Pepperi:
Streamlining B2B Consumer Goods Sales

Pepperi provides an enterprise grade B2B omnichannel sales platform that helps consumer goods brands and wholesalers increase sales by unifying the management of diverse sales channels and improving field staff efficiency. Pepperi's cloud-based platform offers solutions that span from field sales and retail execution to B2B e-commerce portals, support, and telesales.

In this interview, Ofer Yourvexel, CEO of Pepperi, shares some insights about the organization's Netsuite solutions and services, Pepperi's unique value proposition, and plans for the future.

What are the challenges witnessed by Pepperi in the marketing and sales space? What unique solutions do you bring to the table to help your clients mitigate these challenges?

In today's digital world, consumer goods brands rely on sales reps, retail execution staff, B2B e-commerce sites, and more to manage their sales to retailers and distributors. Managing these channels efficiently and effectively is a major concern. B2B sales are often managed by different parts of the organization, using different software tools. This makes it very hard for brands and wholesalers to offer their customers, the retailers, a consistent purchasing experience, including crucial business information such as price lists and trade promotions.

Pepperi provides consumer goods companies with an all-in-one B2B omnichannel sales platform. With Pepperi, sales, operations and marketing teams all work on a single, common platform to conjointly provide an enhanced experience for their customers–the retailers and distributors.

Can you please enlighten us about the Netsuite integration? Also, elaborate on your targeted customer and how they can essentially go up and running with Pepperi's offering?

As B2B sales activities interface with other parts of the organization—for example inventory management or invoicing—brands and wholesalers integrate Pepperi with their Netsuite ERP.

Ofer Yourvexel,
CEO

Pepperi's out-of-the-box plugin supports all NetSuite web services integration options. Our plugin can read, update and create any NetSuite data (e.g. Customers, Transactions, Activities).

Our powerful integration with NetSuite is key to successful management of omnichannel sales, and in fact, to improved management of the entire business. For example, information about orders, such as order volume or sales level of specific products, can help management make decisions about production or procurement. Information about reps, drivers and merchandizers performance and productivity can affect hiring plans or their compensation.

Most importantly, integrating Pepperi and NetSuite provides field staff with full mobile CRM and product information in the field. Any data from NetSuite can be made available, and users can see it even when they are offline. Data syncs with NetSuite whenever the user is online again. For example, when taking an order, a field rep can check inventory information on NetSuite, and choose the credit card on which the payment will be charged by NetSuite.

For a sales rep in the shop this means having full and up-to-date inventory, promotions and sales history information on hand, at all times. For the organization, it means that data about what is happening in the field is updated in NetSuite throughout the day, providing management with immediate and accurate information.

Can you shed some light on the key features and benefits of the cloud-based Pepperi platform?

Our platform offers manufacturers and wholesalers a full array of sales management solution for the field, online and for the office. The solutions that we offer include sales automation, retail execution, route accounting/DSD, B2B eCommerce, telesales and more.

These solutions are based on shared infrastructure and capabilities, including, for

example, a potent rule engine that is combined with a graphical, drag-and-drop workflow creator and layout designer that make it easy for customers to define (code-free) the business behavior and user interface of the various solutions that we offer. Changes made in the platform are immediately affecting what users see on their native online/offline mobile apps or the customer's web portal, so adding a product or changing a promotion for all channels at once is an immediate, simple effort.

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As our solution is built for consumer goods, the platform includes unique features such as a full array of catalog management and trade promotions tools.

To increase overall sales and order size, Pepperi automates B2B field selling and buying processes. This provides field reps with the relevant operational data from Netsuite as well as Pepperi's trade promotions campaigns. All the tasks performed by field reps are updated in Pepperi, along with respective geotags, and are transmitted to Netsuite. The system is fully operational in offline mode.

B2B customers—retailers and other selling points—can log into a fully branded e-commerce site or a mobile app and order directly from the product catalogs using an intuitive, B2C-like shopping cart. Brands enjoy the power of a B2B solution, such as price lists, catalogs and discounts per customer.

Sales management gains full business visibility and control by setting sales targets for customers, sales reps, merchandizers, drivers and products, and monitoring goal attainment. The sales manager can also use the dashboard to identify best-selling products, most profitable customers, top sales reps, and more.

Our platform successfully extracts product information, price and inventory levels, and customer details from the NetSuite system, providing sales reps and customers with all the information they need to sell and buy.

Could you please discuss a case scenario where Pepperi helped a company address their challenges?

We have been working with SodaStream (NASDAQ: SODA), the world's leading manufacturer and distributor of sparkling water makers, for over two years.

SodaStream was looking for a single, B2B sales and retail execution platform that would replace their disparate regional CRM systems in each of the international markets they operated in. The company needed an easy-to-use, mobile platform that integrates CRM, order taking, retail execution, and direct store delivery functionality with multi-language and multi-currency support. They also needed the platform to be easily configurable, so it can continuously meet the ever-changing requirements of their regional markets.

After a rigorous vendor evaluation process, SodaStream chose Pepperi for its unmatched functional support of B2B sales via sales reps and field merchandisers. SodaStream's team was able to set up Pepperi for the U.S. pilot within a couple of weeks and integrate it with their ERP.

The partnership with Pepperi enabled SodaStream to streamline their communication methods and develop a corporate-driven in-store strategy. It also helped them meet their goals by providing insights into measurable key performance indicators and return on investment.

The Pepperi solution is highly configurable, facilitating customers to easily set up and adopt business rules, workflows, UI layouts, and user roles and privileges, to support the changing needs of their enterprises.

What does the future hold for Pepperi any technological updates/integration or geographical expansion plans in the works?

Our mission is to help customers leap forward with their business. Pepperi aims to streamline the key B2B sales processes for brand manufacturers and wholesalers. We plan to integrate our platform with artificial intelligence technology to enhance the sales process, communication between channels, and flexibility to shift between channels. Today, Pepperi works with some of the world's most recognizable brands, including Rip Curl, GUESS, Heineken and Hallmark International. Much of this success stems from our cloud-based solution, which underpins the deployment across more than 60 countries worldwide. CA