



## DynamicRouting™ – MSA's Field Sales Call Planning Solution

The solution that weighs the importance of calling on specific stores for route planning.



- Don't just plan sales calls on distance between stores, for best sales opportunity include:
  - Traffic issues
  - Time since last call
  - Store volume
  - Gap opportunity
  - Low inventory or out-of-stock
  - Trade program compliance need
- DynamicRouting™ is an add-on module to G360™ Off-line reporting
- Customizable to your call importance hierarchy
- 4 levels of sophistication based on the complexity of the AI algorithm

