



M-Force

WE MINIMIZE, YOU OPTIMIZE

M-Force is a multiple-purpose solution designed for direct store delivery management and route accounting. It combines in a single mobile computing software, presales/delivery, route sales and extensive merchandising.

With M-Force you will increase management control while providing your workforce with flexibility and efficiency. M-Force is a powerful and user friendly tool that handles complex tasks in the background, such as inventory management, product pricing, promotions and communication



Product Key Benefits

- **Boost Sales**– M-Force eliminates paperwork from the sales force daily routine, enabling the sales representative to focus more on selling.
- **Increase Productivity**– Empowering the sales force with extensive product and account information, the sales representative will execute all required sales tasks to service the customer efficiently.
- **Minimize Out of Stock**- M-Force offers the reps access to historical sales information at the customer premises enabling them to anticipate the best strategies for keeping the shelves filled.
- **Enhance Accountabilities**- Performance tracking capabilities measures sales and help the sales team to succeed. Target and Asset tracking allows the work force to view their progress and managers to monitor them while they are on road.
- **Configurable, Simple, and Friendly Interface**- The ease of navigation and consistent look-and-feel transform the most complex operations into simple and fast tasks. The operation of M-Force can also be easily modified through data settings so that it will best match your business requirements.
- **Data Protection**- The transactions are written to a non-volatile memory cards (CF and SD) inside the Intermec rugged computers. A robust database engine maintains a high level of data integrity, ensuring the transactions are stored safely until transmitted to the host system.
- **Signature Capture**- M-Force captures customers' signatures for Electronic Proof of Delivery. The customer signs on screen after reception of goods or after placing an order. The signature is sent to M-Force middleware and stored for future usage.
- **Enhanced Inventory Management**- M-Force manages route inventory from the time the trucks are loaded through the end of day. It supports the remote routes by allowing route transfers and load adjustments. Keypad entry may be minimized by dispatching pre-built loads or by using a perpetual inventory system allowing the sales rep and drivers to spend more time in front of customers.
- **Manage Complex Promotions – Pricing and promotions help recruit new accounts and protect existing customers.** M-Force features an extensive set of pricing and promotions models. From mix and match promotions, amount-off, percentage discount, date sensitive offers, free goods to whole invoice discounts, all calculated automatically offering the sales representative a flexible tool to manage the most demanding customer relationship.



- **Conduct Surveys and Merchandising- Responding to competition is key to maintaining and growing the market position.** M-Force enables companies to handle the retail battle at the shelves level where 70% of the consumer buying decisions are made. Monitoring competitors' activities and capturing customers' socio demographics and buying preferences will lead to unmatched sales growth.
- **Improve decision making and reduce returns-** M-Force tracks customer inventory, sums the counts and suggests a sale quantity for each item, based on established build-ups improving the sales force decision making process and reducing the items returns.
- **Capture the GPS Coordinate-** M-Force captures the Point of Sale GPS coordinates to improve business processes, increase distribution efficiency and track the sales force daily call cycle. The GPS coordinates are sent to MaliaTec tracking portal and can be viewed on digital maps.

Technical Specifications

- Developed under .NET platform – C#; MS SQL CE DB
- Designed for Today's latest Intermec Technologies hand held computers and Operation Systems – 700 and CN3
- Synchronize securely to the host via MS SQL database replication
- GSM/GPRS enabled
- Interfaced with M-Force – Middleware (100 % Web Based Application)
- Flexible interface with any ERP or enterprise application
- Offer the flexibility of printing on a wide range of Intermec printers: 6820 – NPCP, 6820-Bluetooth, PB42, etc...

The image shows two overlapping screenshots of the M-Force application. The top window, titled 'Preview Sales History', displays a table with columns for Description, Sales, Return, and Damage. Below the table are input fields for Item #, Free Good, and Exchange, along with buttons for Exit, View by Item, and Resell Invoice. The bottom window shows a customer data entry screen with fields for Date, Customer Code, Invoice #, and Amount, a signature capture area, and buttons for Accept, Clear, and Cancel.

Description	Sales	Return	Damage
Lays 12x24	3	2	1
Lays 24x48	4	2	0
Pepsi 100ml	5	2	1
7up 10ml	30	1	0

Start of Day

Data download
Call sequence configuration
Viewing supervisor messages
Database consistency check

Inventory Management

Truck load confirmation
Real time inventory updates
Van-Warehouse stock transfer
Van-Van stock transfer
Van Stock Reconciliation
Quarantined stock

End Of Day

Complete money reconciliation
Document option reprint
No call reasons
Route summary
Multiple, simultaneous synchronization

Customer Operations

Display customer schedule
Create/Edit new customer
View sales history by item or by date
Capture the on-hand stock
Allocate money against outstanding invoices
Collect cash and check
Reserve out of stock items for future delivery
Track pallets and trays
View/Amend suggested sales
Manage returns, damaged, samples and exchange items
Apply offers and promotions
Capture signature
Print invoices and statements
Add/Order/delete POS
Conduct Surveys and Audit
Provide no sale reason

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