Getting Started with IvyCPG Mobile App

# Overview

Ivy’s Retail Execution solution works with an intelligent Route-to-Market platform to automate business processes and improve field rep productivity to drive more sales. With best-in-class capabilities like image recognition, augmented reality, and recommendations, merchandisers will deliver a perfect store every time.

This Getting Started guide gives an overview of the application and its important features.

IvyCPG is an Android application that allows you to carry out the following retail activities:

* Carry out store visits as per the day plan
* Check the stock inventory at the store
* Take orders for the store
* Sync all the transaction data with the server at the end of the day

# Installation

Your Administrator will share the link to download the latest application from Google Play Store.

# Activating the application

After you install the application, an activation key is required to authorize the application. The activation key is a unique 16-digit alphanumeric key for each mobile device.

# Key features of the application

The following key features help you to carry out your daily tasks for the retailer:

## Dashboard

The Dashboard shows your overall performance for the month. Key Performance Indicators (KPIs) are defined for each seller type. Based on the seller’s sales achievements, the Dashboard displays the values for the month.

## Trade Coverage

The Trade Coverage screen shows the route plan for the day. This is the place to start your daily activities.

## Retailer Visit

Through this feature, you can visit the retailer and carry out stock and order checks. Stock and order details are saved on the mobile application.

## Call Analysis

With Call Analysis, you can analyze your day’s performance.

## Synchronization

At the end of the day, synchronize your sales data to the web portal.

# Next Steps

Refer to the IvyCPG User Guide to start for detailed information on each feature.