

SPARR⊕W

PINK BAGEL

CAMPAIGN TIMELINE



WEEK 4



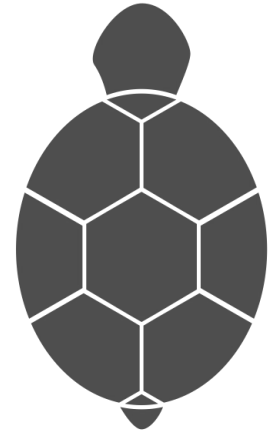
WEEK 5



WEEK 8

WHAT WE HEARD

If your inventory is
typically overstated,
too much time will
be spent **wondering**
where it is



SLOW

DISORGANIZED

USER ERROR

WHAT WE HEARD

I worked with a
wholesale
company that took
inventory **once a
year** so inventory
goes **unorganized
easily**



SLOW

DISORGANIZED

USER ERROR

WHAT WE HEARD

The biggest pain point is **finding errors**, which are almost always **someone clicking the wrong item** in Quickbooks



SLOW

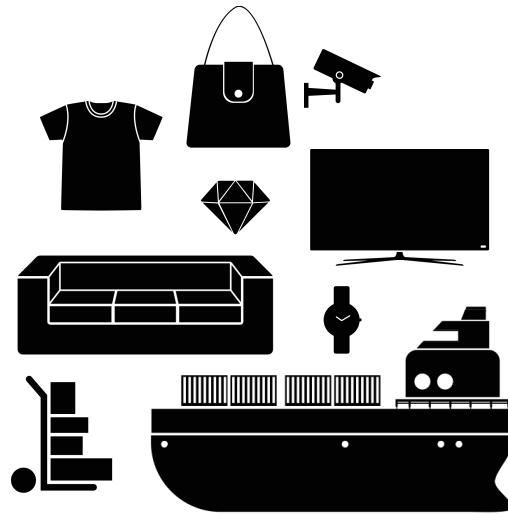
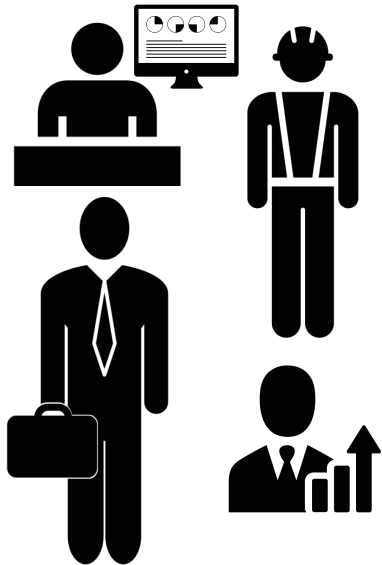
DISORGANIZED

USER ERROR

PEOPLE

INDUSTRIES

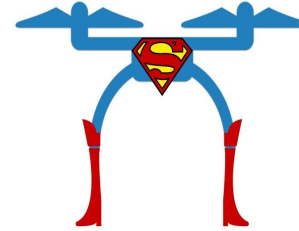
REGIONS



331,000+ USERS

RETAIL VS DISTRIBUTION

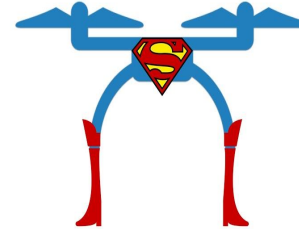
*IT'S A BIRD...IT'S A
PLANE...IT'S....*



SPARROW!

*YOUR RETAIL INVENTORY
MANAGEMENT SUPERHERO!*

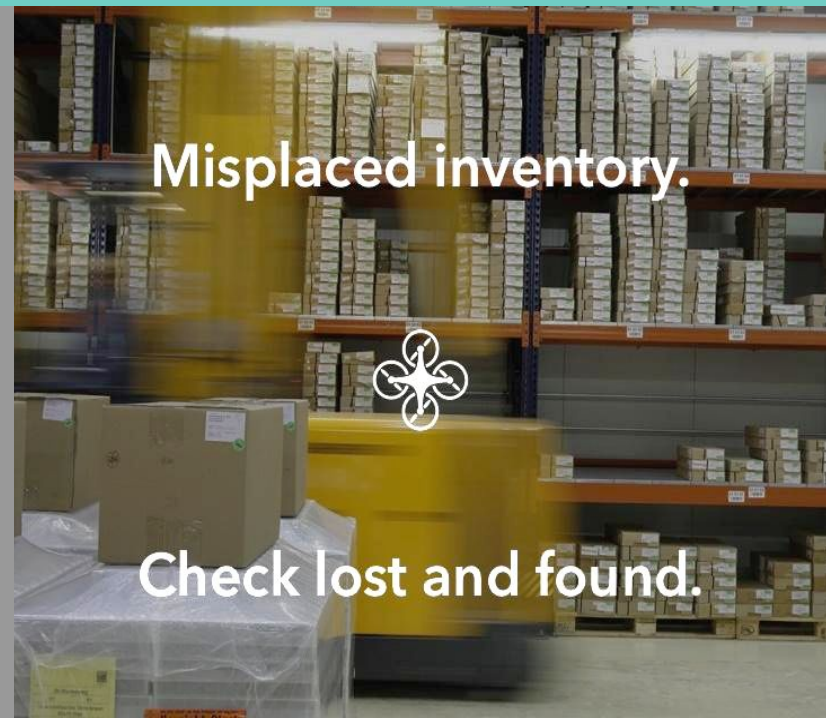
*IT'S A BIRD...IT'S A
PLANE...IT'S....*



SPARROW!

*SUPERMAN FOR
DISTRIBUTION CENTER
INVENTORY MANAGEMENT!*

COUNT VS LOCATION



DEDICATED UI VS DATA INTEGRATION

SPARR⊕W

INCIDENTS REPORT

MISPLACED ITEMS

SELECT ALL

MAP VIEW

MARK AS RESOLVED

Article #	NAME	ASSIGNED LOCATION	ACTUAL LOCATION	LAST SCAN
■ 143.634.34		Aisle 5, Shelf 8	Aisle 5, Shelf 1	02/24/2015 10:30 p.m.
■ 143.634.34	White oak wood table	Aisle 5, Shelf 9	Aisle 5, Shelf 1	02/24/2015 10:30 p.m.
■ 143.634.34	Orange loveseat	Aisle 1, Shelf 8	Aisle 5, Shelf 1 (RESOLVED)	02/24/2015 10:30 p.m.

MISSING ITEMS

SELECT ALL

UPDATE COUNT

Article #	NAME	ACTUAL COUNT	EXPECTED COUNT	LAST SCAN
■ 143.634.34	Blue loveseat	14	18	02/24/2015 10:30 p.m.
■ 143.634.34	Red loveseat	14	18	02/24/2015 10:30 p.m.

LOW STOCK ITEMS

SELECT ALL

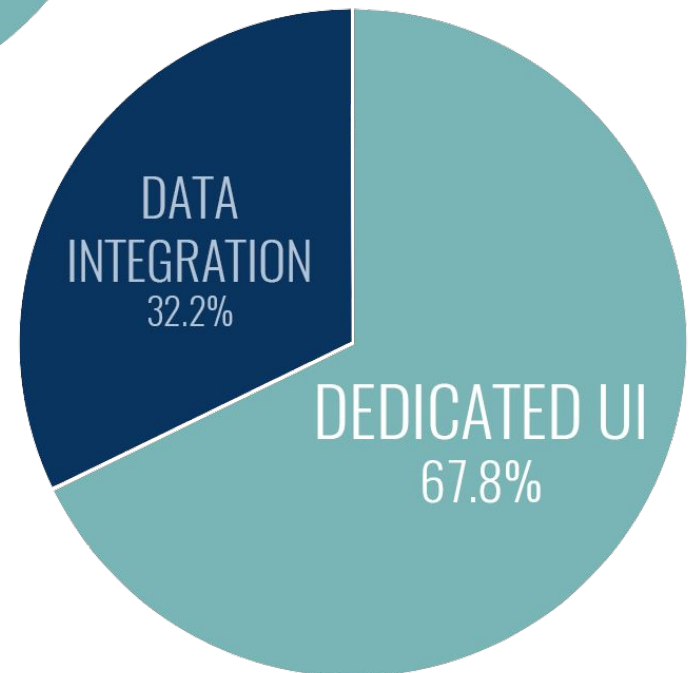
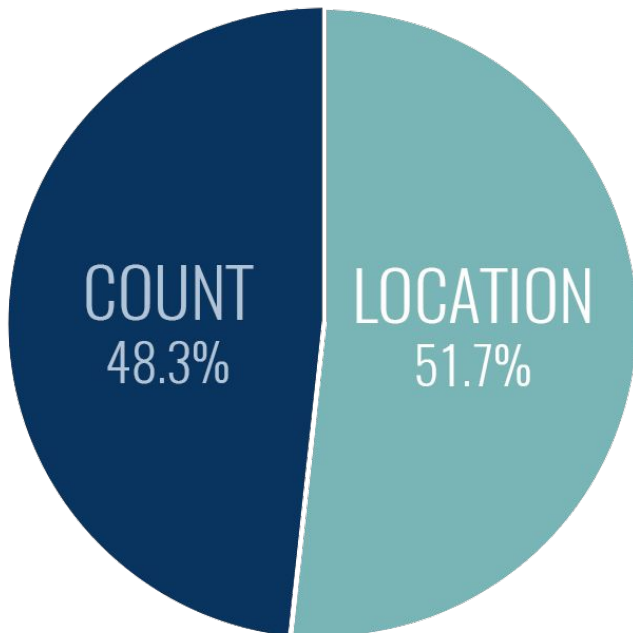
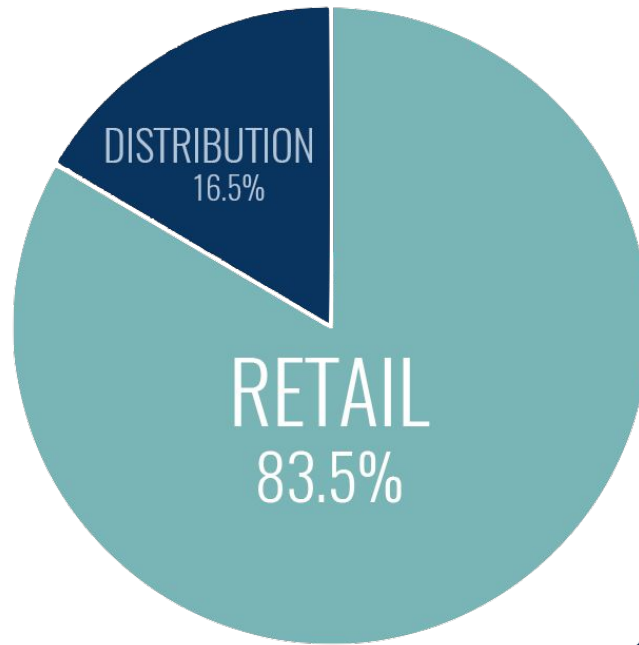
UPDATE COUNT

Article #	NAME	COLOR	LAST SCAN
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Your warehouse isn't stuck in the industrial revolution.
Don't let your WMS.

The image shows the SAP logo, which consists of the letters 'SAP' in white on a blue trapezoidal background. Above the logo is a stylized graphic of a bird or a wing, rendered in black and white, with the wing pointing towards the right.

Give SAP WMS wings.
Continuous, real time, inventory data.



WHO'S INTERESTED?



■ **OPERATIONS (69%)**
■ **SALES (31%)**



■ **10K+ EMPLOYEES (32%)**



**TARGETING
THROUGH
PROFESSION**

**INSUFFICIENT
RESULT
GRANULARITY**

COMPATIBILITY WITH RETAIL SPACES



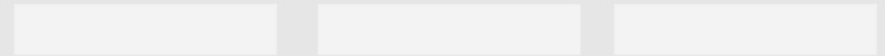
TECHNOLOGY TO COUNT & LOCATE





INCIDENTS REPORT

MISPLACED ITEMS



Article #	NAME	ASSIGNED LOCATION	ACTUAL LOCATION	LAST SCAN
■ 143.634.34		Aisle 5, Shelf 1	Aisle 5, Shelf 1	02/24/2015 10:30 p.m.
■ 143.634.34	White oak wood table	Aisle 5, Shelf 9	Aisle 5, Shelf 1	02/24/2015 10:30 p.m.
■ 143.634.34	Orange love chair	Aisle 5, Shelf 1	Aisle 5, Shelf 1 (SOLD)	02/24/2015 10:30 p.m.

MISSING ITEMS

Article #	NAME	ACTUAL COUNT	EXPECTED COUNT	LAST SCAN
■ 143.634.34	Blue lovechair	14	18	02/24/2015 10:30 p.m.
■ 143.634.34	Red futon	9	10	02/24/2015 10:30 p.m.



LOW STOCK ITEMS



Article #	NAME	COUNT	LAST SCAN
■ 143.634.34	Yellow lovechair	0	02/24/2015 10:30 p.m.

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