



# High-tech collection and processing of data about goods, customer service, points of sale

*Price and assortment monitoring, census, category evaluation, mystery shopper, retail audit*

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*What can we do for you?*



*We combine all the best practices of research companies, marketing agencies and IT companies in one service providing high quality information you need the way you want it. You hardly get a service of such flexibility working with three different companies of the mentioned types.*

## Quality data to make key business decisions

Millionagents is a developer and operator of a suit of information technologies used for mass field data collection and processing in the best interests of corporate customers.

We specialize in collection and processing of data on retail goods, customer services and points of sale for the needs of trade marketing, researchers and sales departments.

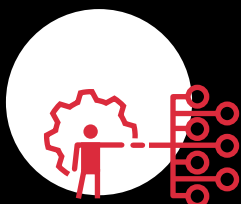
Our key *advantages* are deep technologization of all business processes and use of the most progressive project implementation methods including crowdsourcing.



## Facts and Figures

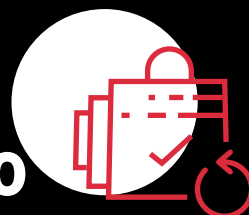
*Millionagents company was founded in 2012 in Moscow with the support of the NCC «National Computer Corporation»*

**1000**



Up to 1000 people of our field personnel and moderators are being simultaneously coordinated by the team of 70 full time and part-time staff members.

**500 000**



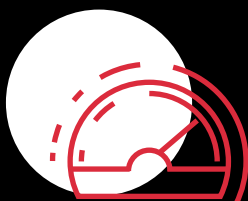
At least 500 000 SKUs from retail shops are being collected, verified, processed and provided to our clients every month.

**24 • 7**



24/7 data processing mode, provided by coordinators and moderators in all time zones of Russia

**11,57**



11,57 goods per minute is our performance while working 24/7

**100 000**



100 000 field agents and data moderators have registered at millionagents.com by the beginning of 2016

**70**



70 gigabytes of photo and audio files confirming the collected data are uploaded to our servers every day



## We are using our own technology consisting of the following components:



iOS, Android (Windows Phone under development) mobile apps for data collection by field agents. The apps can be downloaded from App Store and Google Play. Any data, photos, geo tags, audio and video records can be gathered.



Cloud-based server software for task assignment and incoming data processing is available through browser.



Web sites for agent recruiting, interaction with them and presentation of collected data to clients.



Cloud-based databases with proprietary interfaces for storage and presentation of data collected.

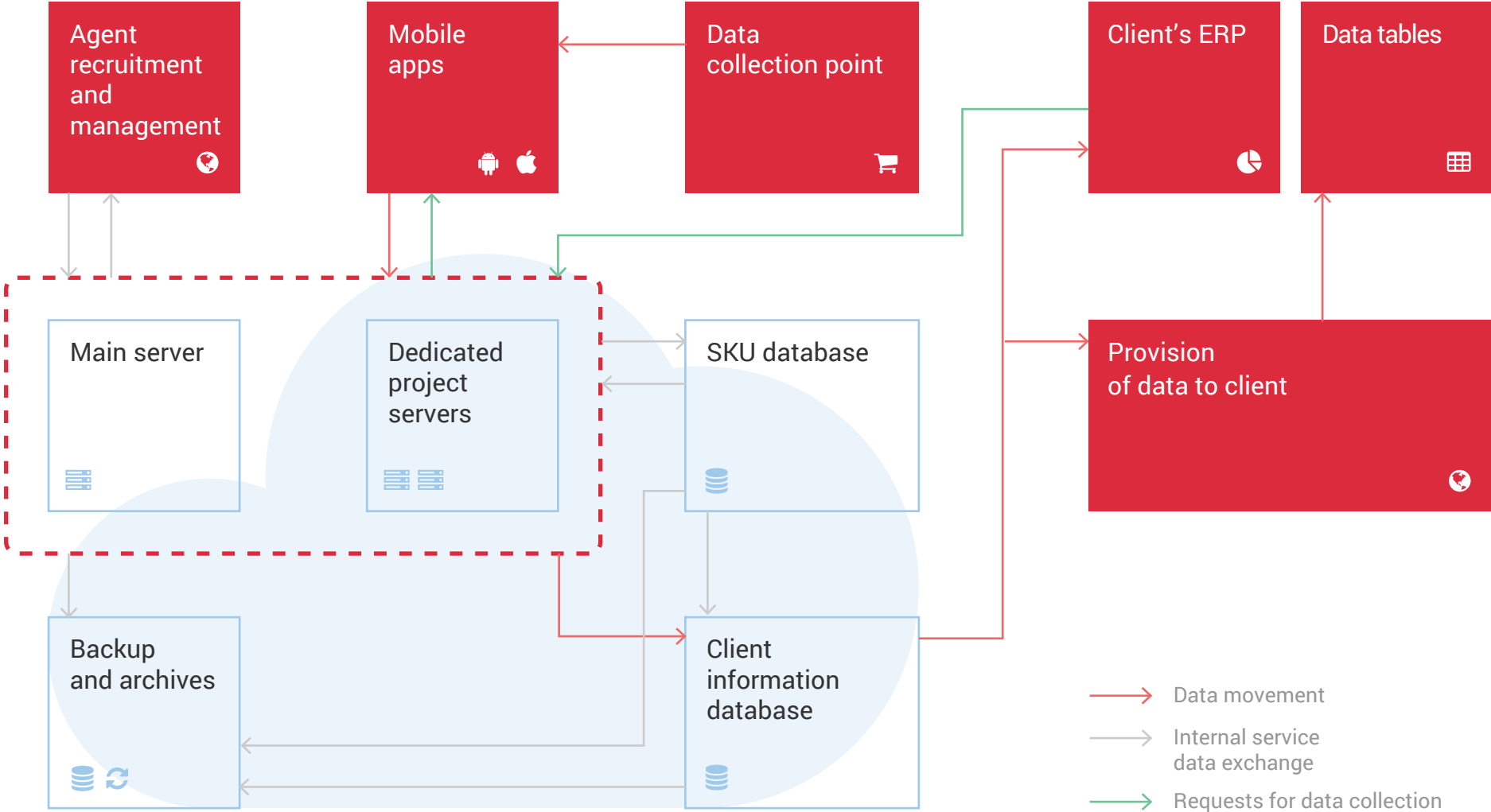


All the software is based on open source technologies and is the property of millionagents.

All our solutions are the results of consecutive technology development supported by continuous practical use with constantly growing volume of the information being collected and processed. This is the reason why our software is so stable, compatible and scalable.

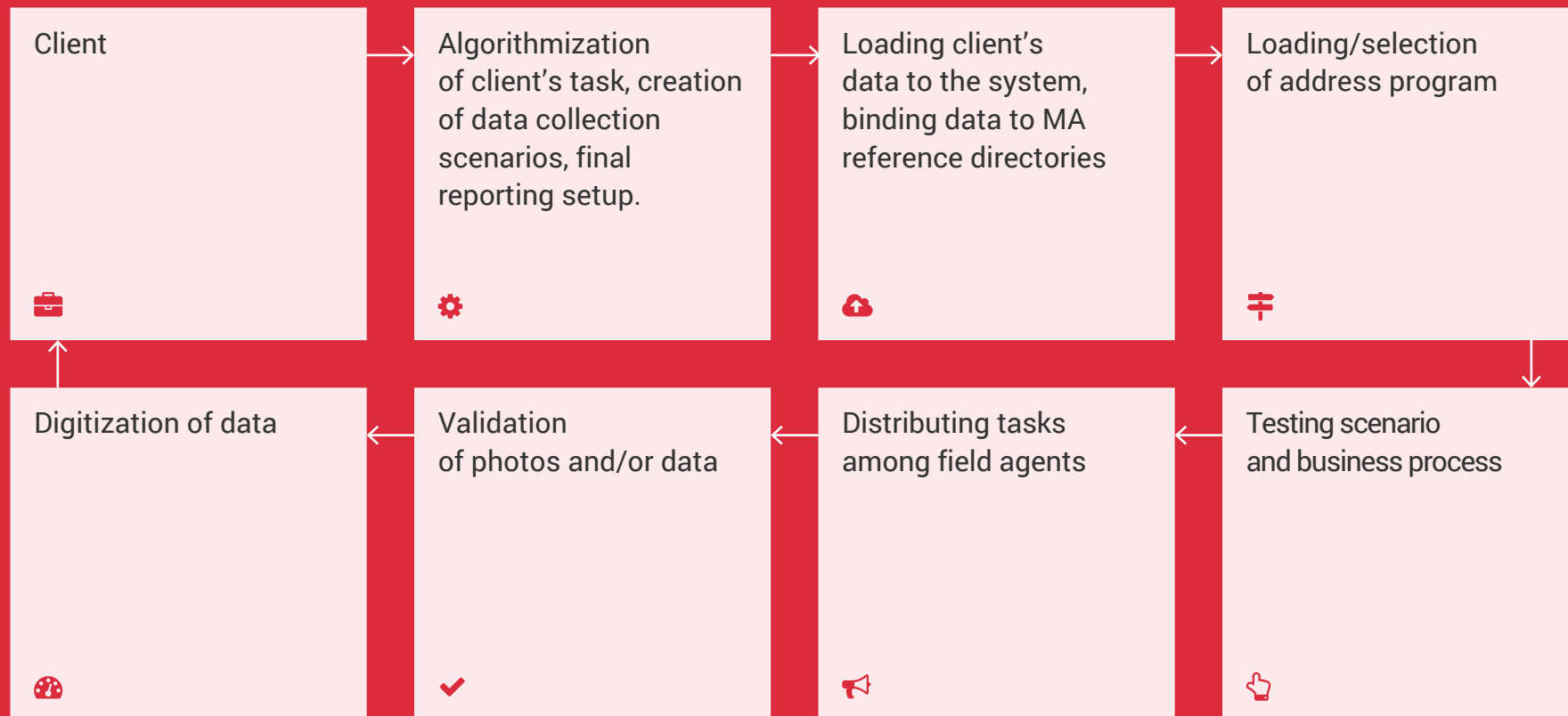


# Interaction Scheme





# From inquiry to final report





# Share of services in the overall volume of the information processed

70%

Price/assortment monitoring

15%

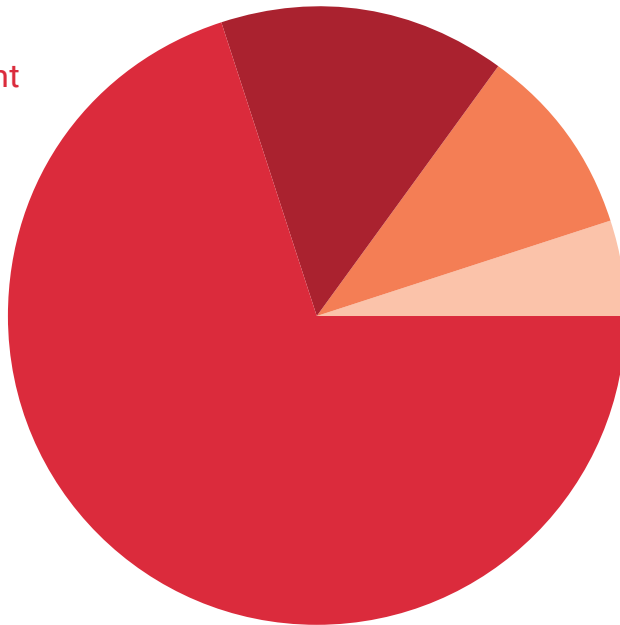
Census

10%

Product category evaluation

5%

Additional competencies



**Core competencies:**

- Price/assortment monitoring
- Census
- Product category evaluation

**Additional:**

- Mystery shopper, applicant
- Retail audit in free format
- POSm placement control, advertising



## Price/assortment monitoring is the core competence of our company

70%

—  
A specialized version of our software is used for price monitoring. This version considers all the specifics of this process and can satisfy any need of any scale.

—  
The use of structured SKU database allows to easily associate the information gathered with the internal SKU codes and categories used by the client.

—  
Different collection methods are supported. Open and closed lists. Searching for exact matches, searching for analogs, searching by parameters, price conversion per weight or volume.

—  
Nearly absolute scalability. We have experience in processing over 1 million SKUs per month.

—  
The absence of manual reporting allows us to work with data collection of any scale and deliver the reports to clients in time.

—  
Automated verification using mathematical and statistical methods and 100% manual moderation. All data is confirmed with photos.

—  
Optimal price to quality ratio.





## Technological breakthrough in working with geodata

# 15%

Census is a complicated and resource-intensive research which, however, is crucially important for development of your distribution system. We have combined traditional method of taking censuses with our know how and technological abilities which allow us to provide quality results at competitive prices.

Digital map formatting, geo tracking and the use of control points in certain map sectors provide for distribution and control over

task execution to achieve the highest level of research completeness.

All data is confirmed with photos and geo tags. All addresses comply with the All-Russian Classifier of Addresses.

Our field agent training system as well as multilevel verification of data performed by the software and manually enable us to decrease the number of false data and duplicates to statistically acceptable error margin.

We can implement aggregation of new data with customer's databases.

The final report is presented to the client in digital form and on the map. The customer can see location of all the objects found, review data on any particular object, filter and upload information in table form.



## Product category evaluation, main features

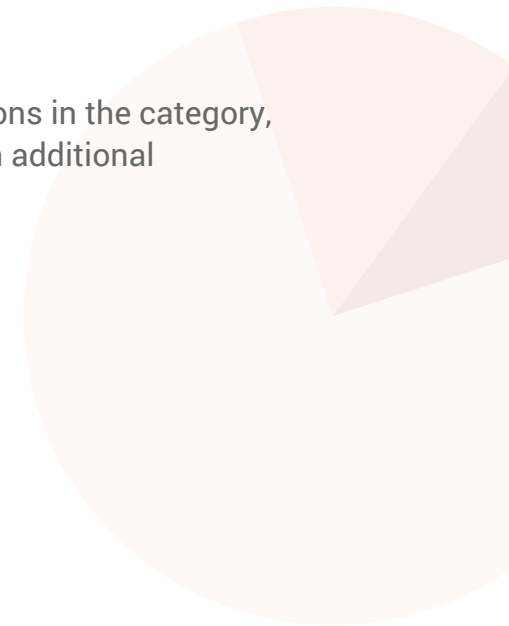
— This is the third core competence in which we use a deep modification of our own platform to solve highly specialized problems of category management and trade marketing.

— Visual shelf mapping on panoramic photos. Automated shelf share calculation according to mapping, product position control against planogram.

— Calculation in linear meters, share of facings, shelf stock estimation, availability control, price monitoring.

— Review of all actions in the category, data collection on additional merchandise.

10%





## Additional competences, types of projects

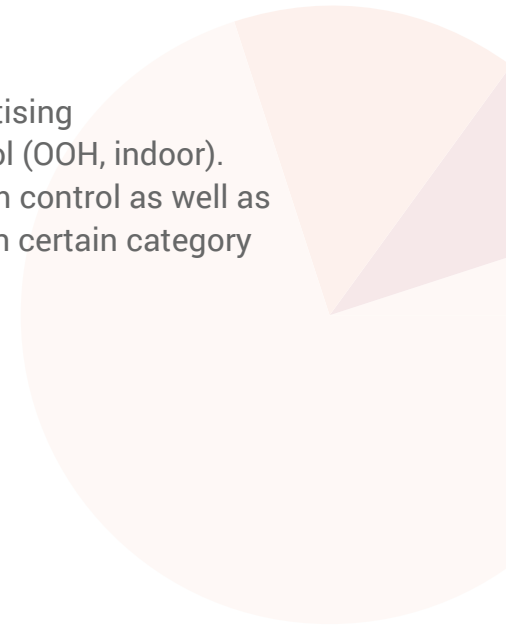
Besides highly specialized modifications of our software, we also have a universal software version for implementation of projects in compliance with customers' scenarios.

Mystery shopper/applicant. Confirmation of collected data by audio records. Profiling of field agents. Mystery shopping of products or services is available.

Retail audit. Collection of any data on products, main and additional merchandise.

5%

POSm and advertising placement control (OOH, indoor). Targeted program control as well as data collection on certain category and/or media.





## Managed Crowdsourcing

*This method is the result of three years of experiments in project implementation. It combines the best features of crowdsourcing and targeted personnel management.*

Multilevel selection of agents and moderators, personal interviews and qualification tasks.

Task distribution is automated and close to crowdsourcing model but task assignment to a certain agent is subject to verification by a manager. Tasks are distributed as large blocks, not as individual tasks. The executioner undertakes to certain performance volume. Herewith, coverage and project terms can be guaranteed.

The number of management levels is minimized and does not depend on project scale or type. Control functions are highly automated, but the supervisory control is performed by qualified people only. Subcontracting is totally excluded. Direct work with field agents and moderators.

Is applicable to projects of any complicity and time frame. The price is higher than that of pure crowdsourcing but lower than targeted recruitment and individual control without automation and with multilevel management and/or use of subcontractors.

## Pure crowdsourcing

Fully automated task distribution and moderation. Suits simple data collection scenarios without strict requirements to geographical coverage. Low price, high data quality but lower coverage standards.



# Collecting data on products in **1099** cities of Russia





# What makes our reports reliable



**1** Data collection via mobile apps only

Loading external data is not available

All data is GPS tagged

All data has system time stamp

All data is confirmed by photo



**2** Automated data labeling on server

Inconsistent data (coordinate mismatch, data out of distribution frame) are marked as requiring attention

Making manual verification easier



**3** Total inspection by moderation

All data are moderated against photos

Recalculation of main indices during moderation



**4** Random inspection by project managers

Final stage of quality control

# Our clients



						<p>◀ FMCG</p> <p>▼ Electronics</p>
					<p>◀ Retail ▲ DIY</p> <p>Financial ▶</p>	
					<p>◀ Marketing Consulting Research</p>	



# Thank you for your attention!



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