FUTURESOFT ®
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SIGNAGE PRO

ONE STOP MANAGEMENT OF SIGNAGE AND IN-SHOP BRANDING

100% conformance to:

Brand Guidelines, Signage Standards, Budgets & Project Timelines

SignagePRO: Digital Branding Solution

Signage & Branding Solution is a Workflow and Reporting Platform that offers one stop management of Signage & In-Shop Branding requirements.

SignagePro is flexible enough to handle requests ranging from a single signage to a small dealer shop to a large experience center.

Retail is one of the most natural environments for Signage PRO. Our one-stop solution platform has been used by organizations having company-owned showrooms & dealers successfully for quite a while.

We promise organizations with a pan India presence having a mix of company-owned showrooms, a wide network of distributors and dealers, and even standalone shops to efficiently communicate, promote and provide information on their respective products and services, strengthening the brand awareness and their company image too.

With our dynamic flagship software solution, it is a matter of plug and play for the Trade Marketing Managers to set up and manage their daily branding and signage requirements sitting either in a store or from their corporate desks across India and even abroad.

What does Signage PRO offer?

Simply put, Signage PRO is a signage and branding solution that offers one-stop management of signage and In-shop branding for small, medium, and large organizations. Built on a working and reporting platform, it can manage new requests, rework and maintenance work with respect to branding.

The portal can also assist in signage suggestions, estimates, timelines, and assign tasks to specific stakeholders. Other notable features are the flagging of alarms and escalation, managing users, and having a robust yet secure login system for security purposes.

Last but not the least it can help one track the branding and signage requests and present customized reports and charts that are crucial for the finance, sales, and marketing teams to work on.

Manage your Brand Elements through SignagePro

Display Counters

Signages

Flex Banners

Catalogues

RETAIL BRANDING ELEMENTS

Civil Work

Finishing

Interiors

Tiling/Lighting

Signage Pro Offering: Snapshot

01
Manage Users and Roles

Manage Branding Elements
02

03
Manage new request, rework branding maintenance request.

Get signage suggestion with estimates and timelines
04

05
Assign Tasks to requisite stakeholder on the go

Raise escalation and alarm
06

07
Customized Reports and Charts

Powerful Workflow Portal: Key Features

Stakeholders Management

Multiple stakeholders like Dealers, Sales/ Trade Marketing team, Finance Team, who are responsible retail branding are a part of this solution. This solution help brands/ Organizations to easily manage (Add, Delete, Edit) their stakeholders and also assign relevant rights. Based on their pre-set authorization levels each stakeholder have access to different features of the solution.

Brand Elements Management

Trade Marketing team can define the type of branding and signage components in the solution. The details like size, shape, material and price per square feet can be captured in the solution for each component. Using this feature brands can ensure there is uniformity in their branding across all regions.

Configurator/ Recommender

The solution comes with an inbuilt configurator which enables the appointed vendor to edit the pictures of showroom /space for branding purpose. Vendors can create markings, designate measurements, define signage & branding types and generate quotes and estimates. Solution also comes with AI based recommender which offers the best branding and signage options available based on their size and shape.

Manual, Semi-automated & Automated Workflows

Solution is design in such a manner that it comes with Manual, Semi-Automated and Automated workflows depending upon the stage of the branding and signage process. This makes solution very effective cause each stakeholder while checking real time work in progress can raise alerts, input their feedback and make corrective measures wherever required for successful completion of the project..

Approval and Escalation Matrices

The robust virtual system is built in such a way that every step is well thought off, planned and systematic. Approvals/Rejections and signoffs established by pre-determined authorizations ensure there can be no leakages or tampering as a workflow is created and strictly adhered to.

Report & Analytics Dashboards

With time as a critical factor, consolidated and well depicted graphs and reports at a glance or in detail can be generated with a single tap. Features such as verifying the progress of any particular showroom, a signage replacement, payments made or received, overall performance of the vendor, etc., is now made possible with our interactive dashboard.
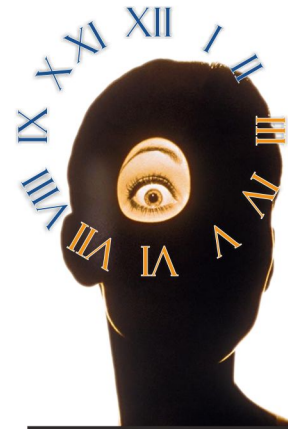
About Us

Started in 1988, FutureSoft India was born with the idea of making IT happen.

At FutureSoft, we imagine, create and deliver. Our team of innovative thinkers, academic coders, and analytical leaders is here to create a unique business experience for you. Our solutions are treated as tools to construct routes for the growth of your company.

We keep our head strong and believe in going on. Initiated with a few services, we now offer a leaflet of several digital solutions & services.

- **Cross Functional Skills**

- **Multi Platform Expertise**

- **Focused Family of 850+ people**

- **Satisfied clients, our best spokesperson**

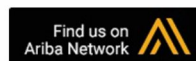- **Your reliable Technology Partner**

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