



Aforza Omnichannel RFP Questions

At Aforza, we're all too aware of just how important your omnichannel SFA decisions are. Working with Consumer Product companies around the world, we are continually engaged in the evaluation and transformation of these systems.

To help in your evaluation, we've compiled this handy list of questions to confirm your RFP has got you covered now & for the future:

Business Objective Questions:

- What are the key business objectives you are looking to drive with this project?
- What level of sales efficiency improvements are you looking to achieve?
- What is the reduction in operating costs you are looking to achieve?
- What improvements in EBITDA margins are you looking to gain?
- How will the success of this project be quantified and measured? Are there specific KPIs that stand out for evaluation?

Customer Segmentation:

- How do you target your most profitable customers?
- Are you able to segment your customers based on a range of dynamic attributes?
- Are you able to drive commercial decisions from these segments, such as route plans, visit schedules and product assortments?
- Are you able to drive consistent pricing and promotion eligibility across your universe of accounts, and refine in real-time?

Omnichannel Engines

- Do you need a single, end-to-end planning & execution experience with a data model that spans commercial planning to promotion execution?
- Do you need a consistent omnichannel customer experience with the same pricing & promotion engines for all channels: Field Sales, Offline Mobile, Telesales and B2B Commerce?
- Do you need a ready-to-deploy B2B Commerce solution on the same platform?
- Do you need a Telesales Promotion Execution experience built for the consumer product industry?

Platform & Technology



- Do you need a solution that respects the Salesforce data model so that everything works as expected with all other Salesforce Clouds, AppExchange Apps and Reporting Tools?
- Do you need a solution that delivers all admin & end user functionality as cloud-based apps with no on-premise software or code compilers required?

Mobile Solution

- Do your field teams need the ability to work offline on their mobile devices, completely disconnected from the internet?
- Do you need a mobile solution that can work on a range of phone and tablet devices, across both iOS and Android?

Digital Content Execution

- Do you need to incorporate digital content execution into your front office processes?
- Do you need to capture photos in the field to confirm Merchandising & Promotional compliance?
- Do you need to take action off the back of photo-based intelligence, such as competitor presence or out-of-stock products?

Analytics & Insights

- Do you need to get real-time insights across your front office processes?
- Do you know the best practices for analytics in the Consumer Products industry, and what KPIs to measure?
- Do you need to be able to access these KPIs across a range of online and mobile user experiences?

Commercials

- Do you require flexible commercial models that include the Salesforce & Google platforms that are affordable anywhere?
- Do you require a pay-as-you-deploy commercial model?
- Do you currently have any issues with shelfware and paying for licences you are not using?

Strategy & Roadmap



- Do you want to take an active role in the strategy and roadmap of the Aforza solution?
- Do you want to take part in peer-to-peer customer forums?
- Do you want to work with a vendor like Aforza where your feedback is valued and influences our roadmap?