



POLUMANA

POLUMANA® IN FOOD & BEVERAGE

Innovation. Digitalization. Sustainability. The food and beverage industry is in transition. It is vital to make the necessary decisions today in order to remain competitive tomorrow. As a company in this industry, you face a wide range of challenges. Managing product ranges, complying with regulations and meeting high quality standards are critical – and all of this needs to be done as efficiently as possible. This is where we can support you. Our native sales app POLUMANA® helps you to meet these challenges with confidence and strengthen your competitiveness.

What POLUMANA® can do for you

15 % less effort,
time or resources.

Up to **25%** more sales per order

Return on investment
in **< 2 years**

HOW POLUMANA® SUPPORTS YOU IN THE FOOD & BEVERAGE INDUSTRY



Preparation made easy

In a highly competitive environment, proper preparation is the cornerstone of success. This is where POLUMANA® comes in handy. The app not only contains all relevant CRM master data, but also the complete purchase history of your customers as well as all visit reports. The tedious process of compiling information before sales meetings is therefore a thing of the past. This increases your chances of success.



Vegan or gluten-free: everything you need to know

The POLUMANA® product catalog not only offers a clear presentation of all relevant data, it also allows you to filter products according to specific criteria. Whether vegan, gluten-free, halal or something else - all the information you need is just a click away. In times when eating habits – due to personal convictions or intolerances – are becoming increasingly diverse, this provides the necessary overview.



Variety in packaging, flexibility in ordering

Flexibility is key in the food and luxury food sector. Supermarkets do not order in rigid 100g packs, but in different units such as layers, packages or 5kg packs. POLUMANA® enables flexible mapping of this variety in packaging and offers customers the freedom to order according to their individual requirements.



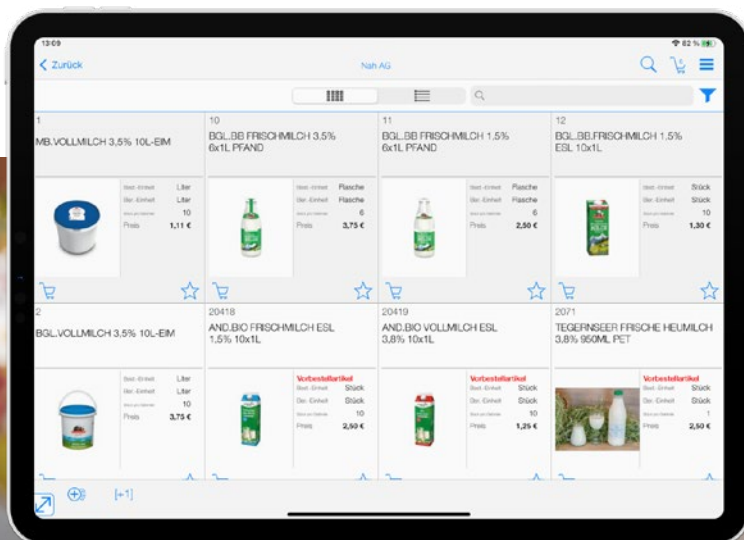
Access information in real time – even offline

Current stock levels and availability cannot be viewed on site at the customer's premises, or at least not quickly enough. Prices are also subject to strong fluctuations - often due to promotions. For the sales force, it is not always possible to make reliable statements. With POLUMANA®, current stock levels and prices are always available in real time – even offline. This means you can keep your customers informed of current conditions at all times.



Perfect for large portfolios

Product portfolios in the food and beverage industry can be extensive. POLUMANA® helps you to access the entire portfolio, regardless of the size of the product range - even without an Internet connection. The result? More efficient customer appointments and faster decision-making processes.



POLUMANA® displays even large product ranges clearly, making it easier for you to provide your customers with comprehensive advice.



Individual milestones and dynamic presentations

Maintaining customer relationships is important for establishing long-term business relationships. POLUMANA® facilitates efficient communication with customers and the seamless processing of orders. The integration of multimedia databases enables you to make dynamic and up-to-date sales presentations. With the help of individually definable milestones within the app, no detail goes unnoticed. This enables you to keep your customers informed about current promotions at all times.



LMIV data included

The food and beverage industry deals with perishable products, making logistics and storage complicated and cost-intensive. LMIV data is integrated directly into POLUMANA®, so that customers have relevant information at a glance when ordering. The sales app enables precise monitoring of stock levels and supports logistics optimization. Precise inventory control minimizes losses due to perishable products and creates efficiency along the supply chain.



Less time on the road, more time with your customers

In the past, you had to make a decision: Spend an unnecessary amount of time on the road or invest a lot of time in planning your trips? POLUMANA® changes all that. The AI-supported app takes care of itinerary and route planning for you. It takes your predefined parameters into account, such as the time of your last appointment. But the best thing about it is that you stay in control. You decide where your tour should start and end, be it a round trip or a rally, and get to make personal adjustments. The result? Less time in the car and preparing, and more time for what really matters – your customers.

WIDE-RANGING SALES SUPPORT

Mobile CRM

- Integrated customer view with data from ERP and CRM (if available).
- Mobile capture of visit reports, tasks, opportunities, and more.

Multimedia Sales Support

- Offline-capable, multimedia presentations with e.g. videos, photos, PDF documents
- Integration of marketing campaigns, step-by-step instructions, etc.

Mobile Itinerary Planning

- Automatic optimization by means of AI
- Consideration of sales figures, due dates and customer potentials



Digital Product Catalog

- Unlimited offline objects in the app
- Multimedia preparation (PIM/CMS)
- Cross- and upselling

Mobile Order Entry

- Incl. offline conditions, pricing & inventory information from ERP
- Different order types, such as quotations, manual stock, blanket orders

PUTTING THE DIGITAL TRANSFORMATION INTO PRACTICE

With the **POLUMANA®** sales app,
you benefit from:

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- ✚ **All information in one application:**
POLUMANA® combines data from all common systems such as CRM, ERP, product catalog or media database.
 - ✚ **Cost-effective flexibility** when adapting applications to new requirements.
 - ✚ **Offline access** to data in real time
 - ✚ **Hardware independence** – whether Apple, Android or Windows, POLUMANA® is ready for all devices.
 - ✚ **Seamless integration** into your existing SAP or Microsoft solutions.
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BLUE-ZONE GmbH is a manufacturer of software applications with over 20 years of experience in the end-to-end automation of business processes. The products, such as the POLUMANA® service and sales app, aim to make companies more efficient and successful. Over 18,000 active users confirm that we are on the right track.

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