

Samsung Consumer Electronics & SERVICE INNOVATION GROUP, A revolutionary type of field service team !



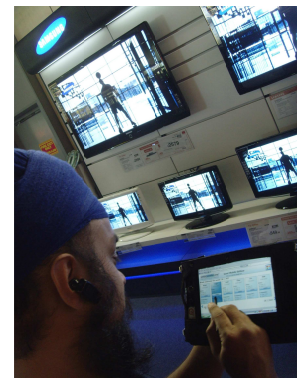
In order to continue the expansion of sales within the UK, Samsung recognized the strategic importance of building awareness of their brand and seeking to continuously improve the brand experience, not only for the consumer, but also for retailers nationwide. In order to meet these requirements SERVICE INNOVATION GROUP delivered a solution that brought together business process, custom designed software and for the first time, the revolutionary Ultra Mobile PC platform.

How it works ?

This package provides a complete solution, not only for data capture but for sales support, training, reporting and team management accessible to all stakeholders anywhere and at anytime. This combination of processes, software, hardware and people is referred to as boost.

As with any field marketing system the boost platform is based around data capture as its core function. However where most systems end, boost is only just beginning. Each Sales Trade and Retail specialist, commonly referred to as STAR's, has access to the complete record of all historical information on every call, both within their own territory and in the entire store universe. They can capture and store photographic information on any aspect of each visit for future reference. They can access a library of promotional material, including photographs, audio and video, directly from the device and, if necessary, access the internet for any additional material. They can train store staff using training materials accessed through the system and store staff can in turn rate their training and physically sign off on the session through the device. And of course each STAR can monitor their own progress against targets in real-time. Comprehensive reporting is available to both the back office support team and to the client, allowing all stakeholders to view and manipulate the information relevant to their individual requirements.

When brought together these tools provide each STAR with the equivalent of a dedicated support team available on demand through a single portable device enabling the STAR to meet any challenge.



boost – The Core of Transparency in Marketing!

In order to reliably guarantee absolute transparency, processes must be controlled in "real time"! We have accomplished this by means of the latest technology, in the form of a precise and structured software called boost!

boost offers data flow in real time, and thereby guarantees absolute transparency and a comprehensive overview of processes for SERVICE INNOVATION GROUP® customers.

For controlling, monitoring and further developing the software boost, "Process & Technology" relies on **Mobile Collaboration GmbH** that is a 100% subsidiary of SERVICE INNOVATION GROUP.

KEY-FACTS about

Mobile Collaboration GmbH

- Software and consulting firm
- Depiction of business processes on all types of mobile terminals
- Innovative software family proven in practice
MC | TIME® / MC | PROMO® / MC | SALES®
- Integration in your operating systems
- Medium-sized with a European profile: offices in Paris, London and Barcelona

www.mobile-collaboration.com

The Field Marketing & Brand Experience Awards



Headline Sponsor **stuck for staff.com**

10TH OCTOBER 2007,

ENTERPRISE SUITE, HOTEL IBIS, LONDON SW6

The FM&BE award's night is just around the corner. It has been a busy year for the awards, marked by a sellout event for 600 people at a new location in the Earl's Court area of London.

We are planning quite a show with great entertainment and refreshment but once again the focus of the evening will be the achievements of the face to face industry that makes this such a unique occasion for celebration and for networking.

This year's shortlist of finalists is quite a list to behold as it proves that the best agencies and brands are prepared to do battle in this competition. The standard has been recognized in previous years as very high, and does seem to get tougher each year. Making the shortlist is a real challenge - only a small percentage of entrants manage to get onto it, and was drawn up following 3 and half weeks of concentrated judging (and adjudication of some very close decisions this year) in London this Summer with the judges once again being selected from some of the biggest brand owners and the best industry suppliers and consultants. These awards are virtually unique in sidestepping the potential bias of having agencies actively casting judgment on agencies. It is a harder job to get the clients to give up their time to judge award entries, but also one that we are proud to have devised and delivered. (A full list of judges will be published in the post event results publication).

So, here is the shortlist for 2007.

FM&BE AWARDS – SHORTLIST OF FINALISTS

FIELD MARKETING CATEGORIES

Most Effective Retail Training/
Mystery Shopping

CPM - HP

GfK - RIM

Headcount - Loyalty Management

Infinite FMS - Sony

IMS - T-Mobile

The Network - Thomson

Most Effective Merchandising and
Compliance

CPM - P&G

CPM - Wrigleys

FDS - Danone Waters

Fieldsmart - Momentum Pictures

FSS - Esso Retail

Reach - Energizer Wilkinson Sword

Most Effective In Store Demo

CPM - Nokia

Gekko - Toshiba

i2i - Coty

Most Innovative Application of Data
and IT

IMS - Colgate Palmolive

IMS - T-Mobile

Infinite FMS - Ubisoft

Logobrand - Masterfoods

Reach - Energizer Wilkinson Sword

SIG - Samsung

Most Effective Brand Strategy (FM)

The Blue Water Agency - Nicorette

Gekko - Toshiba

Phiz - Grolsch

Most Effective Direct
Sales/Negotiation

Brand Company - Pringles

Gekko - Apple

LMG - Magners

Most Effective Tactical Campaign

The Blue Water Agency - Nicorette

The Brand Co - Sony (Casino Royale)

Cosine - Kingsmill

FieldSmart - Momentum Pictures

FSS - Walls

Logobrand - St Ivel

BRAND EXPERIENCE CATEGORIES

Most Effective Brand Strategy (Brand
Experience)

BEcause - S&N

The Circle Agency - EA

Cunning - Capital One

Nine - Volvo

Octagon - Vodafone

TRO - BMW Group

Most Effective Shopping
Centre/Roadshow Campaign

BD-NTWK - Nintendo Wii

Carbon - Alpro (breakfast)

Closer - Pot Noodle

LIME - Warburtons

Nine - Volvo

RPM - Cancer Research

Most Effective Targeting

BEcause - S&N

Carbon - Alpro (breakfast)

EMS - Diabetes

FDS - Huggies

Nine - Volvo

RPM - Cancer Research

WE WOULD LIKE TO THANK THIS YEAR'S SPONSORS (LIST AS CONFIRMED AT THE TIME OF WRITING)

HEADLINE SPONSOR

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AGENCY CAR AWARD



CLIENT SPONSOR

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CPM

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STAFFING

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