



POLUMANA

# POLUMANA® IN RETAIL AND WHOLESALES

Digitization. Sustainability. Service excellence. The consumer sales and wholesale sector are undergoing a transformation. As a company in this sector, you face a variety of challenges. The management of ever more extensive product ranges, consumers increasingly scrutinizing production conditions and manufacturing processes, and the growing turnover of e-commerce. Those who adapt to the changing conditions in good time and exploit their own potential will remain competitive in the future. Our native sales app POLUMANA® helps you to maximize your efficiency and exploit the full potential of your business in this environment.

## What POLUMANA® can do for you

**15 %** less effort,  
time or resources.

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

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Return on investment  
in **< 2 years**

## HOW POLUMANA® SUPPORTS YOU IN RETAIL AND WHOLESALERS



### **Strengthening customer loyalty digitally**

Stationary trade is facing an increasing challenge from e-commerce, which often offers lower prices and digitizes sales processes. POLUMANA® successfully meets these challenges by helping you to improve sales conversations. This improves the shopping experience and strengthens customer loyalty. In addition, POLUMANA® offers you the option of accessing sales materials such as videos, catalogs, and advertisements easily and offline. This makes sales talks more efficient and professional – even without an internet connection.



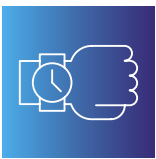
### **Cross-selling and upselling made easy**

Successful customer retention requires personalization and efficient customer data management. Sales representatives should be able to access customer data, reorder individual parts, arrange personal appointments and offer targeted advertising to strengthen loyalty. POLUMANA® supports this by providing a comprehensive order history for items already ordered by the customer, as well as a list of accessories and similar products. This enables improved customer service and increased customer loyalty, while at the same time increasing the potential for cross-selling and upselling.



**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 always informed of current conditions. A positive side effect: the workload of the office staff is reduced.



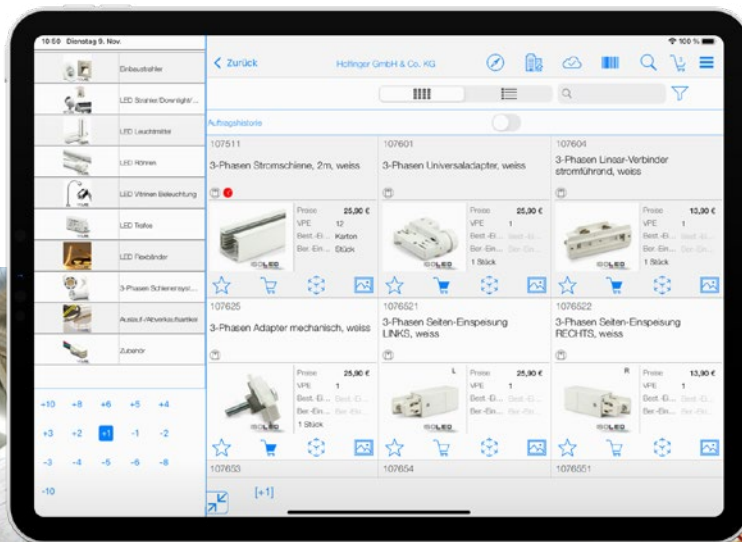
**More time for your essential tasks**

Preparing for and following up on meetings often takes up valuable time and energy that could be spent elsewhere. With POLUMANA®, not only the master data, but also the sales history and the contents of the last appointments are always at hand. The tedious manual creation of visit reports is automated. For you, this means that you have more time for what you are actually meant to do: selling! Let PPOLUMANA® support you and increase your efficiency while you concentrate on selling successfully.



**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.



**No matter how extensive your product range is, with POLUMANA® it can be displayed easily – even without an Internet connection.**

## **WIDE-RANGING SALES SUPPORT**

### **Mobile CRM**

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

### **Multimedia Sales Support**

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

### **Mobile Itinerary Planning**

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



### **Digital Product Catalog**

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

### **Mobile Order Entry**

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- 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.

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✚ **Hardware independence** – whether Apple,  
Android or Windows, POLUMANA® is ready  
for all devices.

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✚ **Cost-effective flexibility** when adapting  
applications to new requirements.

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✚ **Offline access** to data in real time

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✚ **Seamless integration** into your existing  
SAP or Microsoft solutions.

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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