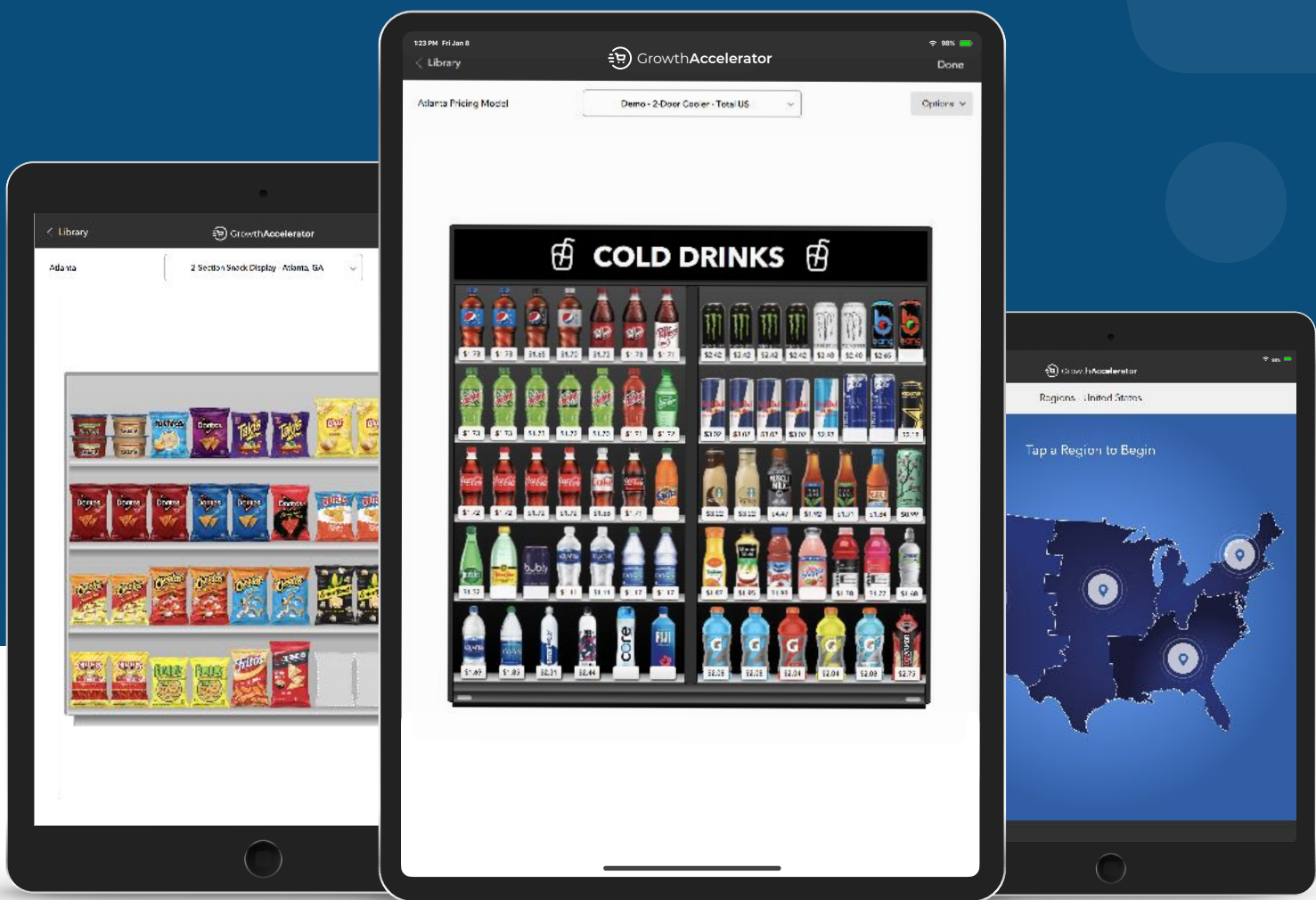




Quick Reference Guide for iPad | Version 1.0

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About this Guide

We are dedicated to providing the best tools and information to the best people in the business, namely you.

The PepsiCo GrowthAccelerator app is one of those tools, intelligently saving you time, organizing planogram resources and giving you design flexibility so you can spend more time selling to, and taking care of your customers.

Building strong partnerships with our customers is important for establishing trust, showcasing our amazing portfolio, and increasing sales.

GrowthAccclerator is designed to support you with your customers, helping you sell by quickly and easily illustrating planogram options, and providing a way to customize their plans in real time.

When complete, you can send your customer the resources they'll need to execute their plans - all at the tap of a finger.

Said another way, it was designed with you and your customers in mind.

This quick reference guide will provide you with an overview of how the app works, so you can get up and running and back with your customers as quickly as possible.

Good Selling.

The Welcome Screen

1. Create a New Planogram

To create new planograms from scratch, tap the Create a New Planogram button. Find your geography on the map, tap the plan template and begin customizing it right away. Your work is automatically saved by GrowthAccelerator, so there's no need to worry about saving. You can create as many planograms as you would like to. Be descriptive with your notes and naming conventions so you can easily find them for your customers later.

2. My Planogram Library

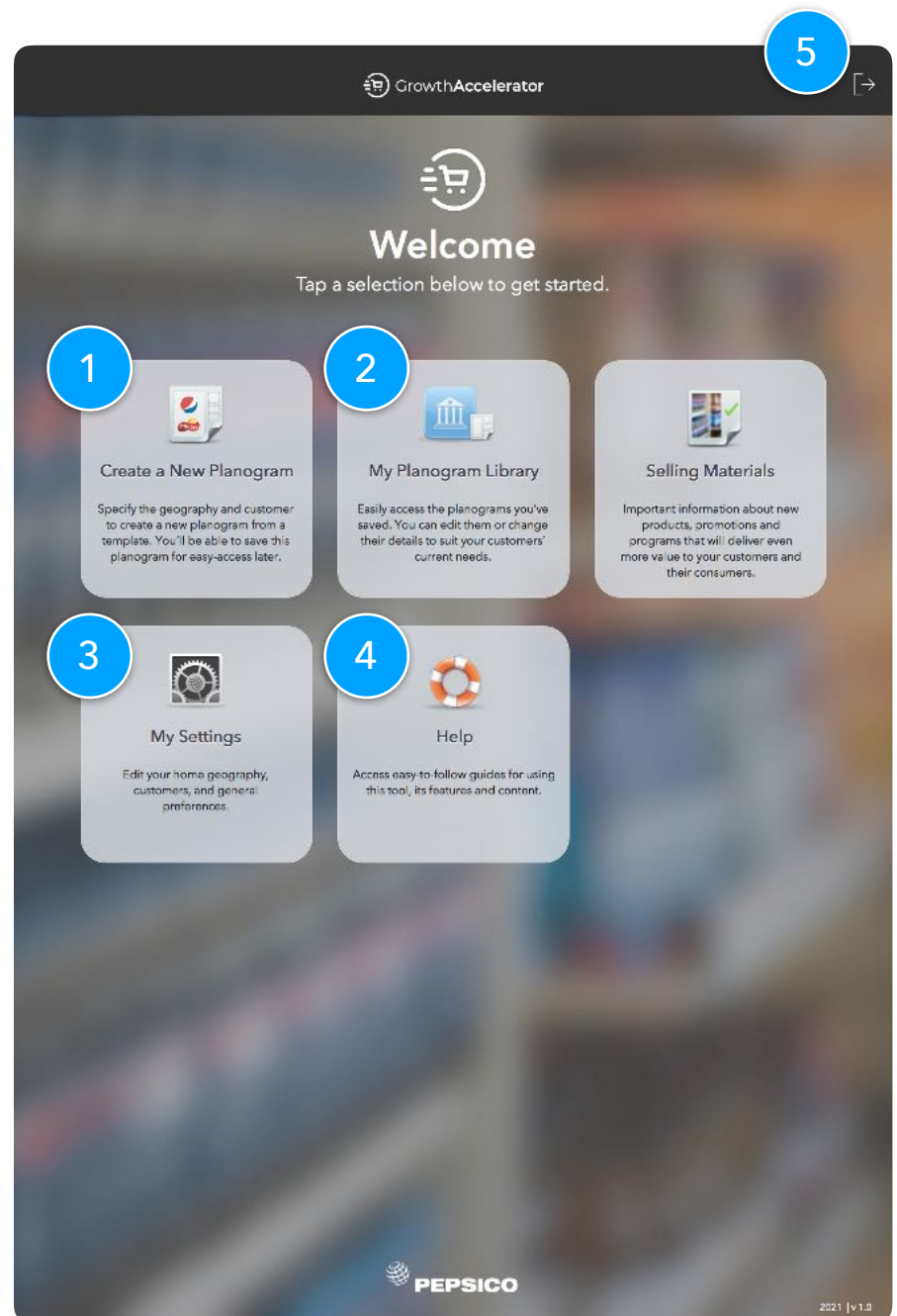
This is where your planograms are saved. When you create a new plan from a template, or edit an existing one, they will be found here. From the list you can select, edit, and delete planograms.

3. My Settings

This is where you can customize your GrowthAccelerator settings, including your name, startup screen preferences, and list view behaviors.

4. Help

Updated reference material, like this user guide, can be located by tapping the Help button. For further information about upgrades, hardware and other software, be sure to speak to your manager. Your GrowthAccelerator version number can be found in the lower-right corner of the Welcome Screen.



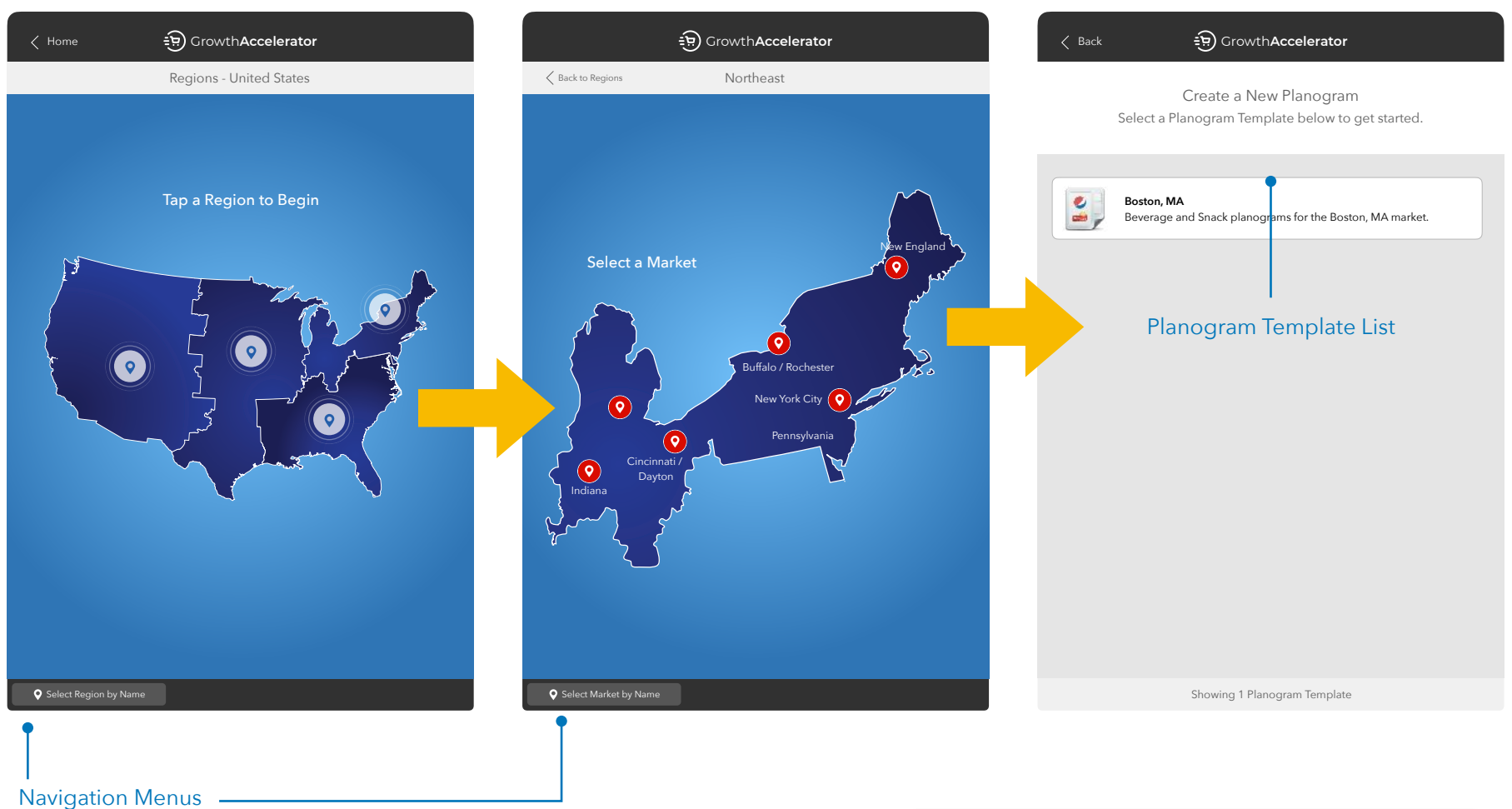
5. Exit

To exit GrowthAccelerator, you can either press the Home Button on your iPad, swipe up from the bottom of your screen, or tap the Exit button in upper right corner of the GrowthAccelerator Welcome screen. Your work is automatically saved.

Creating New Planograms

To create a new planogram, tap the Create a New Planogram button on the Welcome Screen. Tap your Region on the national map, then tap the Market you're looking for. From the list of templates for that Market, tap the one you want (like Boston, MA in the example below).

You can select Regions and Markets directly on the map, or by using the navigation menus at the bottom-left of the map screens.



Once you've selected a Planogram template, provide additional details about your customer, a detailed Title (if desired) and any notes you might have.

Tap the **Create** button in the upper right corner of the dialog box and GrowthAccelerator will create your planograms. You'll be able to edit your new plans immediately.

Cancel
Create a New Planogram
Create

Planogram Title
Boston, MA

Description
Beverage and Snack planograms for the Boston, MA market.

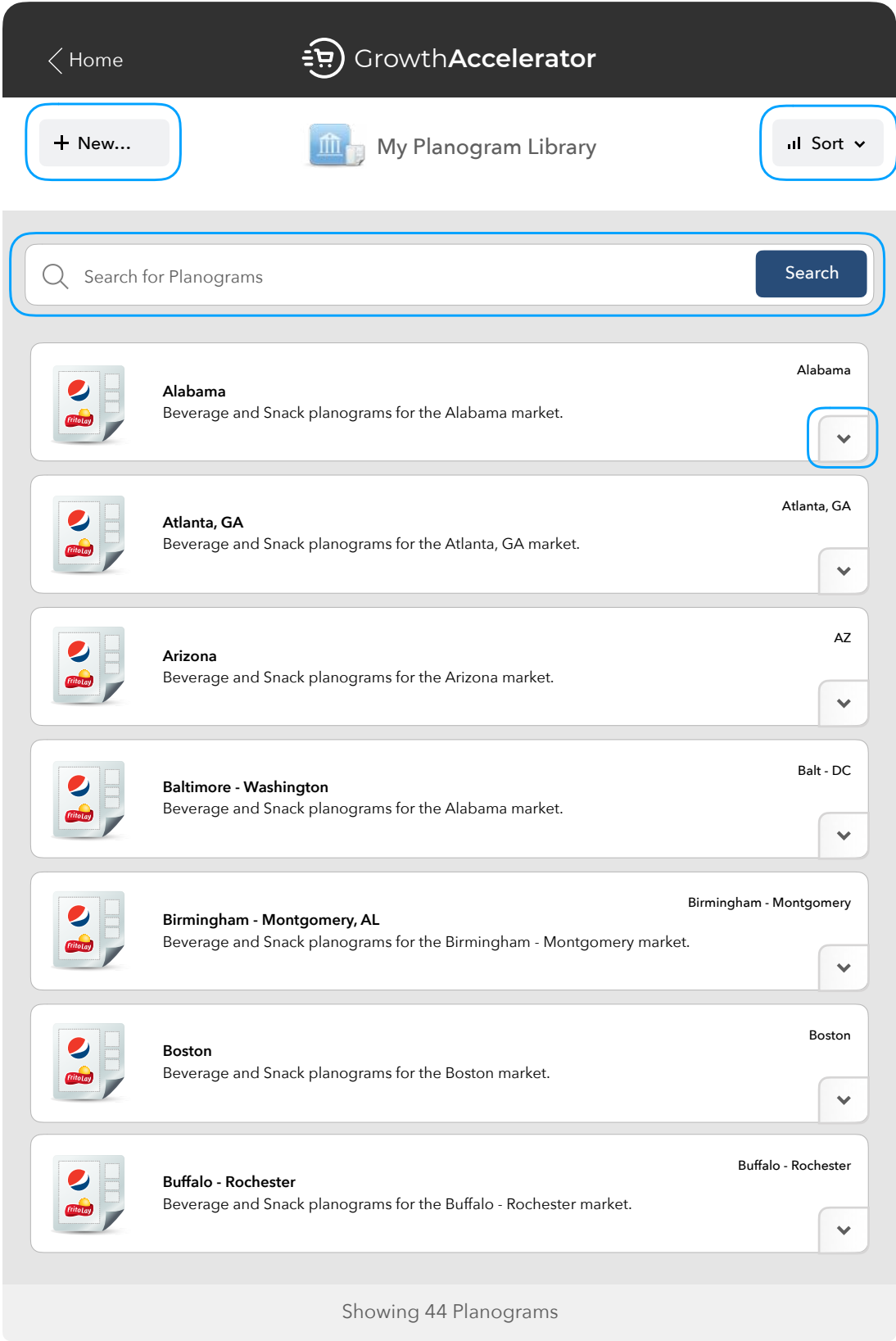
Customer First
Customer Last

Customer eMail
Establishment Name

Notes

The Planogram will be based upon Boston, MA.

My Program Library

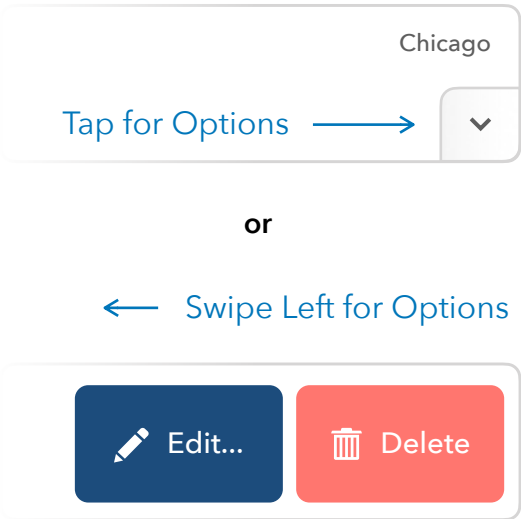


Tap any Planogram in the list to edit it.

The Library is where all of your Planograms are stored.

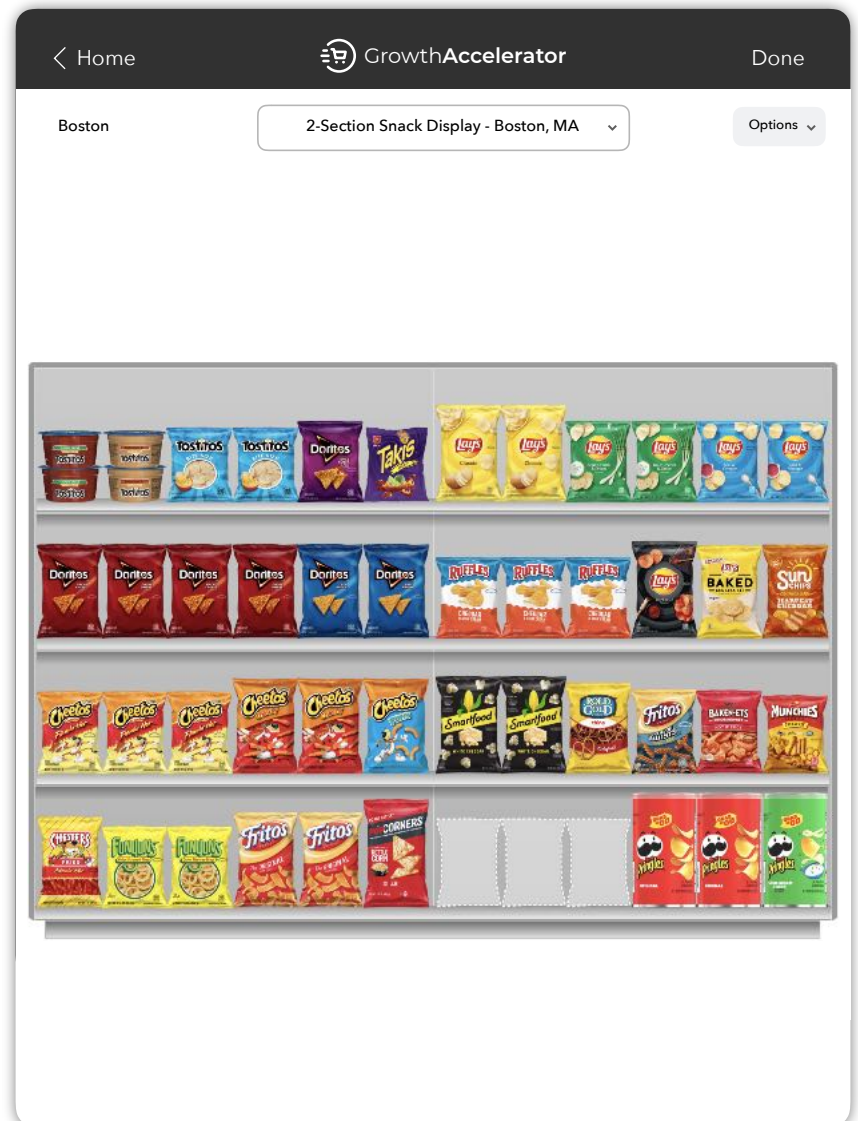
You can create new Planograms by tapping the **New** button in the upper left of the screen, sort your Planogram list using the **Sort Menu** in the upper right, or search for specific Planograms using the **Search Box** at the top of the screen.

Depending on your preferences, you can **edit** Planogram details or **delete** Planograms by tapping the down-arrow to the bottom right of each Planogram list item, or swipe left (from the right side of each Planogram list item).



You can change the menu to the swipe behavior in **My Settings** from the **Welcome Screen**.

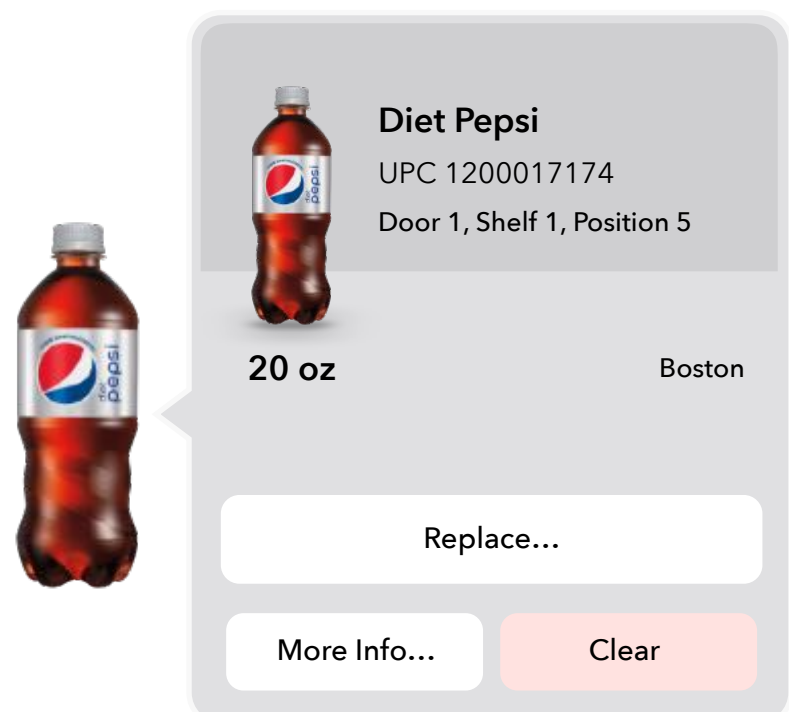
Editing Planograms



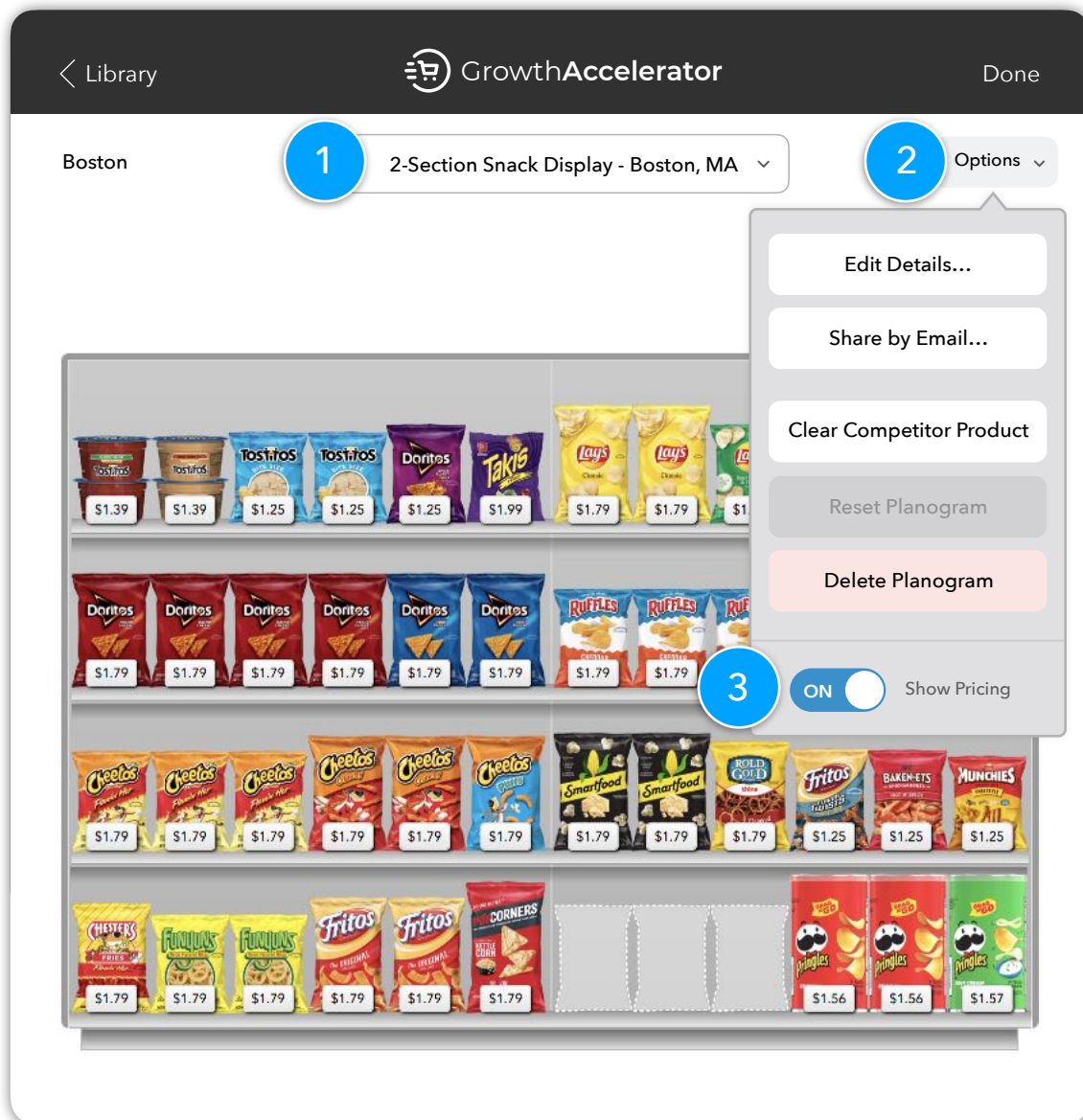
Tap directly on any item to Replace, Clear, or Reset it.

In the product popover menu, tap the **Replace...** button to search for and replace items. **More Info...** provides additional information and **Clear** will remove the item from the shelf.

Once an item has been edited, tap the **Reset** button to restore the item to its original product.



Editing Planograms



1. To switch between Beverage and Snack planograms, tap the **Planogram Menu**.

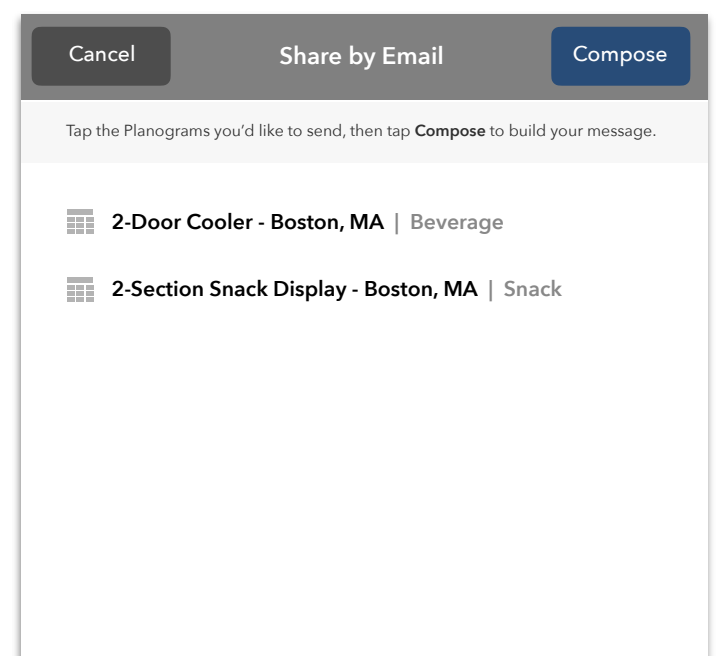
2. From the **Options Menu**, you can edit the Planogram details, prepare an email for your customer, clear all competitor product at once, reset the Planogram to before any edits were made, or delete the Planogram altogether.

3. Turn the **Show Pricing** switch to **ON** to show pricing for that planogram.

When you tap the **Share by Email** button, you can select the Planograms you'd like to send to your customer. The order in which you tap them is how they'll appear in the PDF to your customer (in other words, if you'd like the snack plan to appear first, tap it first). Your customers will get an image-based planogram along with a printed checklist for easy execution.

When you tap **Compose**, an email will be created with the Planogram packet attached. Edit the email and send it, or save the draft.

To include pricing in the list, make sure the **Show Pricing** switch is **ON**.



My Settings

Cancel

Settings

Save

My First Name

My Last Name

When starting, switch to:

> The Home Screen

My Planogram Library

In the Library:

OFF

Use Swipe Gesture for Options

Operator Name

Tap for Options →

✉ Send Bug Report...

✉ Send Feedback...

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 Fusion Media

From the **Welcome Screen**, tap the **My Settings** button to personalize your GrowthAccelerator settings.

From the Settings dialog, you can enter your name, select the screen you'd like GrowthAccelerator to open to when starting, and adjust your Library list behavior.

Tap the **Save** button in the upper right corner to save your preferences and return to the **Welcome Screen**.

Tapping **Cancel** will close the panel and return to the **Welcome Screen**.

In the Library:

← Swipe Left for Options

ON

Use Swipe Gesture for Options

Edit...

Delete

Change the Edit / Delete behavior by turning the **Swipe Gesture** switch **ON** or **OFF**.

Technical Requirements

GrowthAccelerator is designed to work on the iPad Pro, iPad Air and iPad Mini.

FileMaker Go 19 is a free download from the iOS App Store, and is required to run the **GrowthAccelerator** app.

Your iPad should be running **iOS 13.2** or later.

[View FileMaker Go 19 in the iOS App Store](#)