

Transparent Retail

Intelligent control of field staff
and merchandising with the
ActiveMap FSM system.



The Evolution of Field Control: From Chaos to Transparency

	Before ActiveMap	The ActiveMap Standard
Reporting	 WhatsApp reports and paper logs. Fragmented data.	 Single digital environment. Structured task cards in a mobile app.
Auditing	 Selective manual photo checks of displays. Lack of time for full audits.	 100% neural network audit. AI automatically checks every photo.
Discipline	 Lack of reliable confirmation of employee presence at the location.	 Automatic geo-tagging of equipment and online tracking on an interactive map.

Eliminating the Human Factor with Neural Network Audits

The system analyzes 100% of photos, replacing manual spot-checks with total automated coverage.

Step 1: Geo-fixation



The mobile app takes a photo and automatically tags the presence of equipment at the retail outlet.

Step 2: AI SKU Analysis



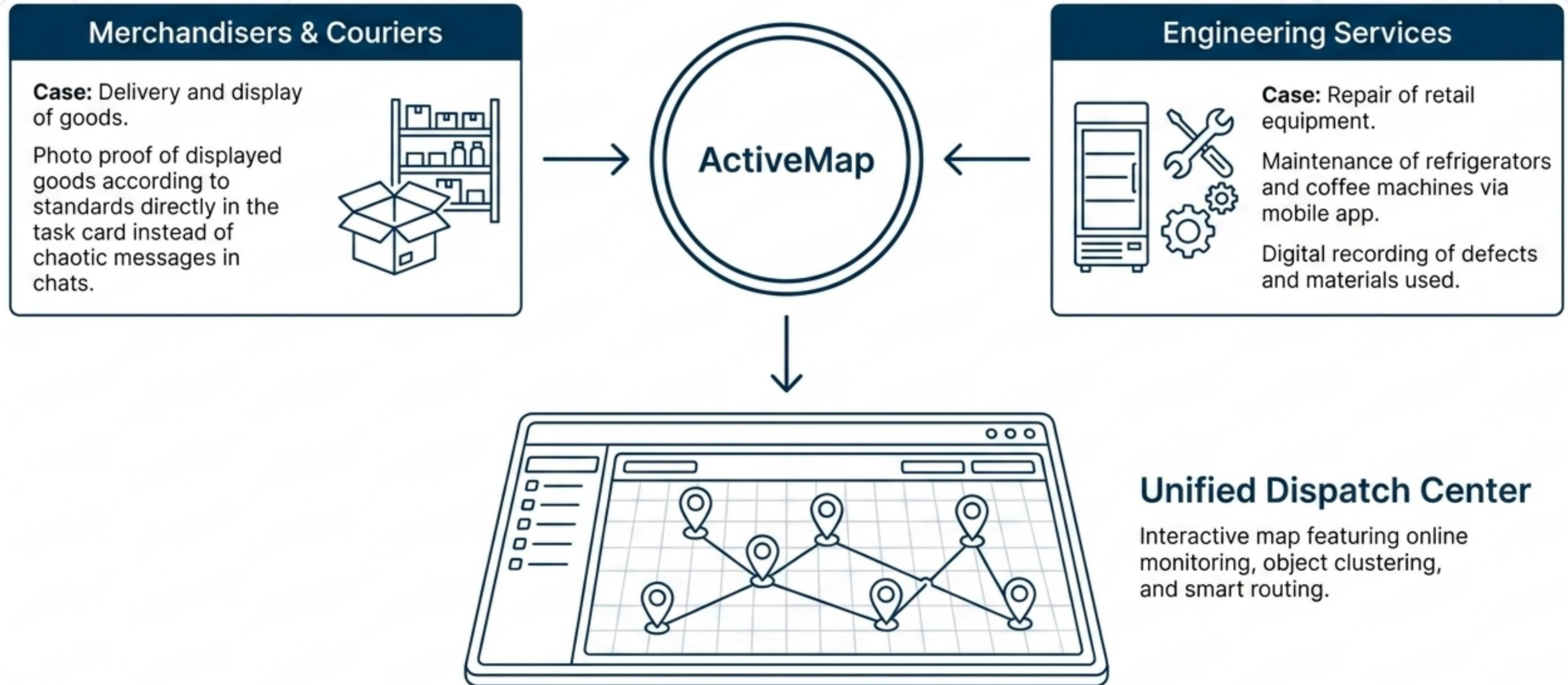
The neural network recognizes products on the shelf, compares them with the mandatory display standard, and identifies missing items.

Step 3: Instant Report



Generation of a detailed summary of problem areas (e.g., 'Sauces – 5 pcs., pcs., Confectionery – 0 pcs.').

Unifying Diverse Field Teams Under a Single Dispatch Hub



The Economic Reality of FSM Implementation

50%



Acceleration of communication and speed of closing requests.

20%



Improvement of staff discipline via online tracking and geo-tags.

15%



Optimization of operational costs (fuel, materials, and logistics accounting).

25%



Growth in chain loyalty and number of new orders due to strict SLA compliance.