of Playbooks. These playbooks can be approved by back-office personnel and automatically run in the future if desired. They consist of insights and recommended actions to be taken in the field.

Timely and accurate data is critical to enabling this. Spring Global's data cleansing algorithms monitor master data feeds, and anomalies are either automatically sent back to the data source or reviewed and corrected by the Spring Global data quality team.

Spring Global has been certified by SAP for Last Mile Delivery integration with S/4 Hana.

**Enterprise Integration:** Spring Global provides data connectors that enable the customer to import or export to and from the platform and use it in any way they see fit, whether integrating it with other data sources to create robust contextual reports or sending it to other systems. These connectors include:

1. Snowflake Data Warehouse. Direct data shares can be set up for Snowflake customers, giving them near real-time data access.
2. Business user reporting tool that connects to your data warehouse and allows users to create and schedule reports to be delivered via email or SFTP.
3. Data export: This option exposes the data directly through a standard set of integration interfaces, which can export data in a configurable format, either through an API that can be called or export files that can be generated in Excel or TXT format (CSV, other delimiters available) and placed either in an S-FTP folder or downloaded from its web portal.
4. PowerApps Connector: This connector allows customers to trigger workflows based on survey responses. It is on Spring's roadmap to add additional connectors.

**Strengths and Key differentiators:** Spring Global's 360° approach to providing a complete picture of the customer across the enterprise is a strength, especially for the routes to market that leverage multiple internal groups to give retail team coverage. The customer is better supported because sales reps, merchandisers, delivery drivers, and customer support teams have a real-time, single view of the customer and the ability to interact in unison. This improves efficiency and the overall customer experience. Spring Global also provides live support from its data quality team to monitor, validate, and correct data as needed. A Spring Global product owner is assigned to each project. The product owner is experienced in delivering software and understands the CPG mission, the nature of the solution to be delivered, and the customer's business. From the beginning of the project to the end, they are always thinking of how to improve the day-to-day job and tasks of the end user.

**Opportunities:** Spring Global's solution enables field teams to collaborate. They have also created tools to help retailers be self-sufficient with ordering and payments. They are skilled in data and AI and can leverage that further to drive efficiencies for their customer and retailer teams.

**Vendor Trends & Outlook:** Spring Global's footprint spans multiple use cases that include and integrate key field functions (sales, Van Sales, merchandising, delivery, and payments). They have an in-house team of engineers who build, support, and enhance the application. Spring Global has also built strong, collaborative working relationships and partnerships with industry-leading providers (Microsoft, SAP). They are a Microsoft Gold partner and fully leverage Azure capabilities. Their SAP certification for S/4 HANA SDD Last Mile Distribution significantly benefits customers with SAP ERP. Spring Global can build on these foundations to further develop retail efficiencies and technology enhancements to grow sales. Spring Global invests in the latest technology and applies it surgically to advance how manufacturers maximize work and drive efficiency and effectiveness at retail. They are currently working with customers to implement tailored AI solutions to help CPGs achieve their specific goals.

**Adjacent Offerings:** SpringPay collects electronic payments from any customer by any field user; Key Account Management (KAM) Promotion Publisher.

**Evaluate Spring Global Retail Execution When:** You want a collaborative partner who will take the time to understand your processes and guide you in optimizing them with a solution that is easy to use and deploy. You are interested in a solution that utilizes AI/ML for key retail execution aspects that drive increased sales, revenue, and growth and reduce sales rep burden. Also, if you are looking for a solution that can best leverage the multiple roles of your mobile field team (reps, merchandisers, delivery drivers) and effectively engage with customers via SMS.

**2024 RetX Best-in-Class Category Distinctions:** Coaching; Desktop UX; Internal Collaboration; Playbooks/ Customer Presentation Development; Retail Merchandising.