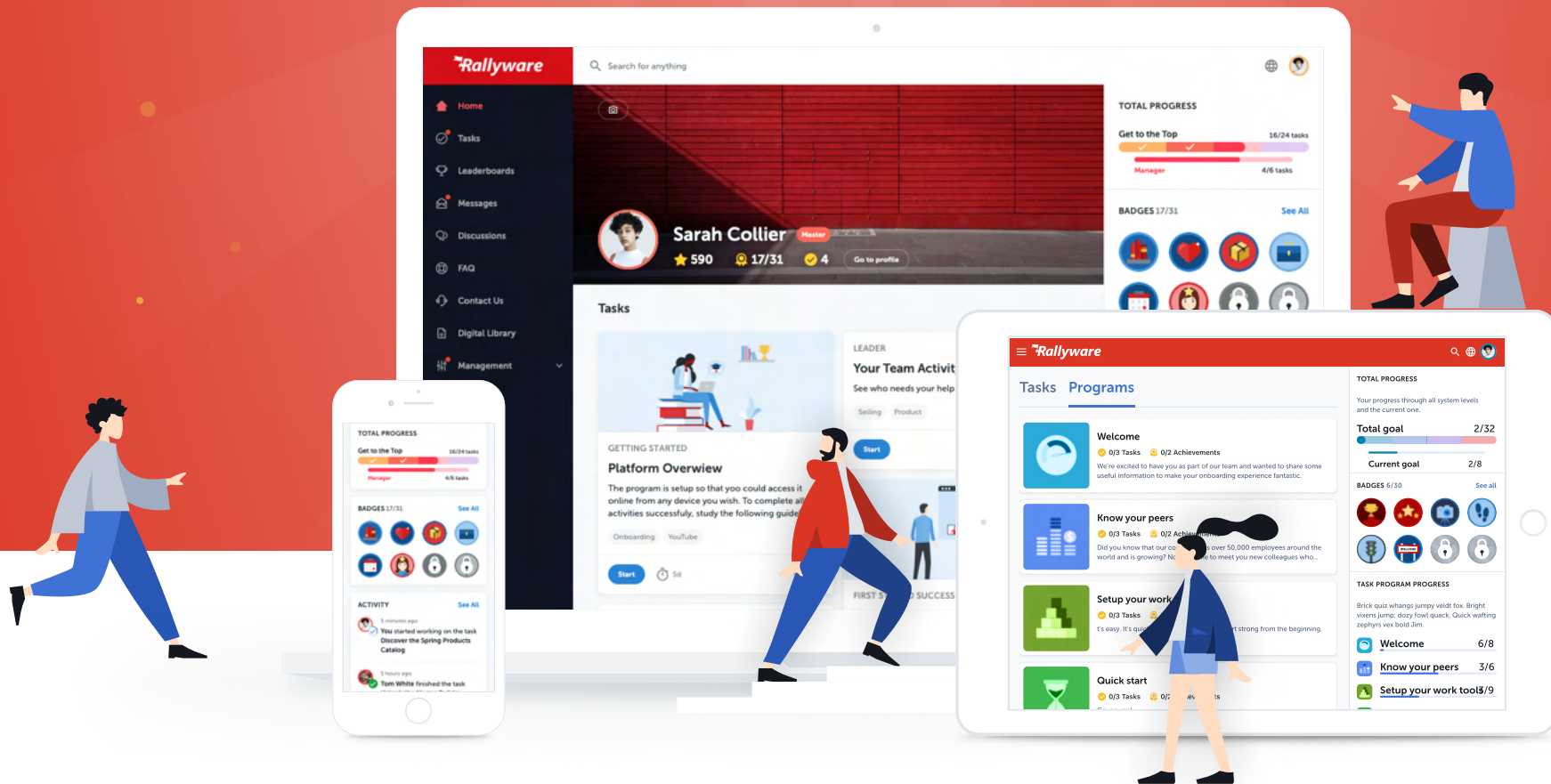




Performance Enablement Platform
for Direct Selling Companies



Performance enablement through smart technology

Changes in human behavior are making it hard for direct selling companies worldwide to manage onboarding, training, and continuously engage their sales force. With its innovative mobile and web technology, Rallyware solves the problem of successfully onboarding, training and engaging each distributor at scale, leading them to ultimate success.

Rallyware leverages a unique combination of the following key elements, for a unique and user-friendly experience:

- Revolutionary learning and enablement programs
- Rich media tasks and user-generated content
- Game mechanics and continuous engagement
- Social communication and best marketing practices
- Digital library with robust search functionality
- Powerful analytics suite with learning and business performance data
- Enterprise-grade platform and integrations



Website
rallyware.com

Sales inquiries
sales@rallyware.com

Phone
(877) 858-8857

Learning
Onboarding
Daily activities
Communication
Productivity tools
Incentives
Operational processes
Business rules and triggers

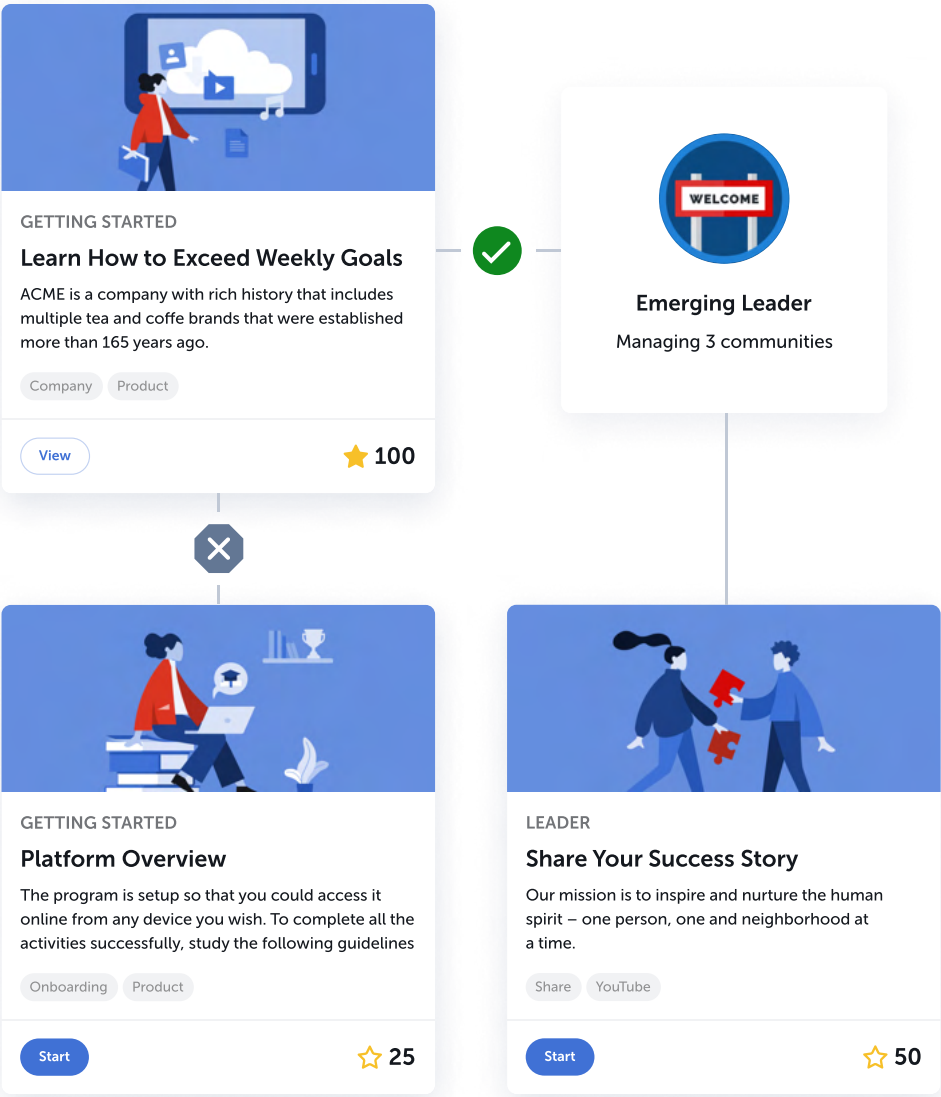
Rallyware’s platform is the central hub connecting distributors with the company

Distributors can follow the path toward success from any connected device, starting from their very first minute with the company, with Rallyware’s mobile-first approach. The system can be accessed via any modern mobile, tablet, or desktop browser – all of which can be whitelabeled and themed to fit within the company’s existing branding and application ecosystem.

User accounts, roles, program access, and other aspects of the experience follow well-defined provisioning scenarios. These are designed to provide user creation, updates on-the-fly and any other company-specific schedule.

Business rules engine

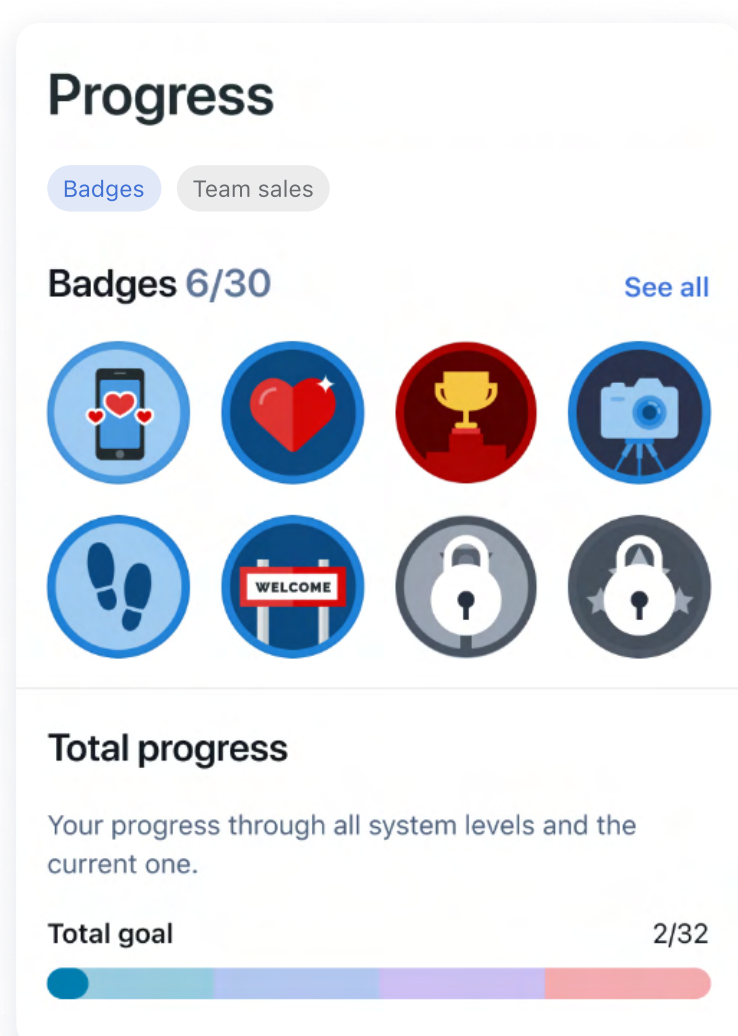
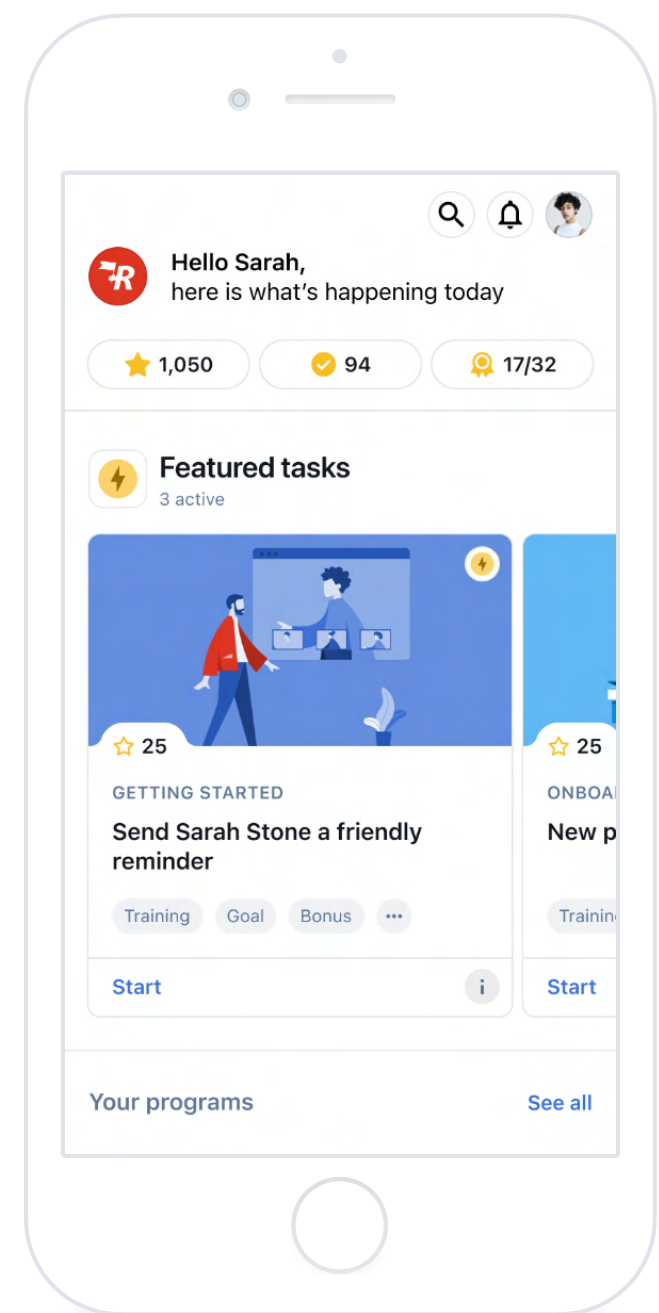
Rallyware’s business rules engine is a company-specific solution based on business KPIs. It defines and drives use cases and the timing of learning activities delivered to distributors. By analyzing performance and learning data, algorithms optimize personalized training recommendations. In that way, each distributor is led through their own customized learning paths, acquiring only those critical pieces of information necessary to bridge any knowledge or skills gaps. On average, business rules engine implementation leads to a productivity increase of 32% and a 25% reduction in training costs. As a result, our customers see field-driven growth of their major KPIs driven by a highly skilled field, thriving within an engaging culture.



Interactive task challenges

Rallyware’s Engagement and Training programs consist of a variety of tasks, taking participants through a social game-like individualized journey. These rich media tasks or courses enable participants to achieve the desired results, complete training courses, and stay engaged, while driving many different types of activities, both online and offline. The Rallyware task engine offers a nearly endless list of options to define the way each task is to be completed, such as:

- Customized Micro Learning courses
- Mixed-type surveys and quizzes
- Real-time picture and video recording
- Pushing and pulling social media content
- Uploading documents and media files
- Completing activities on external systems
- Various internal and external custom completion trigger types



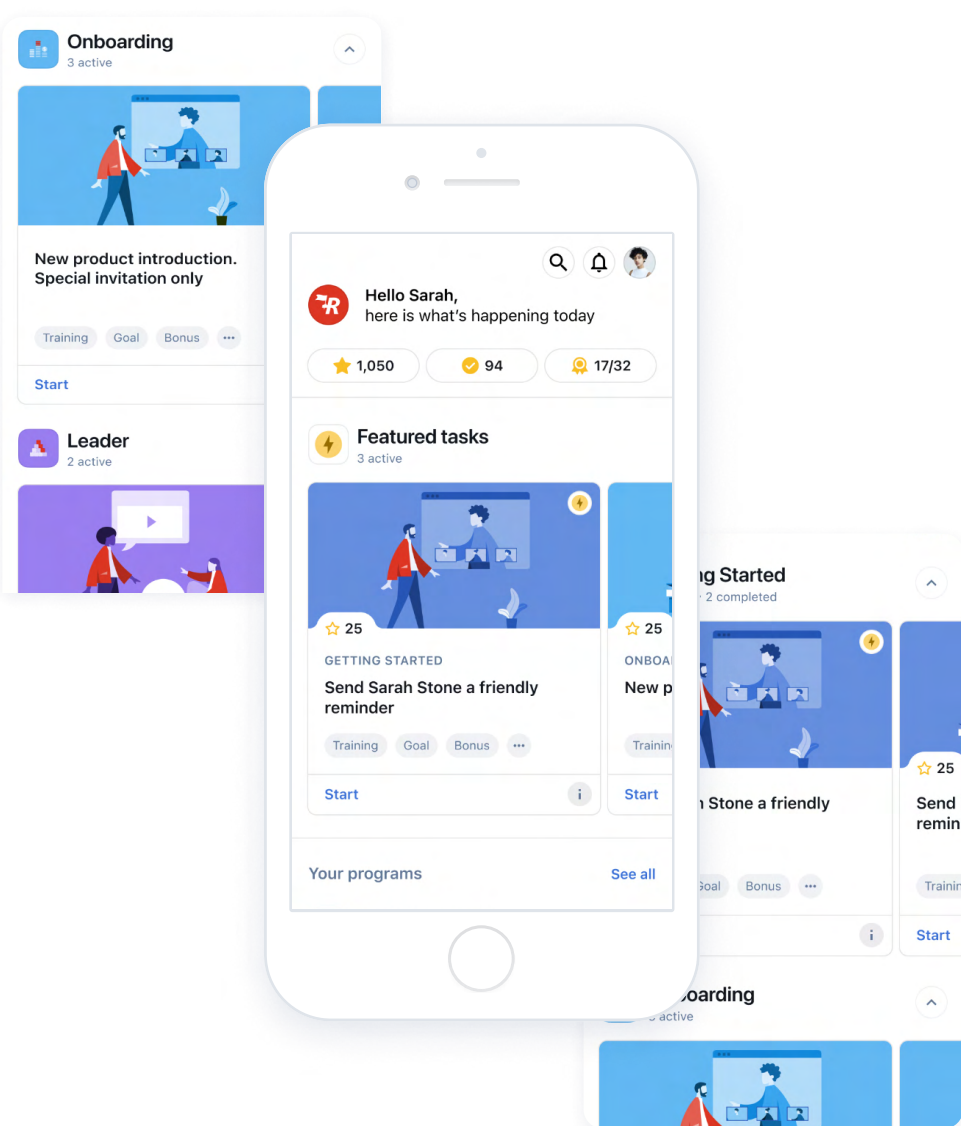
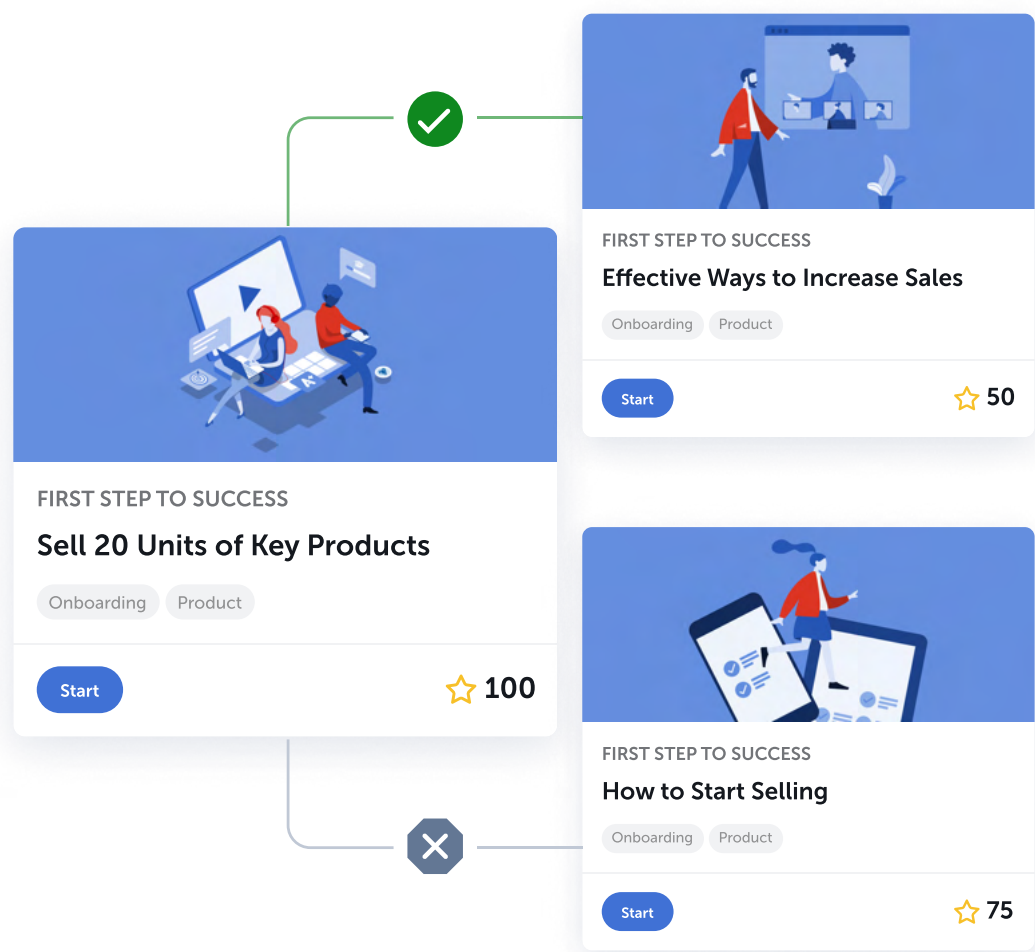
Gamification of key activities to drive participation

One of the indispensable elements of the Rallyware environment is a holistic approach to using a variety of game mechanics to shape and drive the core user experience. This taps into different behavioral patterns ranging from instant gratification to sustainable, continuous engagement.

Support for different types of rewards provides the company with an ability to award distributors both virtual badges and real-life rewards. These could be discounts, physical prizes, promotions, the ability to comment and promote content, as well as certificates for completing certain series of tasks, reaching critical milestones, or fulfilling compliance requirements.

Structured engagement programs and task dependencies

Rallyware offers a vast selection of innovative engagement programs geared to help drive desired business objectives of direct selling companies. These programs are based on industry best practices and can be used out of the box, customized with simple configuration changes, or created from scratch. Task flows that comprise programs are created to be unique to each customer’s specific goals as it relates to sales, recruiting, retention, and other identified behaviors.



Flexibility of programs for different environments

Many configurations and types of engagement programs are available for different types of scenarios and environments. The program design process is simple, and Rallyware’s well-defined onboarding process and dedicated customer success teams ensure that the most engaging and effective content is created for all of the relevant audiences. Rallyware’s award winning customer success team ensures a successful system launch and provides ongoing support and enhancements to the platform post-launch.



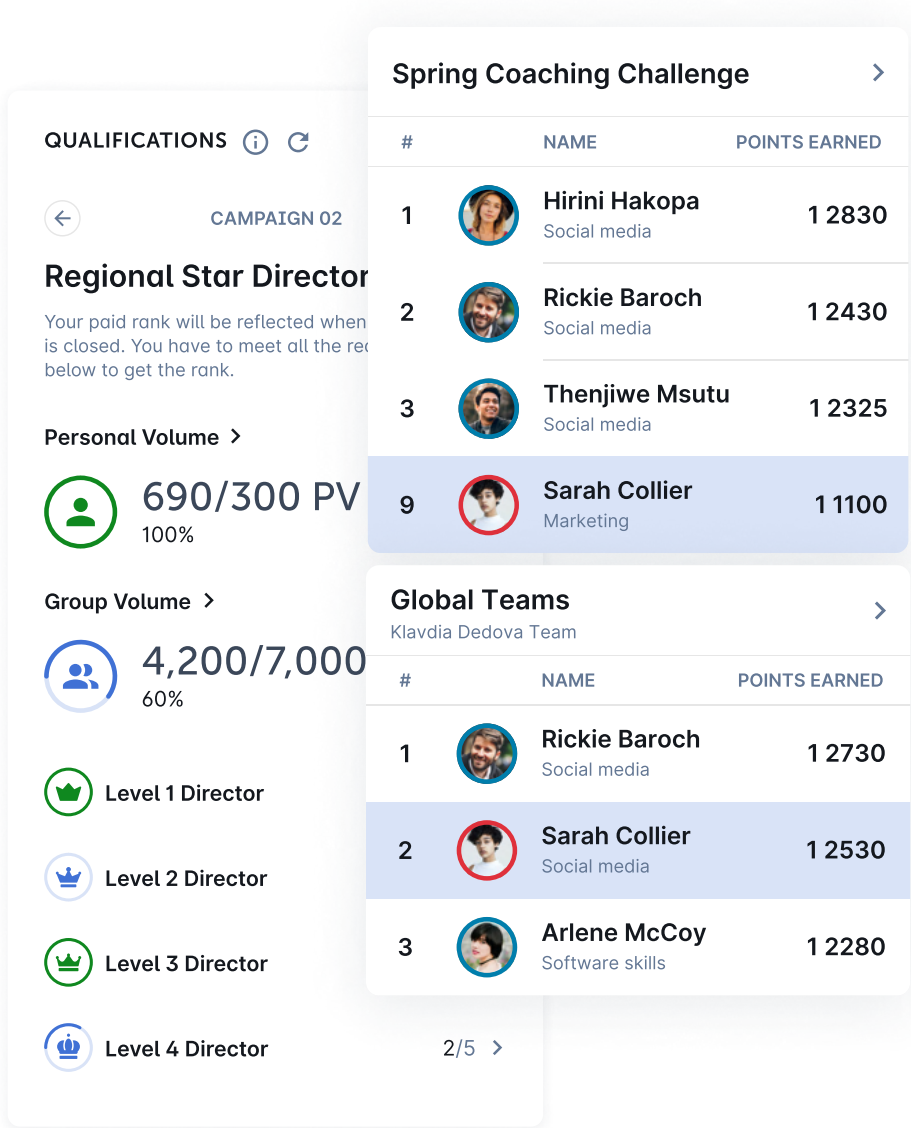
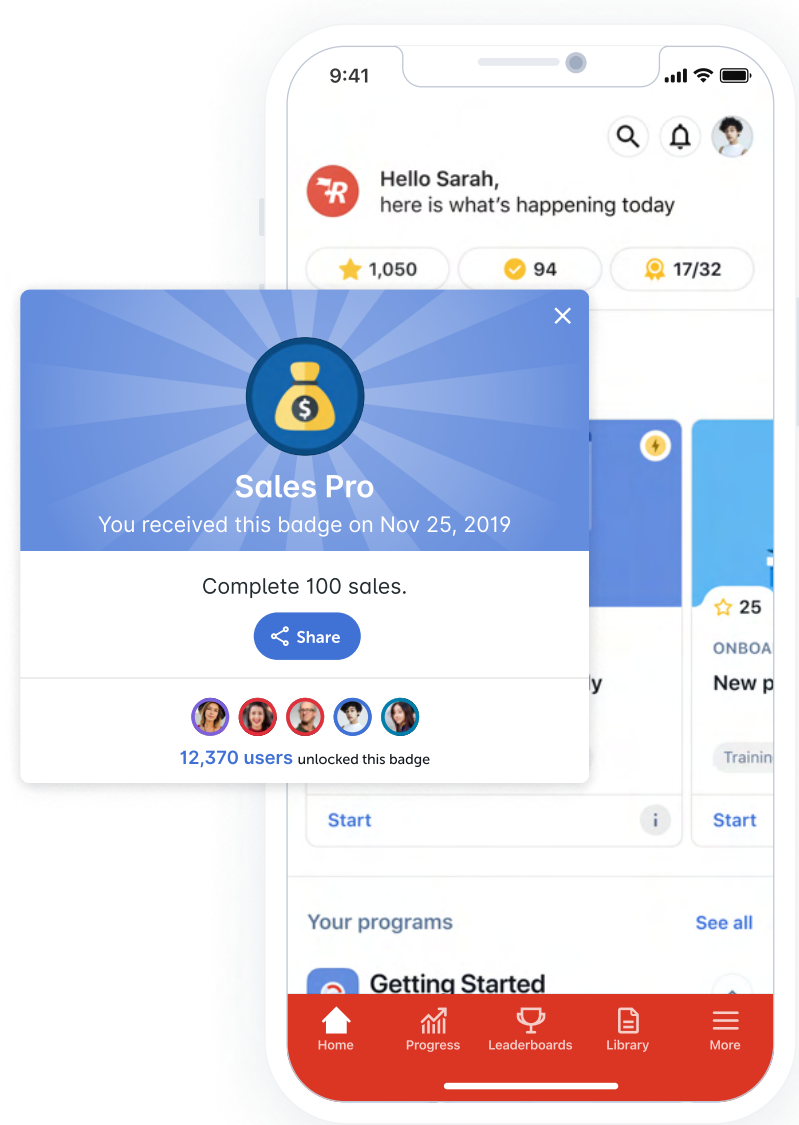
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Incentives & Recognition

A separate solution that can be leveraged within the Performance Enablement Platform (PEP) is Rallyware's Incentives & Recognition (I&R) Suite. It is an all-in-one digital hub for the on-the-fly program creation, live tracking and continuous engagement of distributors into a company's I&R programs. A smart and robust engine that positively changes distributor behaviors by automatically triggering the right activity for the right individual at the right time, focuses on incentivizing the right activities for each individual in their contributions towards business KPIs and a company's growth.



Motivation and recognition are supported with custom leaderboards, which can be focused on specific goals and timelines. These can be created around any business metric, allowing for users to engage in peer-to-peer and team competitions based on their accomplishments. Additionally, personalized and unique dashboards clearly segment and display personal goals and inspire results. This provides distributors with real-time visibility into their current progress and performance, while identifying where they need to go next down the path to achieve their goals. The I&R suite harnesses Rallyware's original data-driven and personalized approach, taking it one step further to drive distributor behavior and achieve lasting business results.



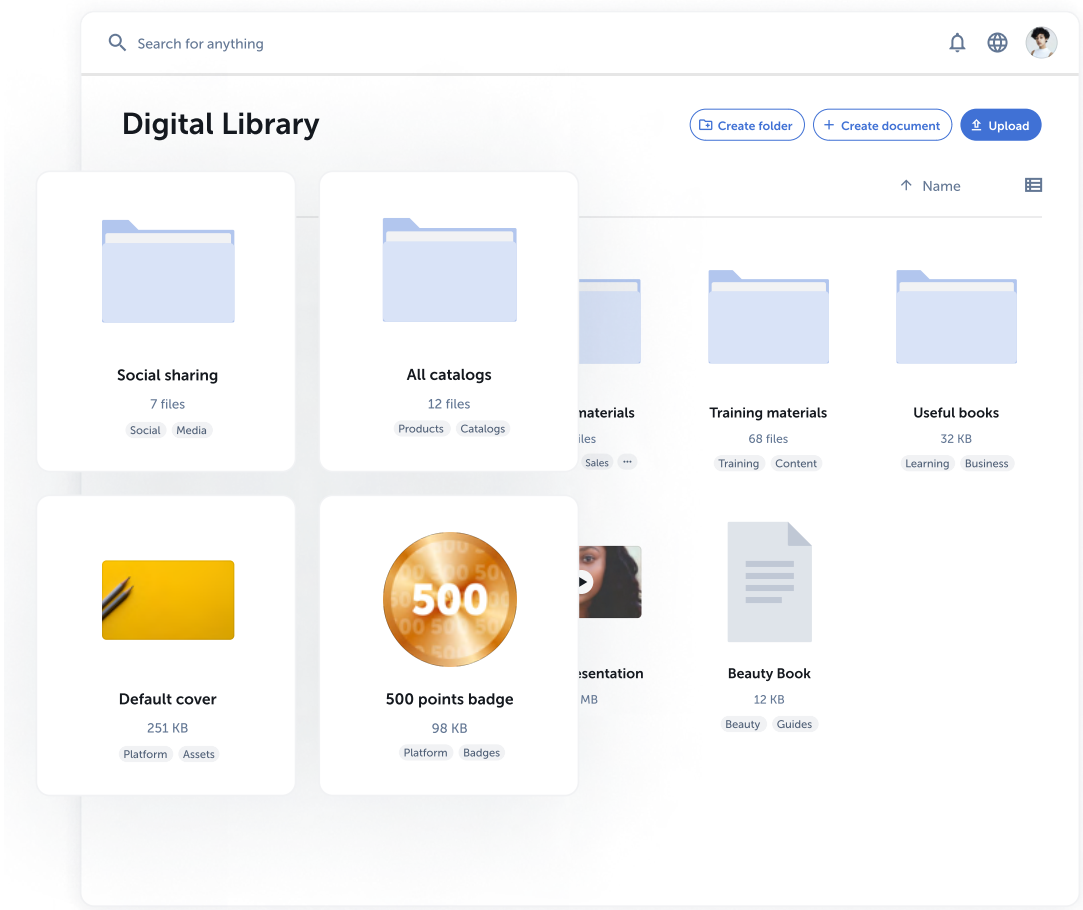
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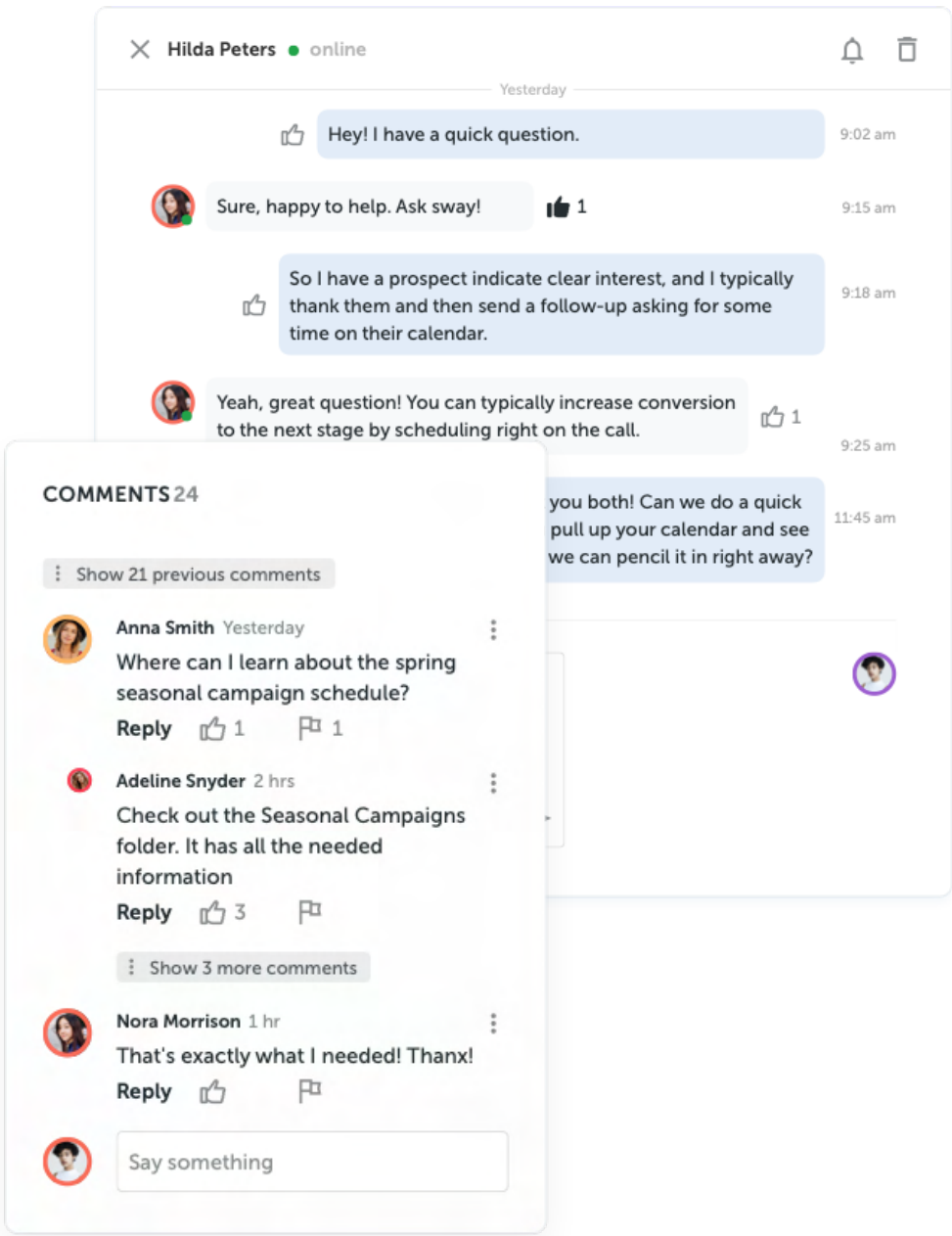
Rallyware Digital Library

Rallyware’s Digital Library is an integrated product that supports uploading and hosting all document types such as Adobe Acrobat and Microsoft Office documents, most standard image and video formats, compressed audio files, as well as rich media documents. The Digital Library enables designated users across the organization to easily share content with the appropriate communities and user roles. This allows the company to leverage any existing hierarchy and user relationships to tailor the availability of library content to different user personas.



Social functionality to build confidence and increase commitment

The system’s robust social functionality is designed to enable and encourage seamless and relevant collaboration around communities and activities. When applicable, participants can engage with each other as well as with their upline leaders, downlines, and support staff in the context of specific communities, skills, geographies, or tasks. Distributors can comment on and rate each other’s posts, while social ranking algorithms can use this data to promote the most urgent and/or relevant posts to be most visible to everyone.



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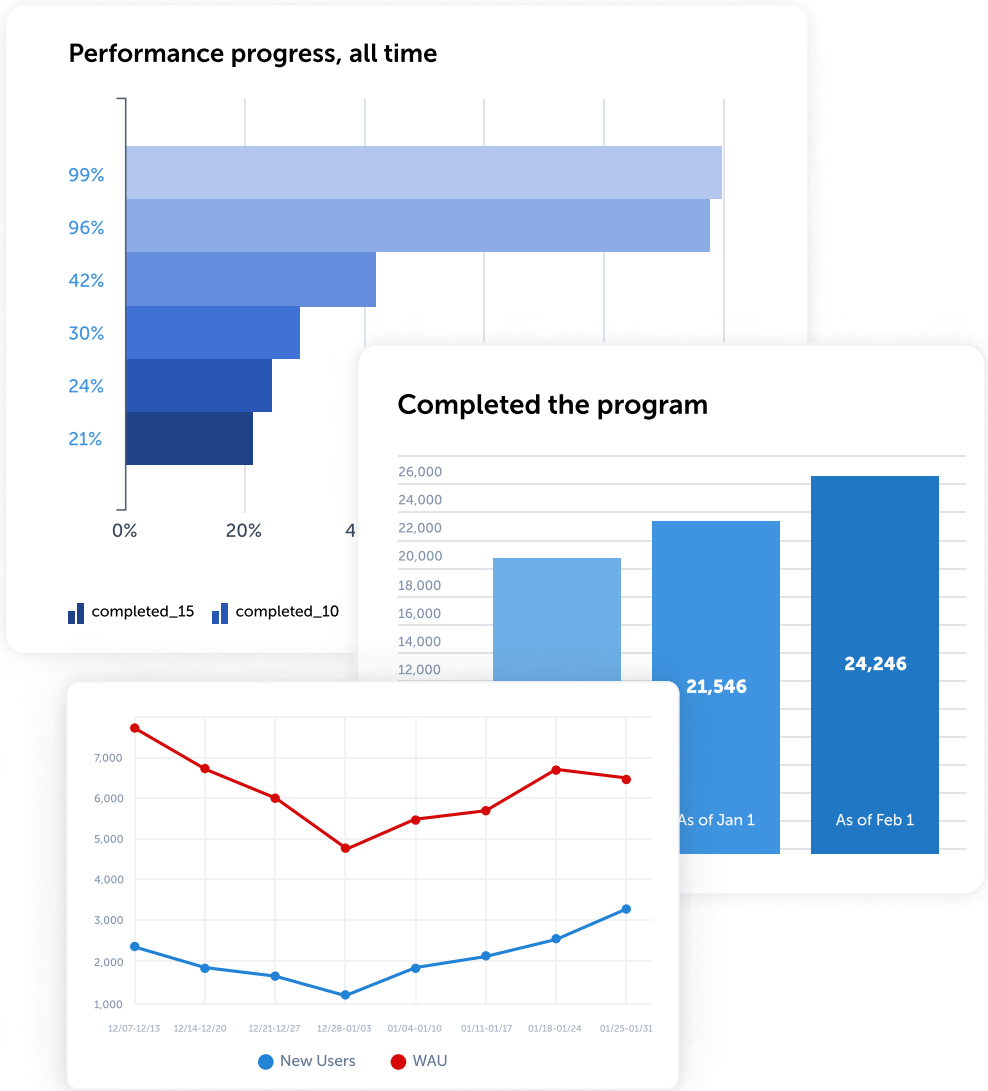
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Metrics and Analytics

Rallyware provides a wide variety of robust metrics and analytics for management and company stakeholders on all relevant levels. Real-time tracking, analytics dashboards and custom report digests help to uncover critical insights into distributor success, empowering corporate leaders to see and influence how field performance impacts KPIs, and providing them with insights into the overall progress on learning and performance. Additionally, dashboards allow for uplines to see how each of their team members perform, making it easy for them to monitor the progress of their teams.

Rallyware’s customer success and analytics teams also provide full support into determining and tracking system ROI. They help to identify the connection between system performance, user engagement, and company targets such as sales performance, recruiting, retention, and others.



Security and Reliability

Consistent with all of Rallyware’s enterprise product offerings, all content is hosted securely and reliably in the cloud, utilizing Amazon Web Services (AWS). This leading global cloud infrastructure provider supports infrastructure components covered by AWS published certifications (ISM, ASD, ISO 27001, ISO 9001, CSP). Rallyware complies with all applicable data protection laws.



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