

# Rack Jobber Manager Plus, The New App for Efficient Replenishment and Merchandising

*ginstr presents an innovative solution for efficient management of on-rack products using smartphones and office PCs*

BERLIN, GERMANY, October 6, 2016 /EINPresswire.com/ -- German [IT company ginstr](#) developed a new intelligent mobile application to optimize product distribution in different selling points which allows efficient management of the wide range of tasks carried out by merchandisers or rack jobbers.



Promotions, sales techniques or direct

marketing, still remain as key strategies to reach consumers in a direct way. Following this line, ginstr GmbH brings a technology that is already being successfully implemented in other international markets in order to achieve higher levels of proficiency.

It is the new mobile app "Rack Jobber Manager Plus": a digital solution designed to manage product refilling and restocking in different selling points.

Whether we are talking about stockers in supermarkets, rack jobbers or merchandisers in any store or direct point of sale, all it takes is just to follow the simple instructions of the app displayed on the screen.

Data collected from all mobile devices is synchronized with [the ginstr cloud](#), so that managers can access to all the information in real time from any web browser. Furthermore, all data is automatically stored in the secure ginstr cloud servers located throughout Germany.

This ginstr intelligent software provides solutions for replacing, replenishing and mounting updated prices on racks or providing competition analysis and reporting special incidents with SOS alarms directly being sent to the managers.

The immediacy of communication between the company and the mobile workers, or between the various subsidiaries, is one of the greatest benefits of this technology, which undeniably results in optimization of time management and process adherence.

Among other benefits, companies can also minimize replacement costs, ensure on-shelf product availability, avoid stock shortage and increase process efficiency.

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