MOBILISAR SOFTWARE PLATFORM

Design, build, manage & distribute your campaign with a single brief

Designed especially for the FMCG & CPG industries, Mobilisar lets you build your campaign seamlessly with end-to-end design, print & procurement, and logistics. It's a stress-free solution to managing all your brand assets, events and activations.

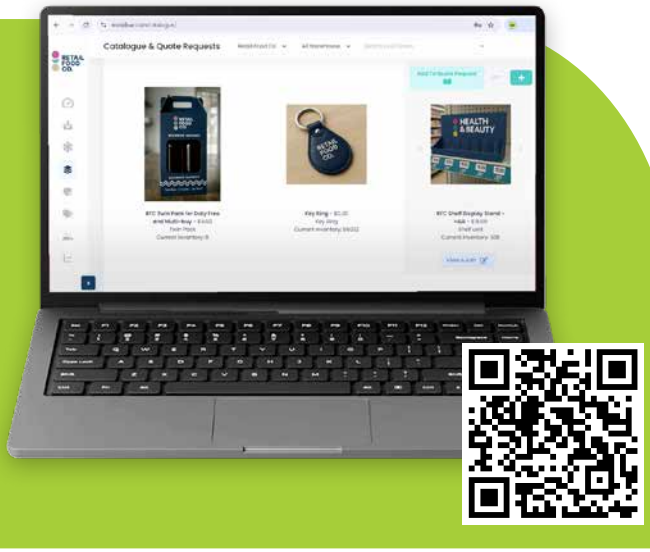
From printing or procuring POS, display stands, or branded merchandise to instructing bulk distributions, managing your fleet of assets, or constructing a trade stand, Mobilisar puts you in control.

You can place orders, manage approval, instruct delivery and track progress at every stage of the project in real time.

ONLINE ORDERING & BOOKINGS

Mobilisar is an online shopping tool for your branded products and assets, with a simple shopping basket and easy checkout. And like all good online shopping experiences, you can track and trace the order's status, with real-time updates.

It's also a sophisticated booking system that allows you to book assets, send items directly from one venue to another without returning to the warehouse, and reserve stock for future promotions. If you're operating an e-commerce store, we can manager your orders and ship directly to your customers.



ASSET & STOCK MANAGEMENT

Mobilisar streamlines stock management to reduce costs and increase efficiencies throughout the supply chain, allowing you to make informed decisions using current data.

MOBILISAR

Covering everything from individual SKU usage, to dollar amounts of Point Of Sale invested in specific stores or groups, Mobilisar provides clear visibility on your activity and allows you to measure ROI.

FLEET OPERATIONS MANAGEMENT

Mobilisar simplifies the management of powered assets such as fridges, freezers, heated food cabinets, slushy machines and larger promotional vehicles such as a caravan, pop-up container store, mobile bar or café. It allows you to manage manage bookings and arrange for provisioning and delivery anywhere in New Zealand using a single brief.

The application of unique QR codes to each item allows for clear reporting of asset investment, storage/movement spend, repairs, depreciation, and whole-of-life costs.

It also makes it easy to track and manage any servicing and compliance requirements such as Gas Certification, Electrical Tagging, WOF, COF and Vehicle Registration.

FREIGHT & SUPPLY INTEGRATION

Mobilisar interfaces with our freight partners' systems and quickly calculates the package dimensions, quantity of parcels, and lead time required to determine the best freight solution for your needs.

Mobiisar is also integrated with Google Maps providing us with over 15,000 Google-verified addresses throughout Australasia to ensure accurate, timely delivery.

You can track progress in real time and will receive push notifications at every milestone of the order journey and, where available, photographic proof of delivery.

ON-DEMAND REPORTING

Mobilisar makes it easy for you to make sound, data-driven decisions. It provides real time visibility of every SKU stored or in transit with us and gives you accurate stock levels, and project status.

Usage reports help you to identify trends, check that you have sufficient stock for upcoming promotions, and to reserve stock for future events. Mobilisar even calculates past usage and issues reorder prompts so that you never run out of core items.

It also gives detailed reports by address or user - great for tracking investment by brand, channel, region, teams, or individual retailers.

09 636 7517 hello@brandspec.co.nz www.brandspec.co.nz