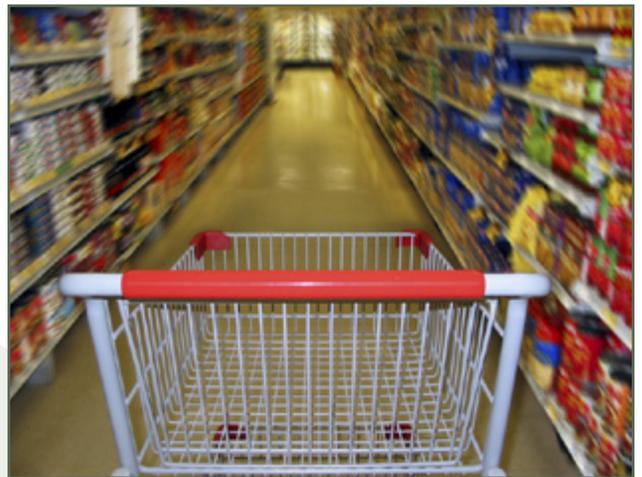


Trimble Retail Execution **PRODUCT BRIEF**

WINNING AT THE SHELF MAXIMIZE PROMOTION COMPLIANCE AND DRIVE SUCCESS

The battle for consumer attention is in the store and at the shelf, where 70% of consumer buying decisions are made. However, with control of the “last mile” of your supply chain in the hands of the retailers, you must have up-to-date, accurate visibility to what is happening in the store. Perfecting retail execution is no doubt challenging; however, without insight into promotion compliance, new product cut-ins, out-of-stock trends, and distribution issues, your ability to take corrective action in a timely manner is diminished and you are destined to lose.

Trimble Retail Execution™ is built specifically for field sales and merchandising teams and is the most powerful software on the market. Going well beyond the core functionality required to make your reps more efficient, Trimble Retail Execution focuses your field team on the high priority and high value activities that result in operational excellence and unmatched sales growth.



KEY BENEFITS

Accelerate Speed-to-Shelf

Trimble Retail Execution coordinates your field team with the rest of the product launch. Prioritized activities, detailed instructions, and ensure your new SKUs are cut-in and on the shelf when consumers respond to your marketing programs and looking to buy them.



Reduce Distribution Voids and Out-of-Stocks

Trimble Retail Execution includes automated scanning, streamlined workflow, and context-based reminders and questions. In addition to being able to identify two to three times more issues, the workflow and questions guide the rep to the best solution, ensuring the problems are resolved promptly.

Maximize Promotion Compliance and Drive Success

Trimble Retail Execution contains a powerful survey engine that can be used to rapidly conduct trade promotion compliance surveys and in-store audits. Typically, consumer goods companies allocate 54% of their marketing budget to trade promotions, which means ROI is critical. With Trimble Retail Execution, store status can be analyzed daily, with issues and opportunities addressed immediately and turned around, if necessary.

Optimize Field Performance

Managing large retail projects across multiple geographies with different chains, and channels can be daunting. With Trimble Mobile Solutions you will have up-to-date information from detailed field performance metrics and scorecards. With that knowledge at hand, you can see what activities are complete, how many are outstanding, and what action still needs to be taken. Targeted messaging ensures you can communicate specifically with individual reps and they are not overwhelmed with information that is not relevant.

KEY FEATURES

Trimble Retail Execution provides much more than the core requirements. The product is designed to empower your reps to produce more.

| FEATURE | CORE | MORE |
|--|-------------------------------|---|
| Activity Scheduling | Store visit schedule | Graphical calendar |
| | Target activities | Scheduling conflict resolution |
| | Store profile information | Activity deadline alerts |
| | | Mapping and directions |
| Streamlined Store Work | Distribution and price checks | Store workflow |
| | Promotion compliance | Advanced surveys/audits |
| | Display surveys | Alerts for missing SKUs |
| | Planogram compliance | Integrated scanning |
| Benchmarks and Scorecards | | Realtime views of activities and progress |
| | | Location and customer-specific goals |
| | | In-store progress indicators |
| Field Training and Communications | | Learn about new products and promotions |
| | | Send and receive prioritized messages targeted to specific customer locations |
| | | Identify focus and priority SKUs |

TRIMBLE MOBILE SOLUTIONS

In April of 2001, Trimble Navigation Ltd. (TRMB) established Trimble Mobile Solutions (TMS) to offer resource management for the mobile workplace. Using their advanced GPS technology, wireless communications and software expertise, Trimble Mobile Solutions delivers complete management solutions to customers with mobile resources.

Through strategic acquisitions of leading-edge technology companies, TMS now offers best-of-breed solutions for the Consumer Packaged Goods (CPG) industry with applications that increase productivity for pre-sales and route sales representatives, delivery drivers, merchandisers, field service technicians and supervisors. The solution includes mobile hardware and software that seamlessly integrates with a supplier's existing enterprise resource planning (ERP) software system.

Trimble Mobile Solutions
 3650 Concorde Parkway
 Suite 150
 Chantilly, VA 20151
 USA
 1-877-883-4367 (Toll Free)
 +1-703-502-5600 Phone
 +1-703-502-8165 Fax

© 2006, Trimble Navigation Limited. All rights reserved. Trimble and the Globe & Triangle logo are trademarks of Trimble Navigation Limited, registered in the United States Patent and Trademark Office and in other countries. Trimble Retail Execution is a trademark of Trimble Navigation Limited. All other trademarks are the property of their respective owners. PN 022506-020 (11/06)