



## **Gigwalk Enterprise Launches to Mend Retail Execution and Redefine How Field Teams are Mobilized by Brands**

*New enterprise field intelligence platform helps leading brands collect location-based insights on retail execution in real time through their own mobile-connected workforce*

**SAN FRANCISCO – October 21, 2014 –** [Gigwalk](#), the local visibility software platform changing the way brands and retailers collaborate, today unveiled “Gigwalk Enterprise.” The new field intelligence solution incorporates best-in-class analytics with location-based mobile technology to help organizations maximize the effectiveness of their workforce from anywhere in real time. Through Gigwalk’s enterprise offering, brands will now be able to mobilize internal teams to collect and activate data to mend issues in retail execution, as well as improve collaboration with retailers and supply chain partners to drive in-store sales.

When timing is critical, like a new product launch or seasonal promotion, insights into how products and marketing programs are represented in-store and on the shelf are crucial to a brand’s bottom line. With tools to find and fix problems quickly, brands can now speed time to retail compliance and recoup potentially lost sales. And, robust analytics tools allow brands to integrate and harmonize data from third parties into a single snapshot of the store, centrally monitoring, tracking and scorecarding performance by retail channel, category and brand to benchmark and incentivize performance.

Now, instead of a team of field reps using clipboards and pens, a smartphone-equipped team can communicate and collaborate in real-time and deliver insight into how products are represented on store shelves. Influenced by the company’s mobile crowdsourcing roots, the enterprise field app delivers feature-rich, but easy-to-use, messaging and collaboration tools and supports Bring Your Own Device (BYOD) workplace initiatives.

“Gigwalk Enterprise enables us to more effectively collaborate with our field teams, not only to collect and activate data, but to inform our forecasting and daily operations in real time, said Corey Moles, senior marketing manager for new business creation at Whirlpool. “We are now able to address compliance issues immediately, speeding time to resolution and revenue.”

Additionally, Gigwalk is announcing significant company growth, including the addition of Whirlpool, Red Bull, Pfizer and Wrigley to its customer portfolio. In the last 12 months, Gigwalk has increased its client roster to over 130 global CPG brands and generated over \$500M in ROI for its customers. The company also more than doubled its Gigwalker network to 650,000 independent contractors, making it the largest mobile-connected workforce for crowdsourced data collection.

“Field teams represent a large portion of the brand and retail labor market, yet few have a mobile solution that facilitates collaboration and communication of on-the-ground intelligence to headquarters,” said Bob Bahramipour, CEO of Gigwalk. “To date, the solutions available have been too complex, thus delaying adoption. Gigwalk Enterprise is fast to deploy and easy to use, so brands can rapidly onboard field teams to address the inefficiencies in retail execution, such as out-of-stocks and

wasted trade marketing spend, that cost brands and retailers billions of dollars in lost revenue each year.”

For more information on Gigwalk Enterprise please visit <http://www.gigwalk.com/>.

**About Gigwalk**

Gigwalk is a local visibility software platform that delivers real-time transparency into local operations and retail execution on the ground. With mobile tools for workforce management and a data-driven approach to job and worker alignment, leading brands and retailers use Gigwalk to improve retail performance and drive revenue growth. Based in San Francisco, California, Gigwalk is backed by August Capital, Harrison Metal, Nokia Growth Partners, Randstad Innovation Fund, SoftTech, Greylock Discovery, Accelerator Ventures, and Founder Collective. For more information, visit [www.gigwalk.com](http://www.gigwalk.com).