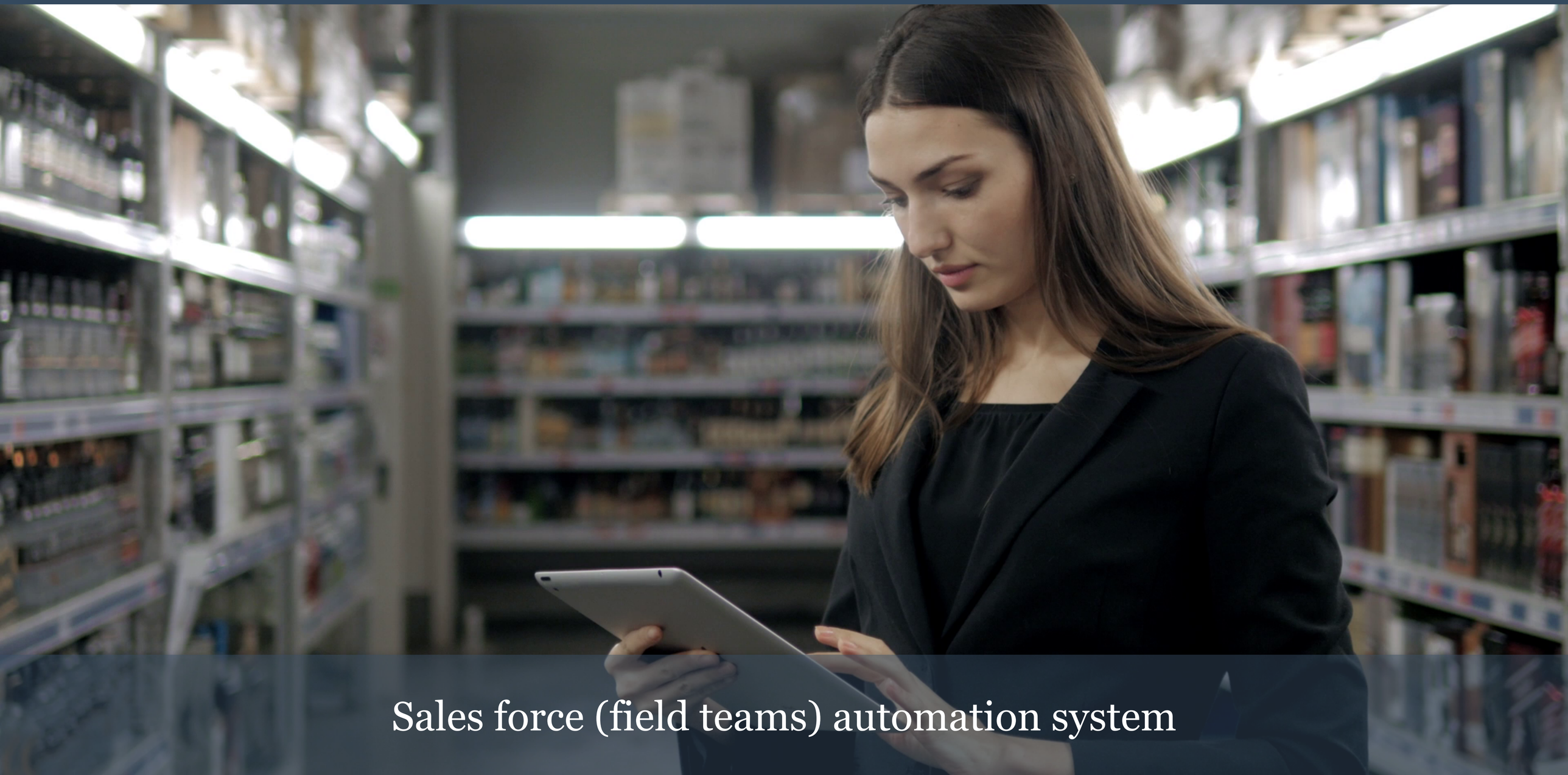
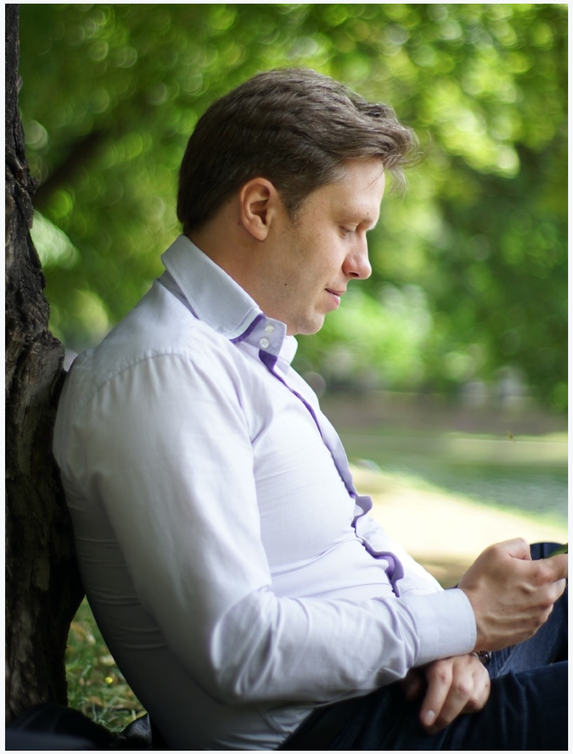
EasyMerch



Sales force (field teams) automation system

About the Company



Vladimir Olenin, owner and general director of PRONETCOM LLC and PRONETCOM LLC-FZ

More than **8** years of experience in the FMCG market and more than **150** active client companies, over **25,000** field employees use the system daily

We know what the client really needs. Considerable expertise in FMCG allows to predict the clients' needs

New contracts for UAE branch are already signed with companies from Europe (L'Oreal) and Saudi Arabia

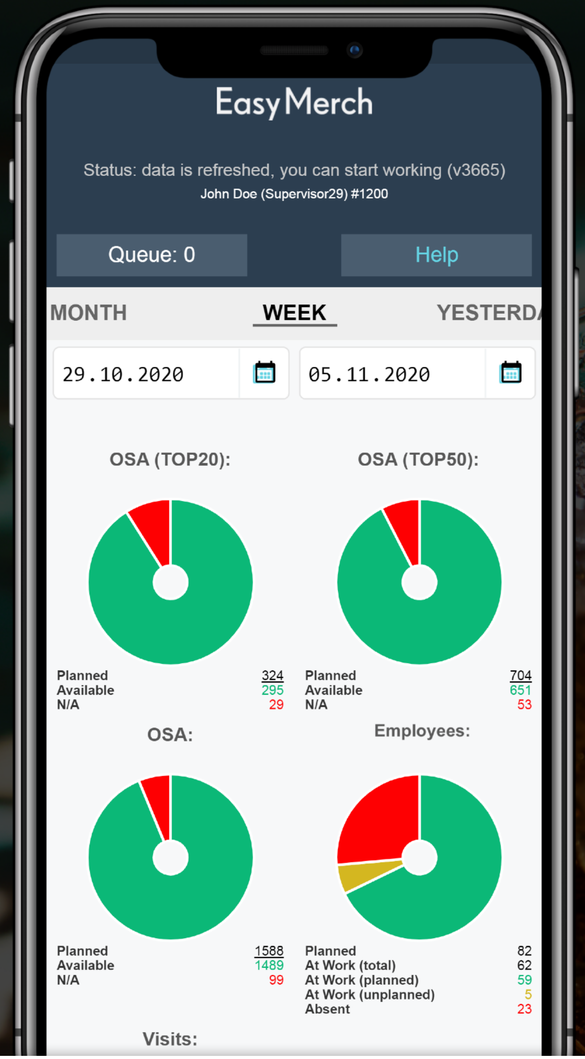
Russia, Moscow,
Aleksandra Solzhenitsyna bld 23A

UAE, Dubai,
Dubai Internet City bld @14

Coca-Cola HONOR L'ORÉAL SPLAT Beiersdorf British American Tobacco Johnson&Johnson FRANCE 1743 MOËT & CHANDON CHAMPAGNE LAVAZZA BWT BEST WATER TECHNOLOGY

EasyMerch

Our strong points

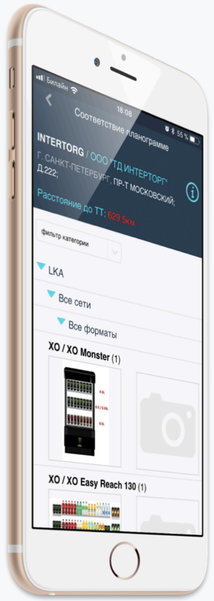


- Large experience in big projects
  (over 3000 employees/project)
- Expertise in analytics
  (over 50 regular consolidated/analytical reports plus ability to implement custom)
- Rapid and precise development of new features
  (weekly software updates)
- Additional modules
  (E-learning, Image recognition, B2B webshop, etc)
- Fast implementation of new business requests (100+ requests are fully implemented within a month)
- No hidden/extra costs
  (Payment only for real users during the month

Empowering brands: Coca-Cola, British American Tobacco, Barrier BWT Water Filters, Splat, Beiersdorf, L'Oréal, Hennessy, Lindt Master Chocolatier Since 1845

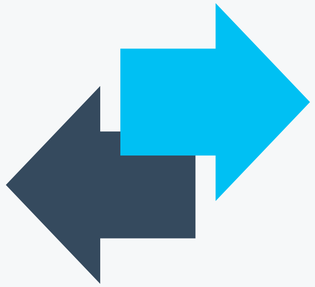
Main Components

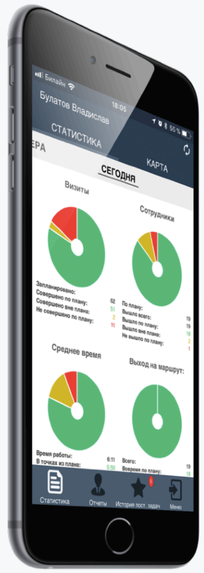
Interaction between Field Employees and Managers



Mobile App for Field Employees
(covering and automating 100% of daily tasks)

- Location monitoring (GPS, TRI)
- Daily tasks
- Fill reports and close tasks both online and offline
- View visit plans and learning materials





Mobile App for Managing Staff
(control and analytics)

- Control field execution and monitor locations
- View mobile analytics on target indicators (OSA, SOA, Promo)
- Set tasks and monitor daily results
- Access data on visits and training results

Web Portal for Managing Staff

- Edit data related only to your subordinate territory
- View analytics on disciplinary indicators and KPI
- View results on special tasks set by you
- Access to consolidated analytical reports

EasyMerch

Sales/field force automation

EasyMerch

Sales/field force automation

Control, convenience and digitalization | Used by **25000** employees | Reports, orders, special tasks | Analytics

Hey, are Fanta and Schweppes on shelves?
Are promo stickers okay?

Ordering extra Schweppes delivery!
Calling retail for not executing contracted promo!

Tasks

Reports

Orders

✅ Fanta is okay
🕒 Schweppes is running out
❌ Promo stickers are missing

Client's SAP
(ex. Coca-Cola)

**Over-simplified image*
Real world cases affect 5 to 7 levels of Client Employees from different departments and provide crucial data for company execution and increase of sales.

EasyMerch

SFA: Mobile Application Interface

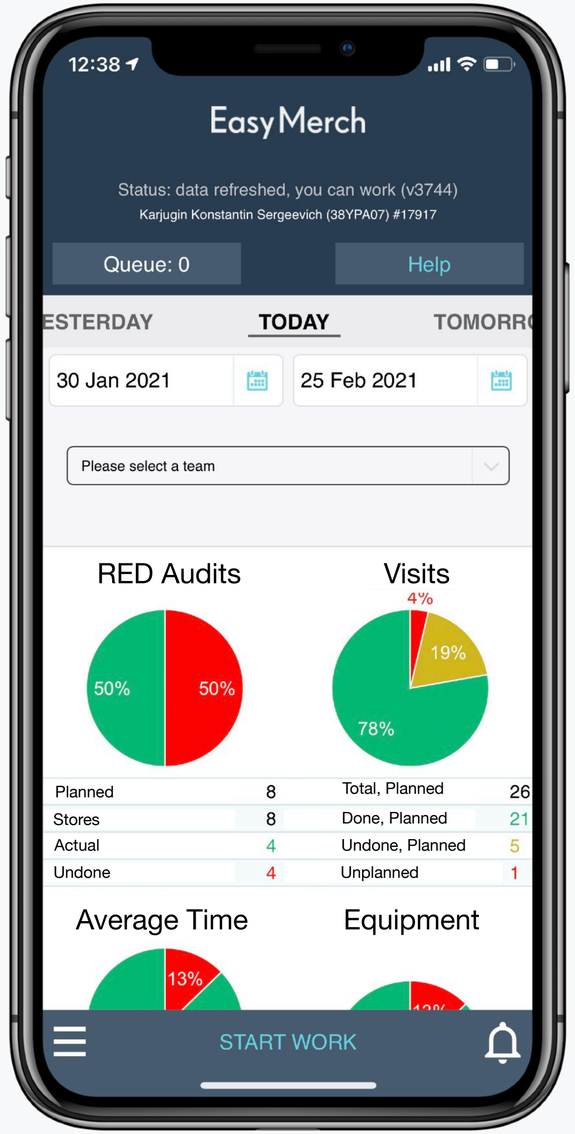
Open the app and tap START WORK from the home screen

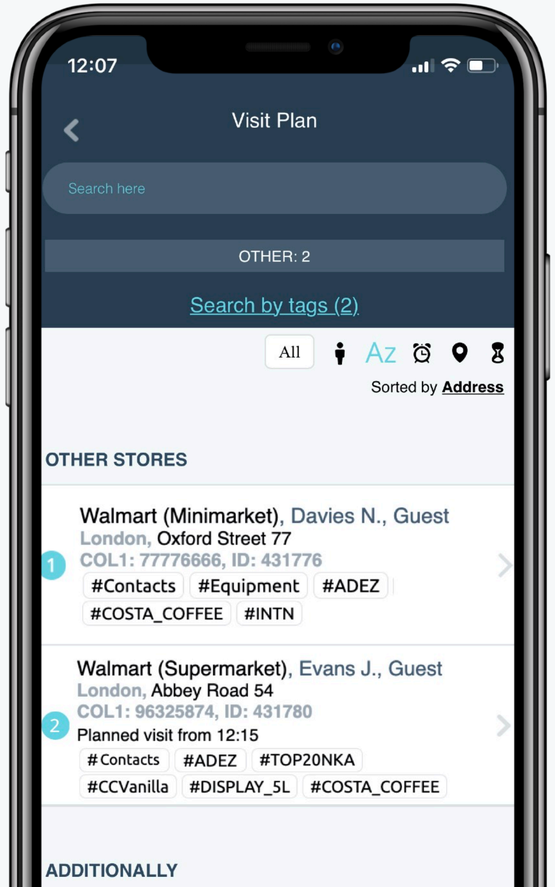
Select a store from the list

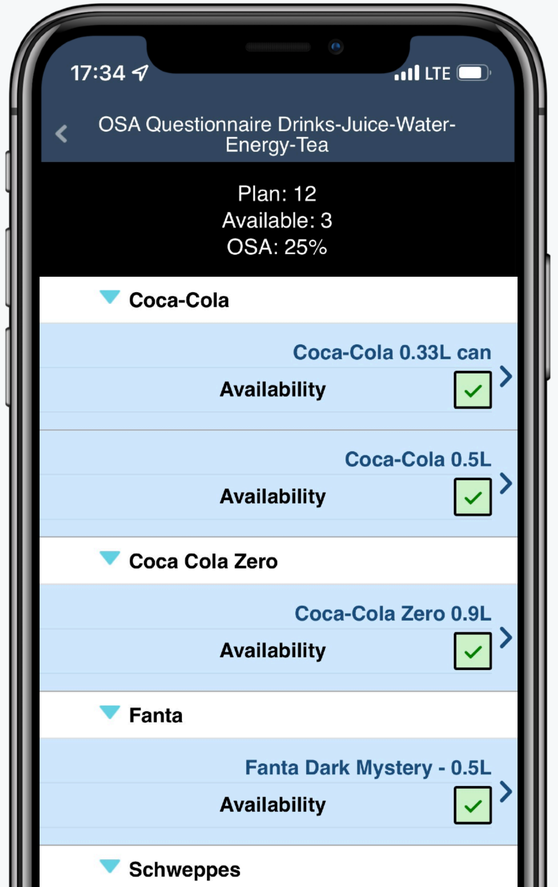
Choose reports from available to fill in, submit results

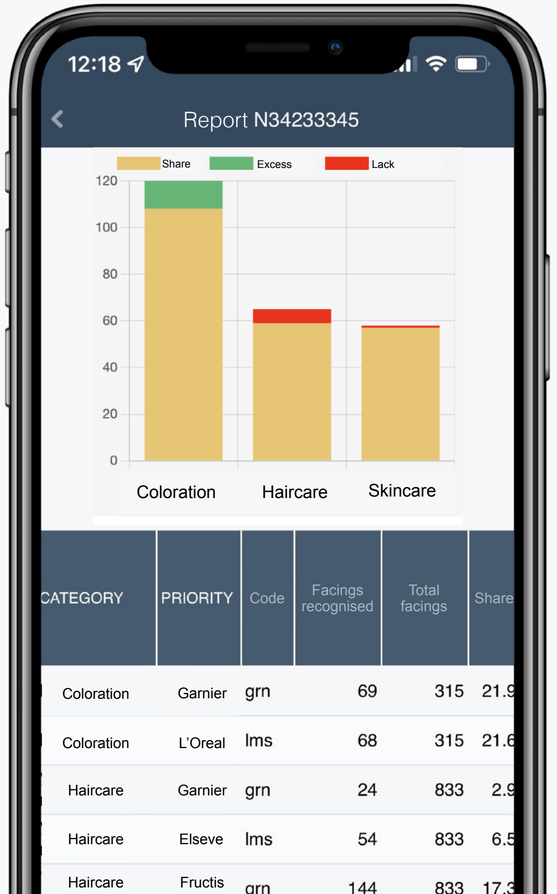
View previous reports and analytics

step 1 — step 2 — step 3









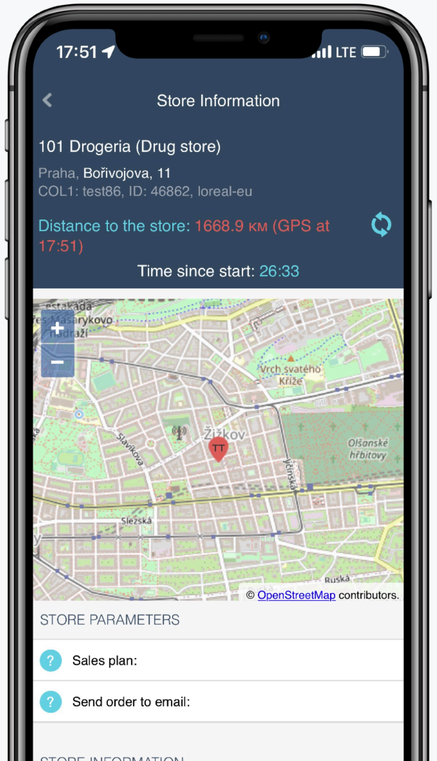
EasyMerch

SFA: Mobile Application Interface

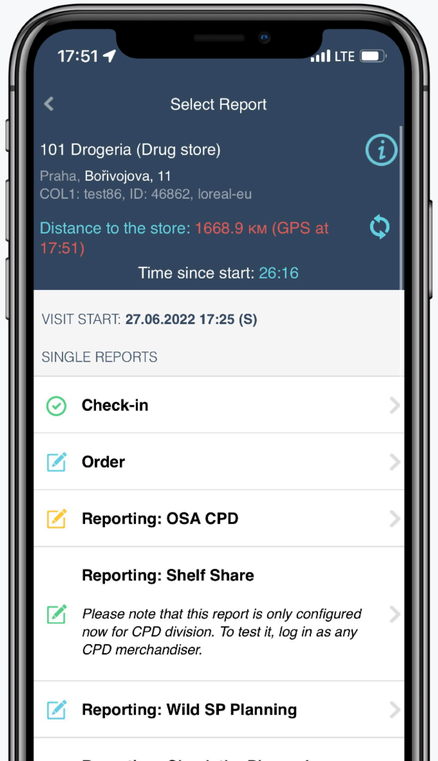
SFA

- Automates all tasks of field employees
- Allows to control discipline online
- Tailor-made questionnaires for field employees
- Analytics and reports based on promotions, matrices and equipment placed in stores

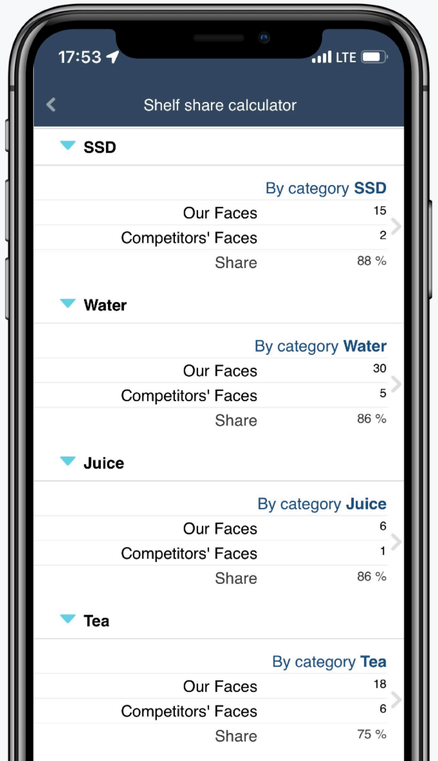
Information about stores



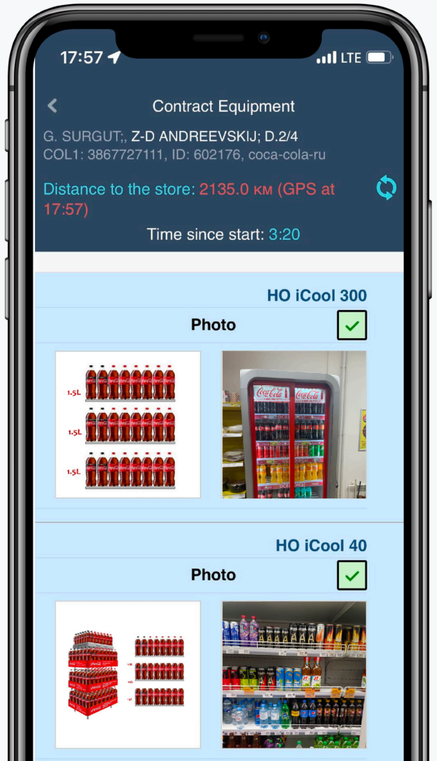
A list of reports which meets exactly your needs



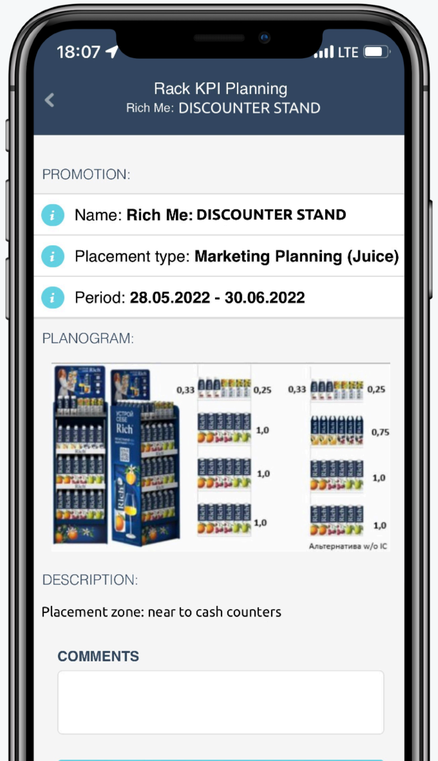
Planned VS Actual values calculation



Contract equipment attached to retail chains or stores



Planning promotion activity



EasyMerch

Orders & Order Promos

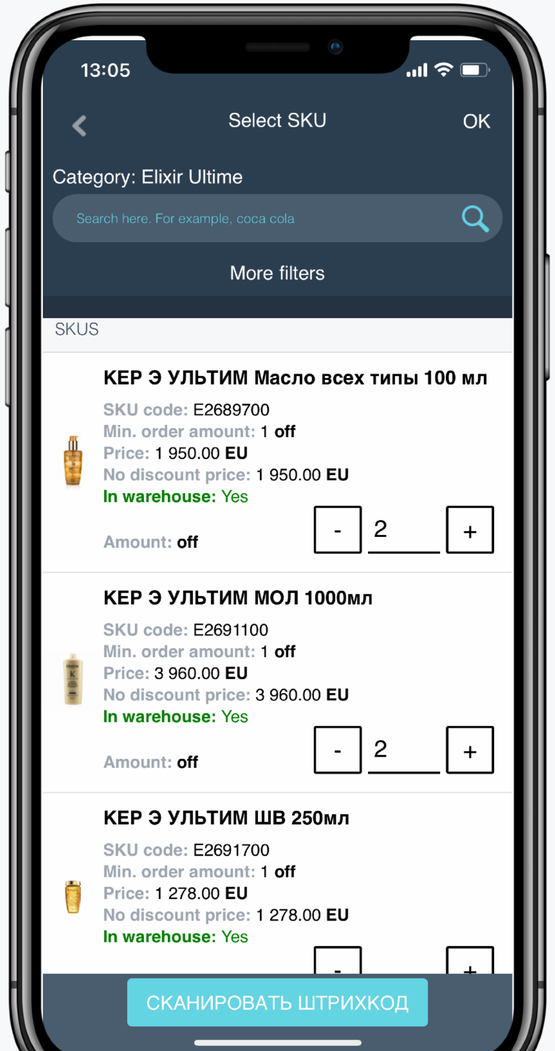
With EasyMerch you can create various promotional conditions for product orders.

- Set the required promo condition(s) that has to be fulfilled (for example, «buy three face masks» or «spend 20 EUR on certain products»)
- Set what a buyer will gets as a bonus(es) if all the conditions are fulfilled (for example, «get the third one for free»)

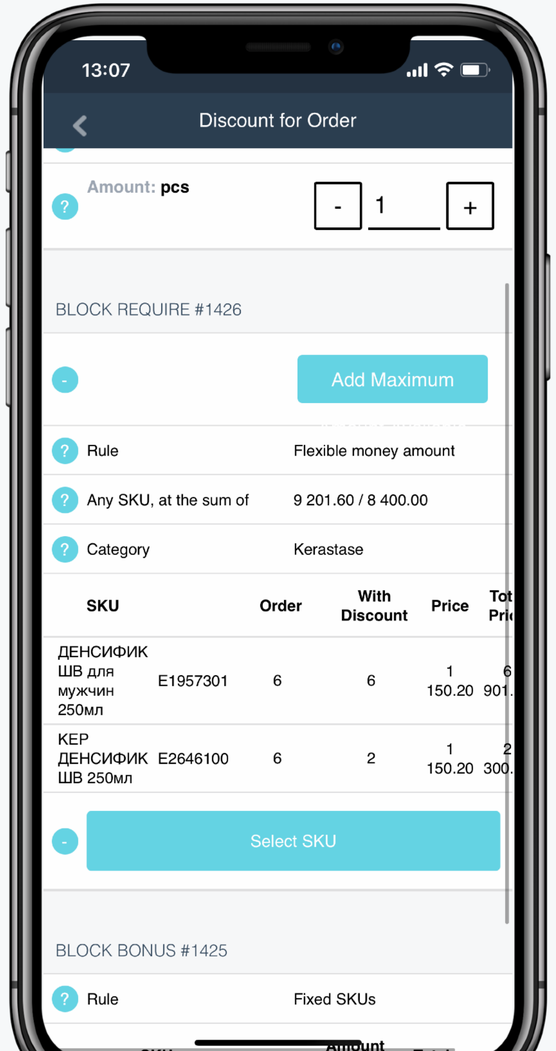
Requirements can be:

- Fixed (purchase certain product to get bonus)
- Flexible (choose any product from the list to get bonus)
- Bonuses can be fixed and flexible as well.

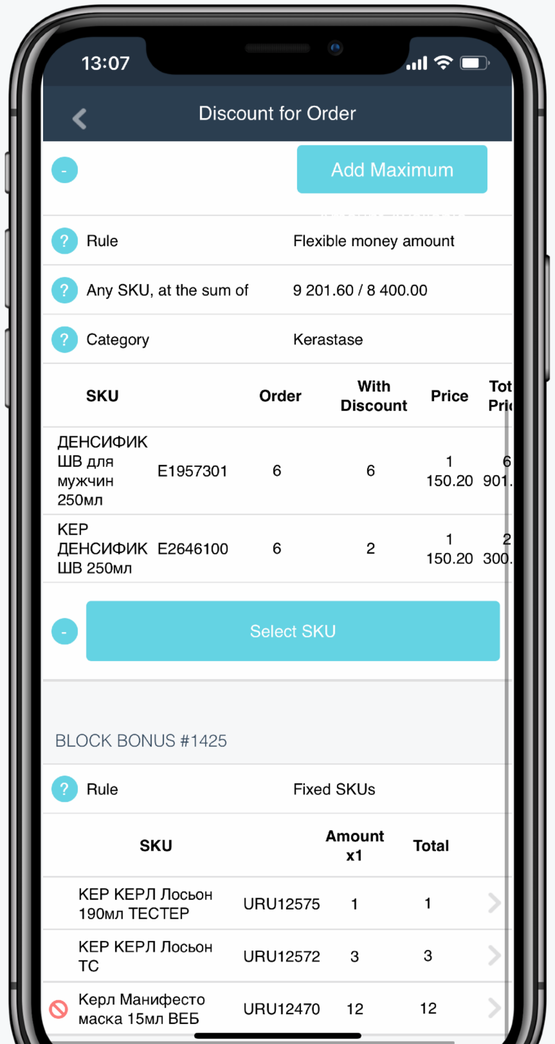
Order taking
(includes warehouse info)



Require blocks
(must be fulfilled)



Bonus blocks
(what client gets)



EasyMerch

SFA: What data is collected

System information

- Geolocation
- Battery charge
- Device information
- Hacking and fraud attempts

Generic reporting

- Reports can have any number of fields of various datatypes *(text, selection, numeric, image, audio, etc)*
- Reports can be assigned by users, groups, shops, retail networks

Advanced reporting

- **OSA, Ordering, Promo & Equipment** reports contents (list of fields) is generated automatically and based on SKUs, matrices, promo plans and equipment assignments

Dashboards

Consolidated reports

Multi-tiered analytics

Access to all data is secured, based on access rights, access to shops, retail networks and divisions, and chain of command.
All reports allow filtering, ordering and data manipulation. «Heavy» analytics is developed on request with no additional charge.

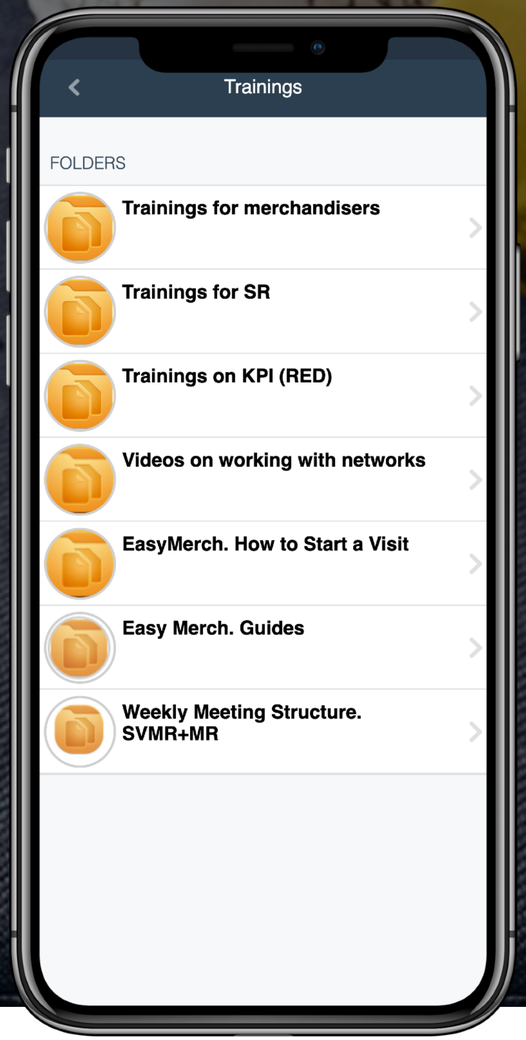
EasyMerch

Learning services

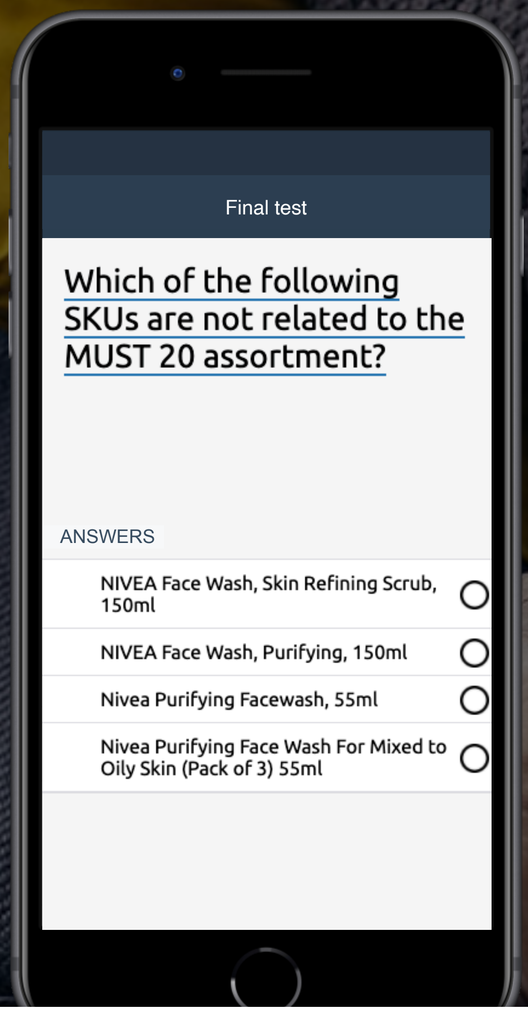
EasyMerch

Self-learning Module

List of documents available



Test



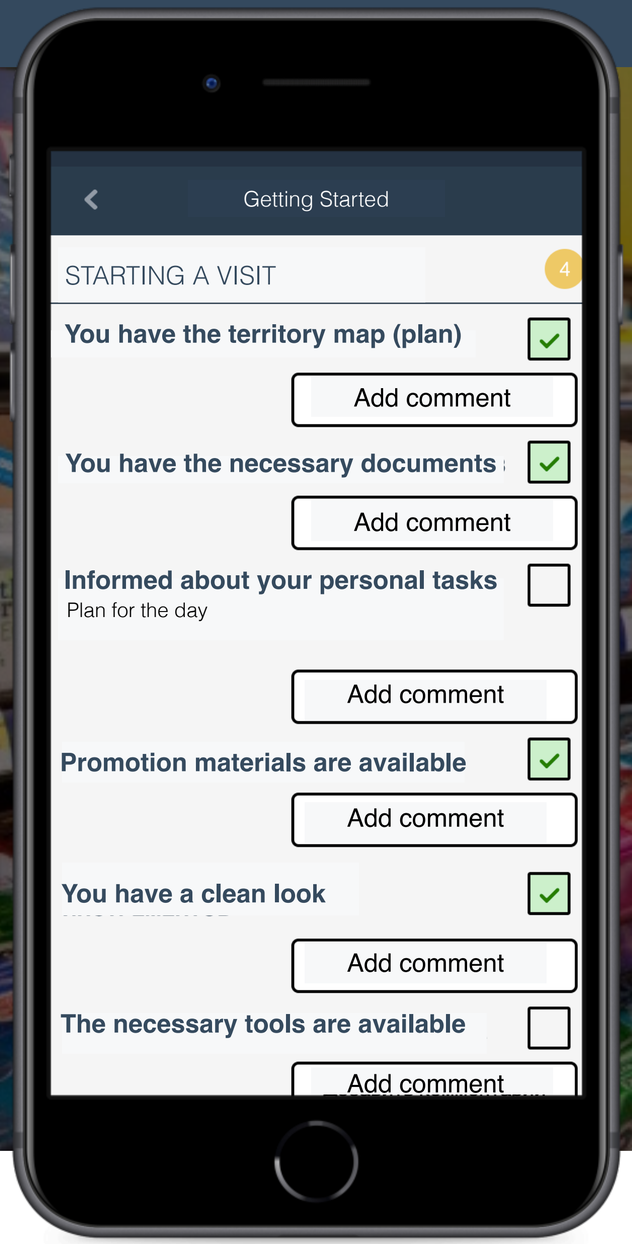
New Product Information

SCORM Document

Control access to the documents and check analytics on self-learning

EasyMerch

On-job-coaching



Coaching Session Plan

Back to the main page

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
26 October Trainers: 0 Lessons: 0	October 27 Trainers: 8 Lessons: 16	28 October Trainers: 1 Lessons: 2	October 29 Trainers: 0 Lessons: 0	30 October Trainers: 12 Lessons: 12	31 October Trainers: 0 Lessons: 0	01 November Trainers: 0 Lessons: 0
02 November Trainers: 5 Lessons: 8	03 November Trainers: 0 Lessons: 0	04 November Trainers: 0 Lessons: 0	05 November	06 November Trainers: 0 Lessons: 0	07 November Trainers: 0 Lessons: 0	08 November Trainers: 0 Lessons: 0
09 November Trainers: 0 Lessons: 0	10 November Trainers: 5 Lessons: 12	11 November Trainers: 0 Lessons: 0	12 November Trainers: 0 Lessons: 0	13 November Trainers: 5 Lessons: 8	14 November Trainers: 0 Lessons: 0	15 November Trainers: 0 Lessons: 0
16 November Trainers: 5 Lessons: 8	17 November Trainers: 5 Lessons: 12	18 November Trainers: 0 Lessons: 0	19 November Trainers: 0 Lessons: 0	20 November Trainers: 5 Lessons: 12	21 november Trainers: 0 Lessons: 0	22 November Trainers: 0 Lessons: 0
23 november Trainers: 0 Lessons: 0	24 November Trainers: 8 Lessons: 16	25 November Trainers: 1 Lessons: 2	26 November Trainers: 0 Lessons: 0	27 November Trainers: 0 Lessons: 0	28 November Trainers: 0 Lessons: 0	November 29 Trainers: 0 Lessons: 0
30 November Trainers: 0 Lessons: 0	01 December Trainers: 1 Lessons: 2	02 December Trainers: 13 Lessons: 26	03 December Trainers: 0 Lessons: 0	04 December Trainers: 5 Lessons: 12	05 December Trainers: 0 Lessons: 0	06 December Trainers: 0 Lessons: 0

Merchandiser's Learning Session Statistics (Period Average)

Region	KAM	KAM	KAM	ASM	ASM	ASM	SV	SV	SV	Merchandiser	Merchandiser	Merchandiser	Sessions	Total Score	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Latest training	Next training
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch1966	Radionova Nadezhda Viktorovna		merch255	Radionova Nadezhda Vasilievna		0											
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch235	Veselova Elena Alexandrovna		0											
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch236	Dranker Irina Viktorovna		5	2.26	2.00	2.00	4.70	1.60	1.00	0.00	0.00	0.00	26.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch234	Ivanova Olga Vasilievna		5	0.71	0.64	0.64	1.24	0.55	0.20	0.00	0.00	0.00	26.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch2245	Rassulova Anzhelika Anatolievna		2	1.20	1.00	1.00	3.00	0.50	0.50	0.00	0.00	0.00	15.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch238	Safonova Irina Vasilievna		0											
RSM Eastern Siberia				ASM2	Frolov Sergey		smerch8	Veselova Elena Alexandrovna		merch237	Shepeleva Olesya Vyacheslavovna		4	1.30	1.00	1.00	3.00	1.00	0.50	0.00	0.00	0.00	05.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		sv1	Burtseva Elena Alexandrovna		mc1355	Gilmutdinova Yulia Gumyarovna		8	1.27	1.00	1.00	3.00	1.00	0.37	0.00	0.00	0.00	06.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		sv1	Burtseva Elena Alexandrovna		merch154	Zakharova Alena Gennadievna		0											
RSM Eastern Siberia				ASM2	Frolov Sergey		sv1	Burtseva Elena Alexandrovna		mc1330	Katkova Oksana Vladimirovna		3	2.53	2.00	2.00	6.00	1.66	1.00	0.00	0.00	0.00	05.11.2019	
RSM Eastern Siberia				ASM2	Frolov Sergey		sv1	Burtseva Elena Alexandrovna		mc1370	Koteleva Anastasia Andreevna		1	0.15	0.30	0.30	0.00	0.00	0.00	0.00	0.00	0.00	28.10.2019	

6188 coaching sessions per month

EasyMerch

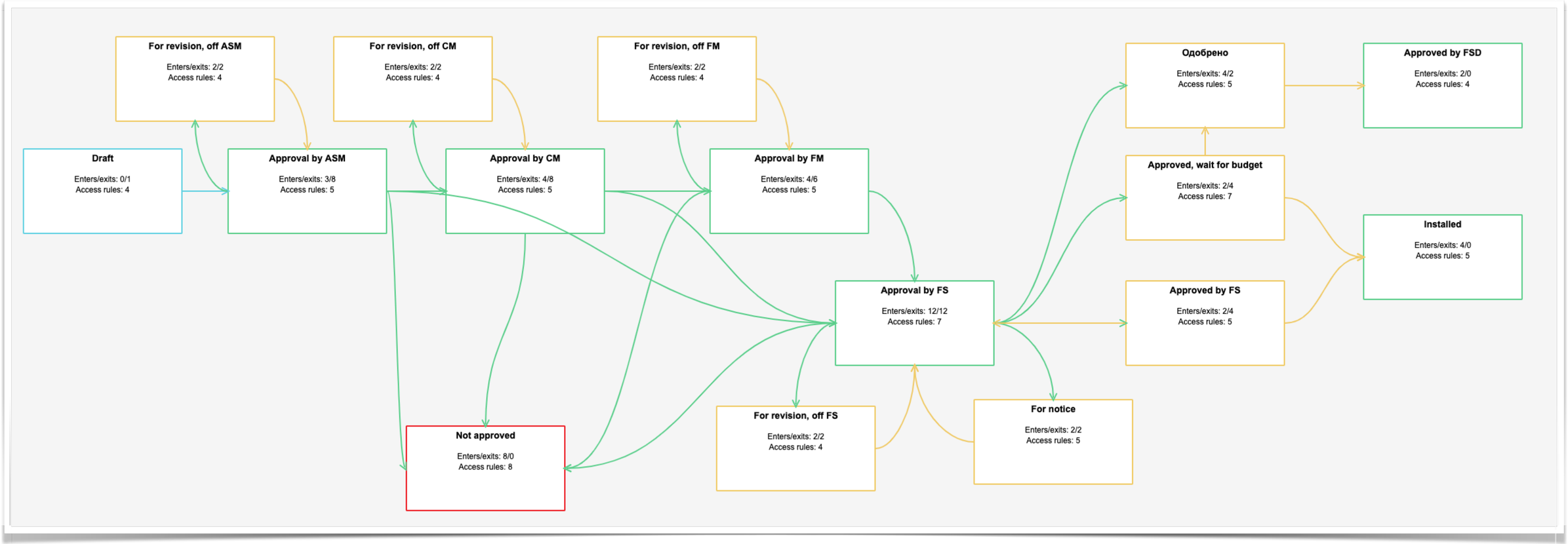
CRM & business process automation

EasyMerch

CRM & business process automation

Allows sophisticated multistep tasks, pushing data to SAP and/or taking information from foreign sources

Example: PAID FRIDGE INSTALLATION



Highly customizable, with fine-grained access policies, web and mobile access

EasyMerch

CRM & business process automation

CRM & Business Process Automation is a standalone EasyMerch functionality much like salesforce, odoo or microsoft sharepoint.

Due to high level of customization, EasyMerch CRM supports almost any variants of workflows, including 3rd-party integration, calculations, dynamic document routing, embedded documents - all of them secured by row level data filtering by individual access rights, subordination and individual user assignment to retail networks and territories.

(put in short: for example, only supervisor of document creator will be able to edit fields in current status and only KAM of exact region will be able to transition to next status)

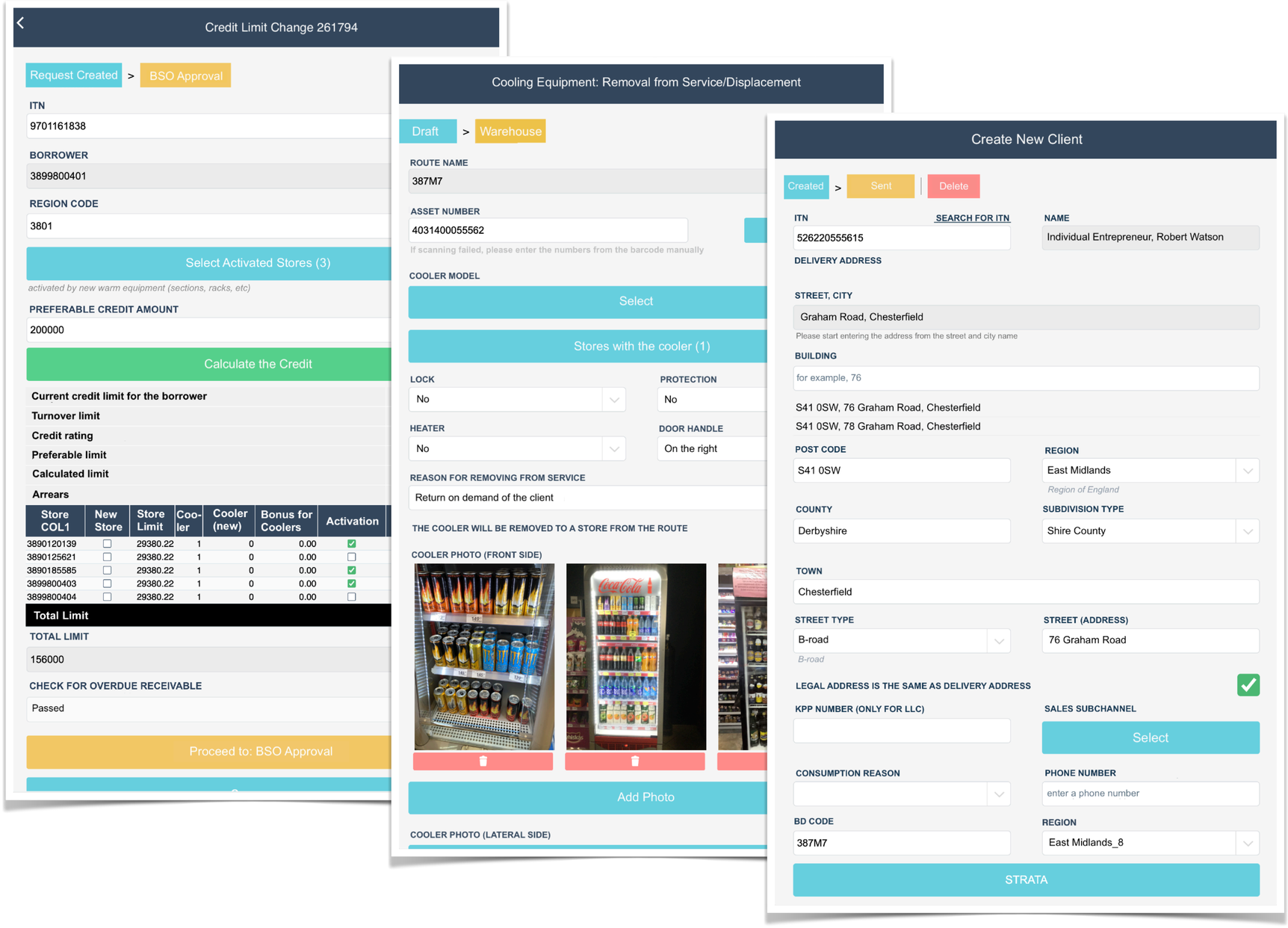


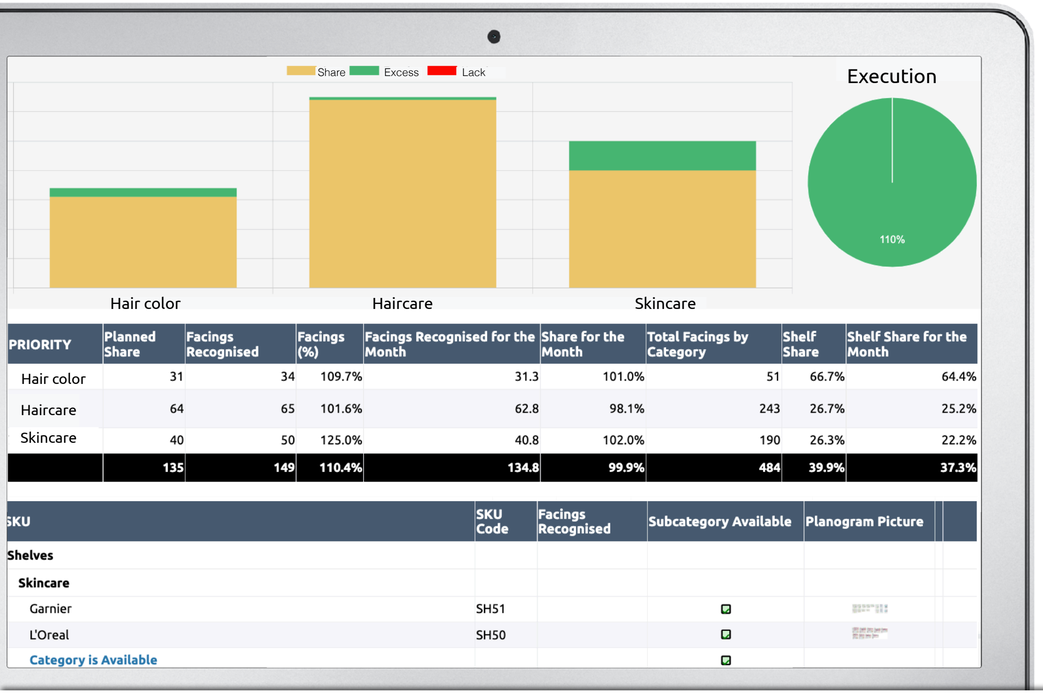
Image recognition

EasyMerch

Image Recognition (Shelf Recognition)

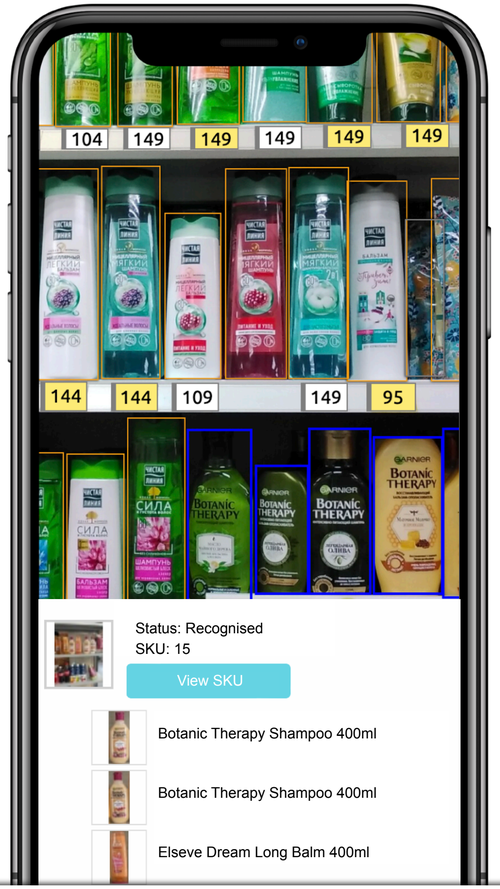
Get your recognition results online
right to your mobile device

Shelf Share and OSA Execution Calculation

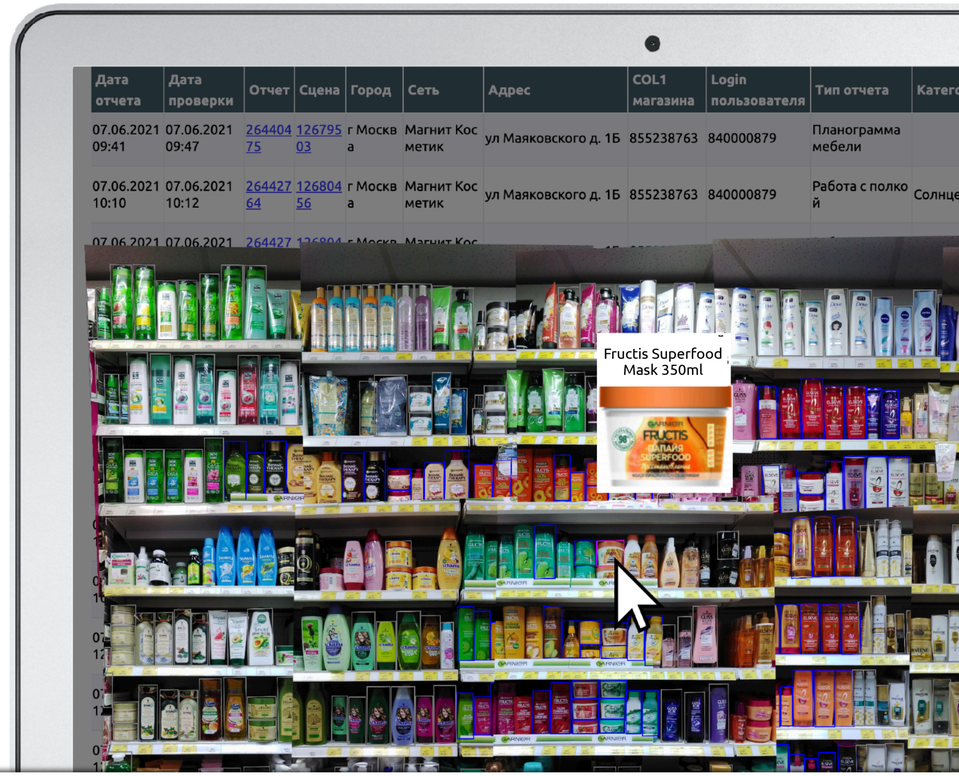


PRIORITY	Planned Share	Facings Recognised	Facings (%)	Facings Recognised for the Month	Share for the Month	Total Facings by Category	Shelf Share	Shelf Share for the Month
Hair color	31	34	109.7%	31.3	101.0%	51	66.7%	64.4%
Haircare	64	65	101.6%	62.8	98.1%	243	26.7%	25.2%
Skincare	40	50	125.0%	40.8	102.0%	190	26.3%	22.2%
	135	149	110.4%	134.8	99.9%	484	39.9%	37.3%

SKU	SKU Code	Facings Recognised	Subcategory Available	Planogram Picture
Shelves				
Skincare				
Garnier	SH51		☑	
L'Oreal	SH50		☑	
Category is Available			☑	



An example of a stitched panorama with
recognised products



Widely used by

BRITISH AMERICAN TOBACCO

L'ORÉAL

SPLAT

BWT BEST WATER TECHNOLOGY

JTI

РУСАГРО группа компаний

EasyMerch

Image recognition: Scene-stitching

EasyMerch

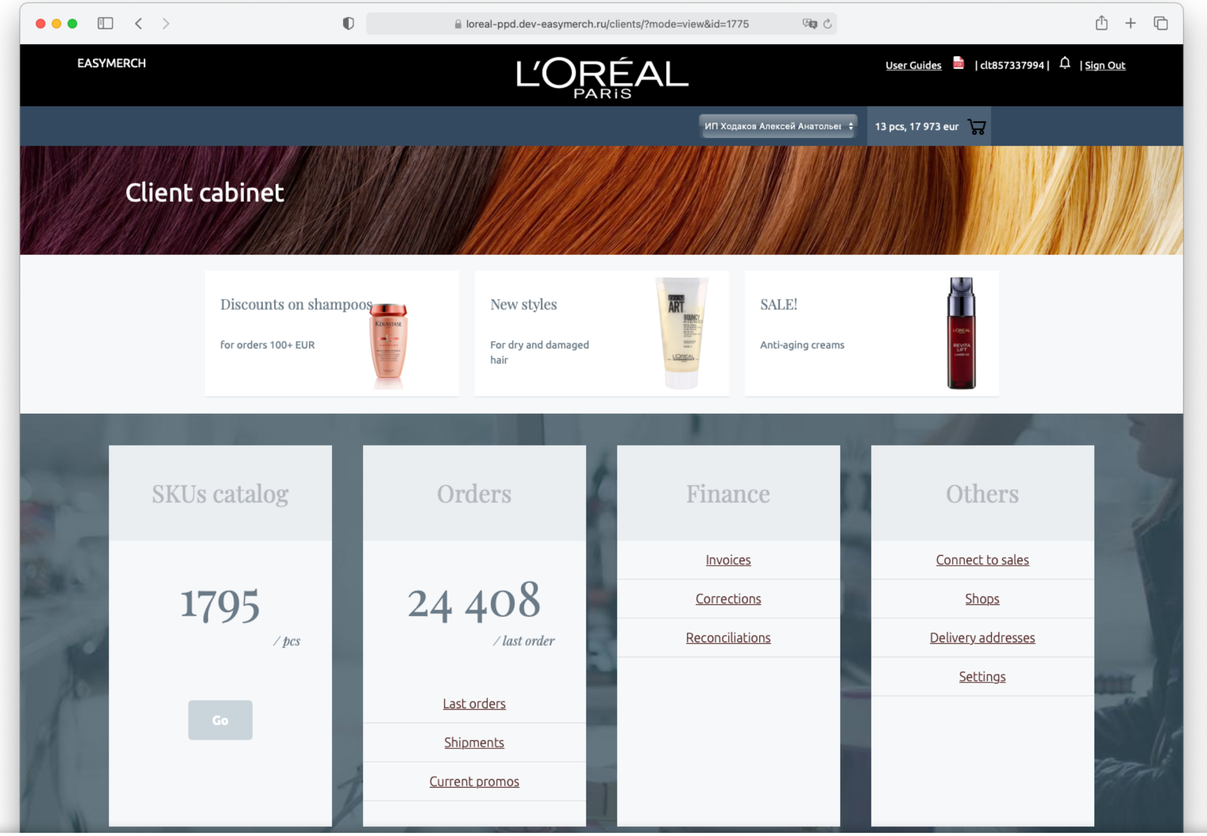
B2B webshop

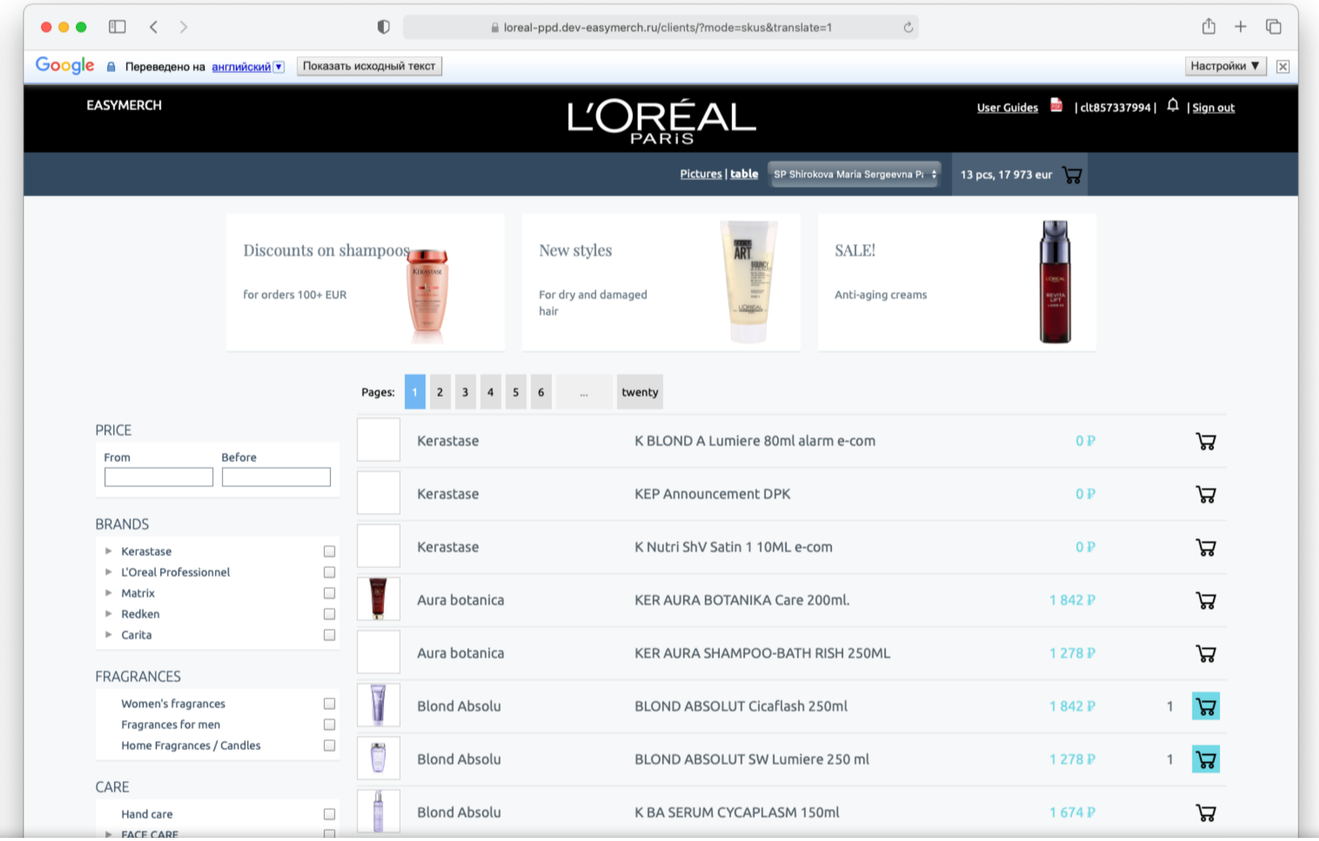
EasyMerch

B2B webshop

B2B cabinet can be used by clients or tele marketologists to take orders

It connects to SAP and allows direct order taking, online payments, calculation of all order promos and discounts, shows invoices, receivables and much more





In launch with

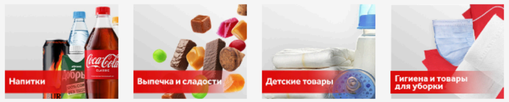
BARRIER BWT WATER FILTERS L'ORÉAL

EasyMerch

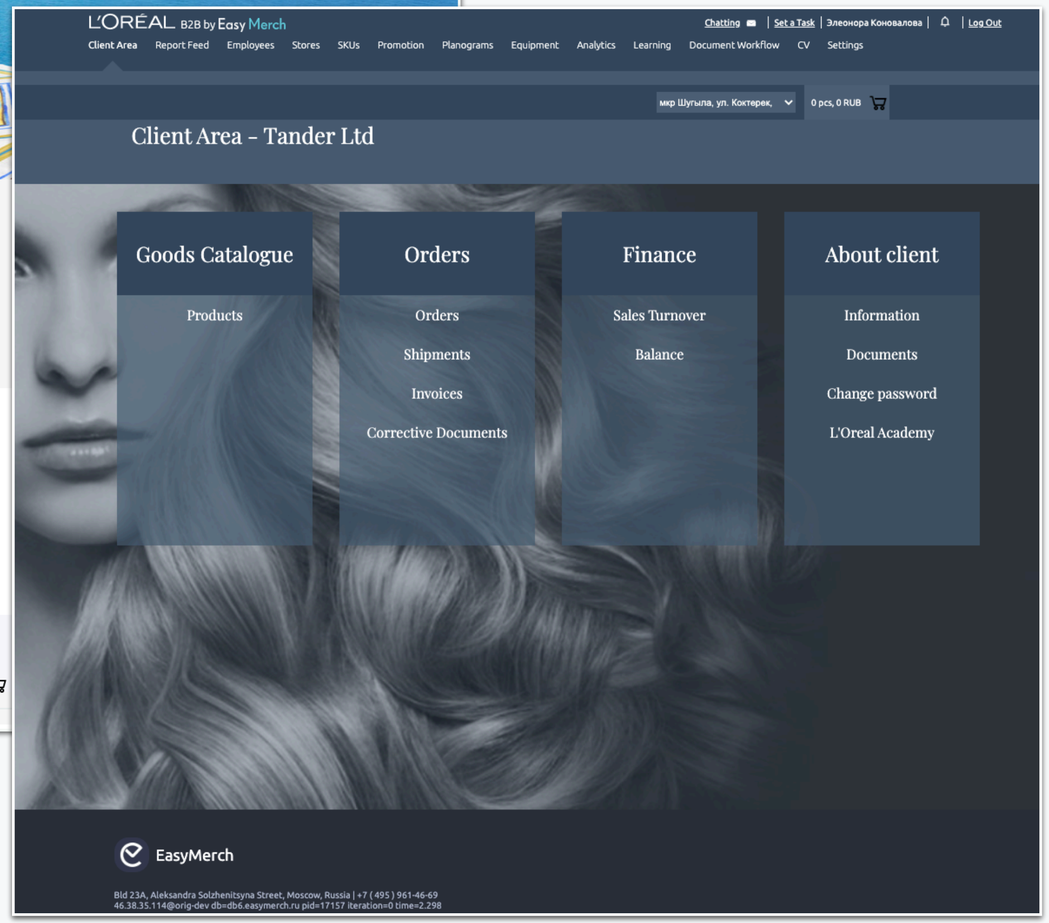
B2B webshop

B2B WebShop Features

- Customizable design
- Landing pages
- Making orders
- Calculation discounts by categories and promotional conditions
- Integration with SAP/Axapta
- Documents - bills, acts, reconciliation acts
- Analytics + rebate calculation
- Advanced product flypage with customizable fields (size, weight, kinds of package - a piece/ box/pallet)



New products



Documents created by request

Request Number	Date	Type	Message	Status
100129	29.04.2022 17:17	Waybill	Waybill 0087516400 for 29.04.2022 17:17 has been created	*Created*
100127	29.04.2022 16:22	Waybill	Waybill 0097865421 for 29.04.2022 16:22 has been created	*Created*
100125	29.04.2022 10:39	Reconciliation act	Reconciliation act from 20.04.2022 to 29.04.2022 has been created	*Created*

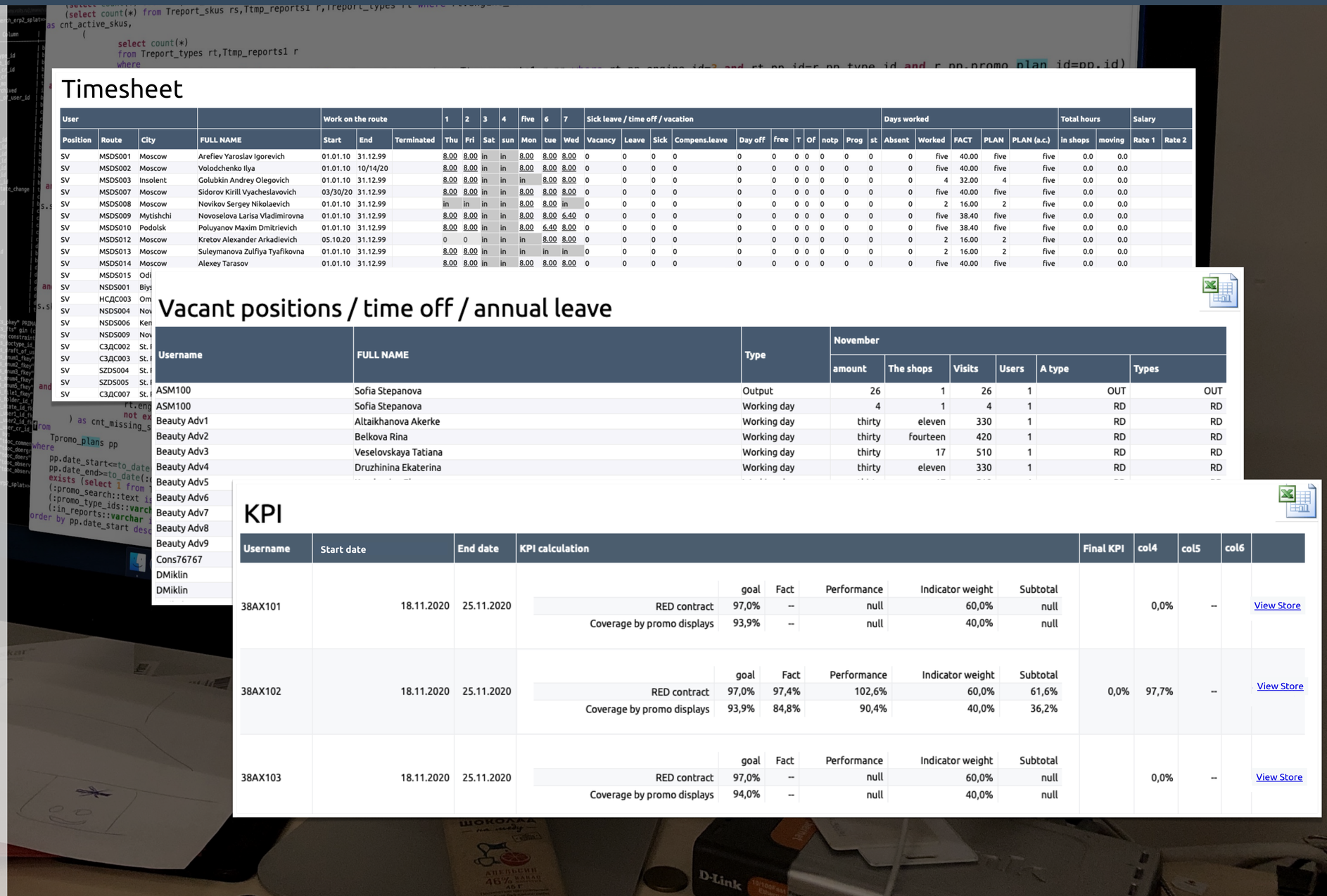
Analytical features

EasyMerch

Analytical Features

Analytics is our strong point.

- Payrolls and precise employee time sheets for different companies
  (many companies calculate salaries through us)
- Overall reports on KPI
- Reports on separate store placements
- Reports on staffing level, fluctuation of personnel, vacant positions
- Many other reports customized to exactly meet your requirements



Timesheet

User				Work on the route			1	2	3	4	five	6	7	Sick leave / time off / vacation									Days worked					Total hours		Salary	
Position	Route	City	FULL NAME	Start	End	Terminated	Thu	Fri	Sat	sun	Mon	tue	Wed	Vacancy	Leave	Sick	Compens.leave	Day off	free	T	OT	notp	Prog	st	Absent	Worked	FACT	PLAN	PLAN (a.c.)	in shops	moving	Rate 1	Rate 2
SV	MSDS001	Moscow	Arefiev Yaroslav Igorevich	01.01.10	31.12.99		8.00	8.00	in	in	8.00	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	five	40.00	five	five	0.0	0.0		
SV	MSDS002	Moscow	Volodchenko Ilya	01.01.10	10/14/20		8.00	8.00	in	in	8.00	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	five	40.00	five	five	0.0	0.0		
SV	MSDS003	Insolent	Golubkin Andrey Olegovich	01.01.10	31.12.99		8.00	8.00	in	in	in	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	4	32.00	4	five	0.0	0.0		
SV	MSDS007	Moscow	Sidorov Kirill Vyacheslavovich	03/30/20	31.12.99		8.00	8.00	in	in	8.00	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	five	40.00	five	five	0.0	0.0		
SV	MSDS008	Moscow	Novikov Sergey Nikolaevich	01.01.10	31.12.99		in	in	in	in	8.00	8.00	in	0	0	0	0	0	0	0	0	0	0	0	0	2	16.00	2	five	0.0	0.0		
SV	MSDS009	Mytishchi	Novoseleva Larisa Vladimirovna	01.01.10	31.12.99		8.00	8.00	in	in	8.00	8.00	6.40	0	0	0	0	0	0	0	0	0	0	0	0	five	38.40	five	five	0.0	0.0		
SV	MSDS010	Podolsk	Poluyanov Maxim Dmitrievich	01.01.10	31.12.99		8.00	8.00	in	in	8.00	6.40	8.00	0	0	0	0	0	0	0	0	0	0	0	0	five	38.40	five	five	0.0	0.0		
SV	MSDS012	Moscow	Kretov Alexander Arkadievich	05.10.20	31.12.99		0	0	in	in	in	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	2	16.00	2	five	0.0	0.0		
SV	MSDS013	Moscow	Suleymanova Zulfiya Tyafikovna	01.01.10	31.12.99		8.00	8.00	in	in	in	in	in	0	0	0	0	0	0	0	0	0	0	0	0	2	16.00	2	five	0.0	0.0		
SV	MSDS014	Moscow	Alexey Tarasov	01.01.10	31.12.99		8.00	8.00	in	in	8.00	8.00	8.00	0	0	0	0	0	0	0	0	0	0	0	0	five	40.00	five	five	0.0	0.0		
SV	MSDS015	Odi																															
SV	NSDS001	Biys																															
SV	НСДС003	Om																															
SV	NSDS004	Nov																															
SV	NSDS006	Ken																															
SV	NSDS009	Nov																															
SV	СЗДС002	St.																															
SV	СЗДС003	St.																															
SV	SZDS004	St.																															
SV	SZDS005	St.																															
SV	СЗДС007	St.																															

Vacant positions / time off / annual leave

Username	FULL NAME	Type	November					
			amount	The shops	Visits	Users	A type	Types
ASM100	Sofia Stepanova	Output	26	1	26	1	OUT	OUT
ASM100	Sofia Stepanova	Working day	4	1	4	1	RD	RD
Beauty Adv1	Altaikhanova Akerke	Working day	thirty	eleven	330	1	RD	RD
Beauty Adv2	Belkova Rina	Working day	thirty	fourteen	420	1	RD	RD
Beauty Adv3	Veselovskaya Tatiana	Working day	thirty	17	510	1	RD	RD
Beauty Adv4	Druzhinina Ekaterina	Working day	thirty	eleven	330	1	RD	RD
Beauty Adv5								
Beauty Adv6								
Beauty Adv7								
Beauty Adv8								
Beauty Adv9								
Cons76767								
DMiklin								
DMiklin								

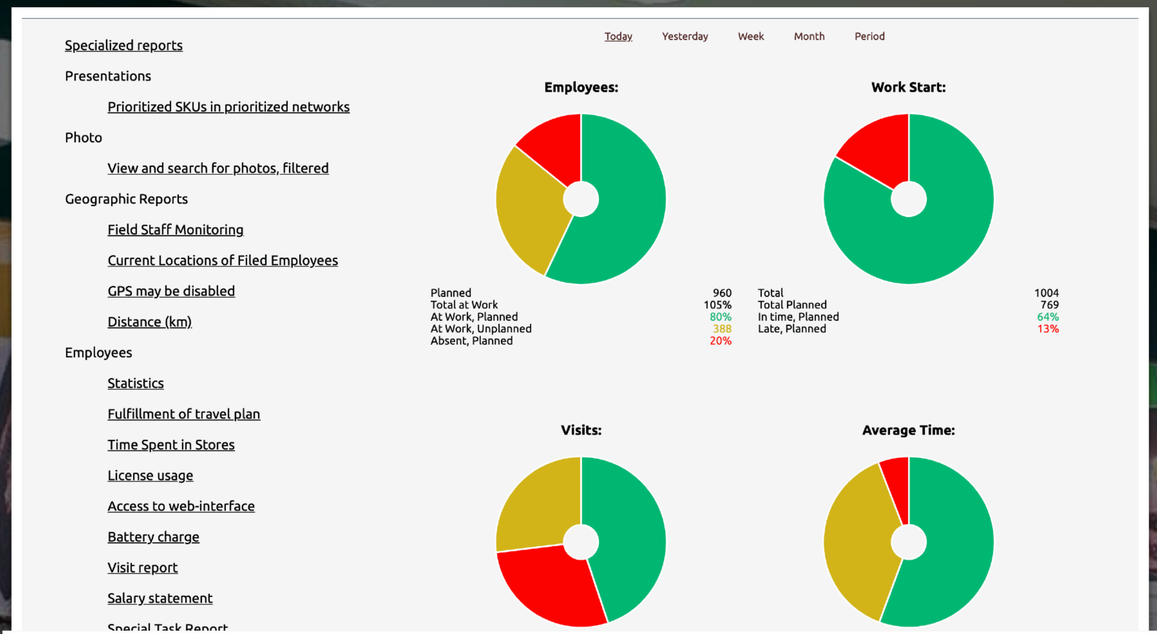
KPI

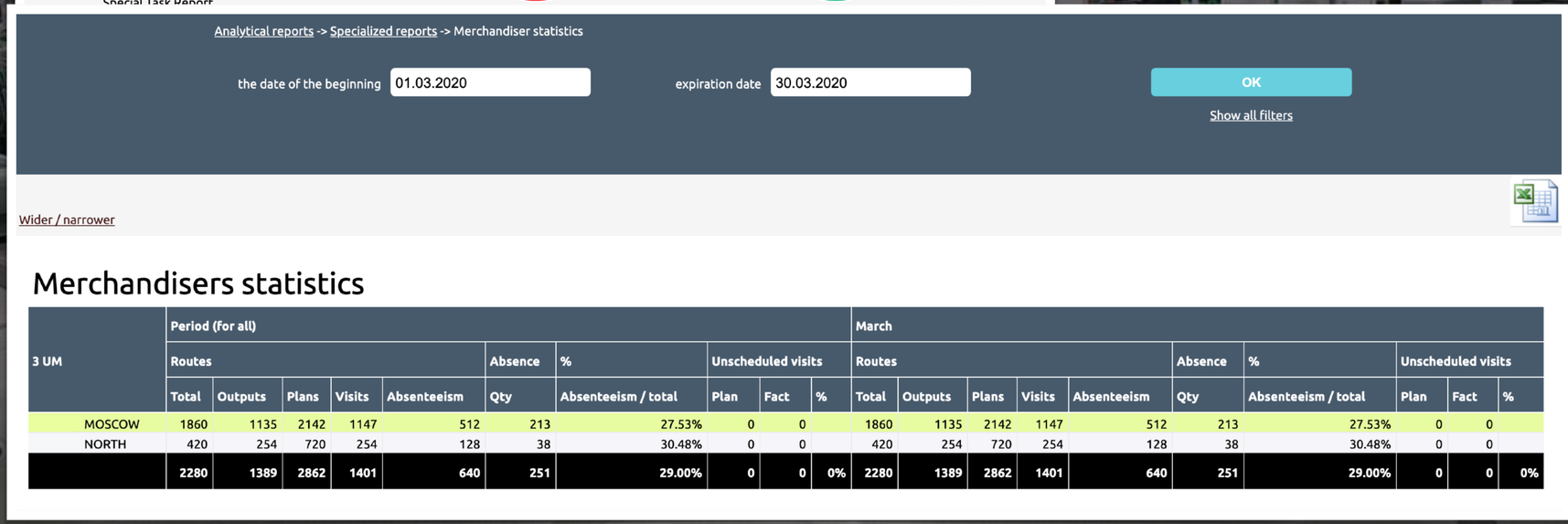
Username	Start date	End date	KPI calculation					Final KPI	col4	col5	col6	
				goal	Fact	Performance	Indicator weight	Subtotal					
38AX101	18.11.2020	25.11.2020	RED contract	97,0%	--	null	60,0%	null		0,0%	--	View Store
			Coverage by promo displays	93,9%	--	null	40,0%	null				
				goal	Fact	Performance	Indicator weight	Subtotal				
38AX102	18.11.2020	25.11.2020	RED contract	97,0%	97,4%	102,6%	60,0%	61,6%	0,0%	97,7%	--	View Store
			Coverage by promo displays	93,9%	84,8%	90,4%	40,0%	36,2%				
				goal	Fact	Performance	Indicator weight	Subtotal				
38AX103	18.11.2020	25.11.2020	RED contract	97,0%	--	null	60,0%	null		0,0%	--	View Store
			Coverage by promo displays	94,0%	--	null	40,0%	null				

EasyMerch

Disciplinary Control

- Analyzing work start and end time
- Checking GPS coordinates and performing triangulation by cell towers
- Face recognition on selfies
- Analyzing battery level of mobile devices
- Blocking malicious software
- Controlling visit plan execution





Merchandisers statistics

3 UM	Period (for all)										March									
	Routes					Absence	%	Unscheduled visits			Routes					Absence	%	Unscheduled visits		
	Total	Outputs	Plans	Visits	Absenteeism	Qty	Absenteeism / total	Plan	Fact	%	Total	Outputs	Plans	Visits	Absenteeism	Qty	Absenteeism / total	Plan	Fact	%
MOSCOW	1860	1135	2142	1147	512	213	27.53%	0	0		1860	1135	2142	1147	512	213	27.53%	0	0	
NORTH	420	254	720	254	128	38	30.48%	0	0		420	254	720	254	128	38	30.48%	0	0	
	2280	1389	2862	1401	640	251	29.00%	0	0	0%	2280	1389	2862	1401	640	251	29.00%	0	0	0%

EasyMerch

Custom analytics

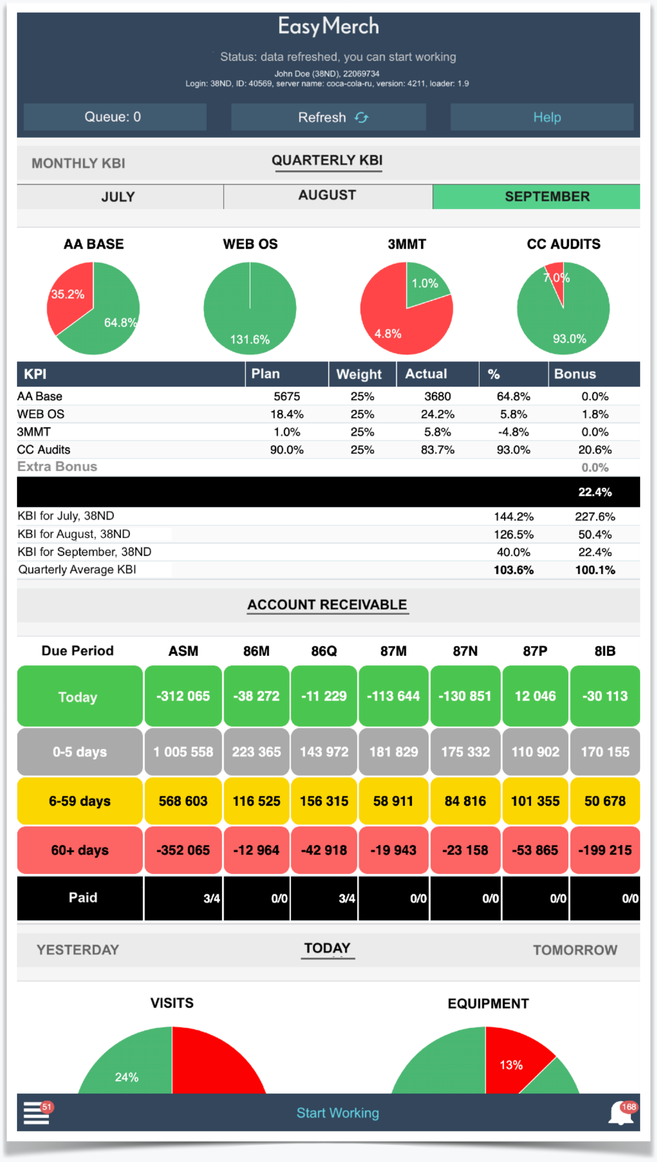
EasyMerch allows a full range of analytics customization which allows you to tailor application and it’s presentation individually for each division needs.

Extended analytics can be displayed on a web portal, while dashboards and summaries can be used both on mobile and portal side.

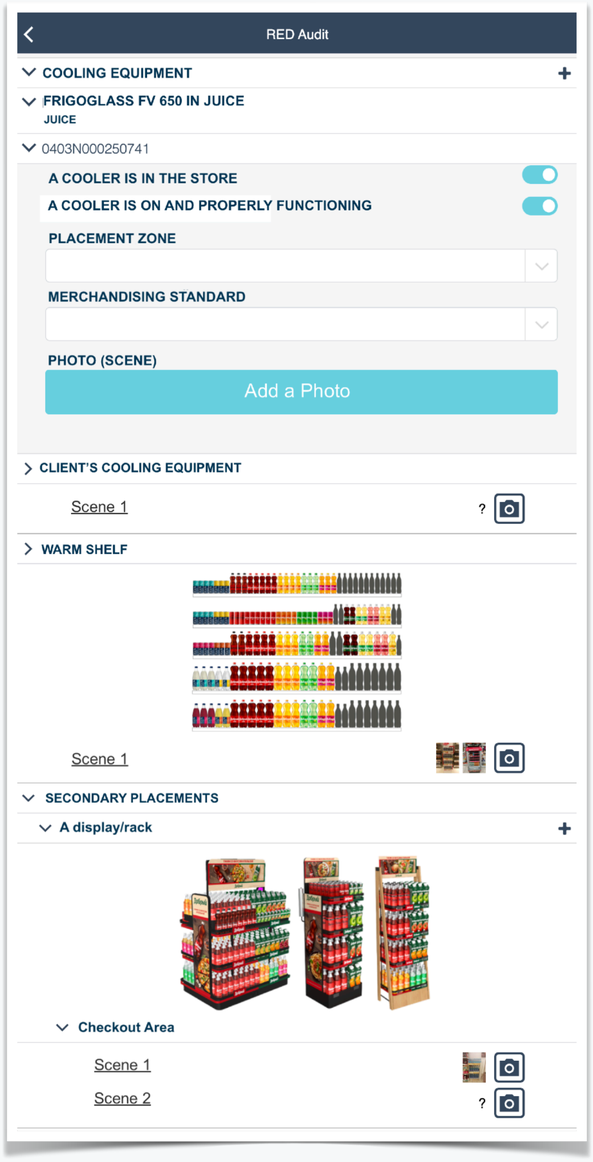
All data is filtered by access rights, subordination rules and access to shop networks or territories

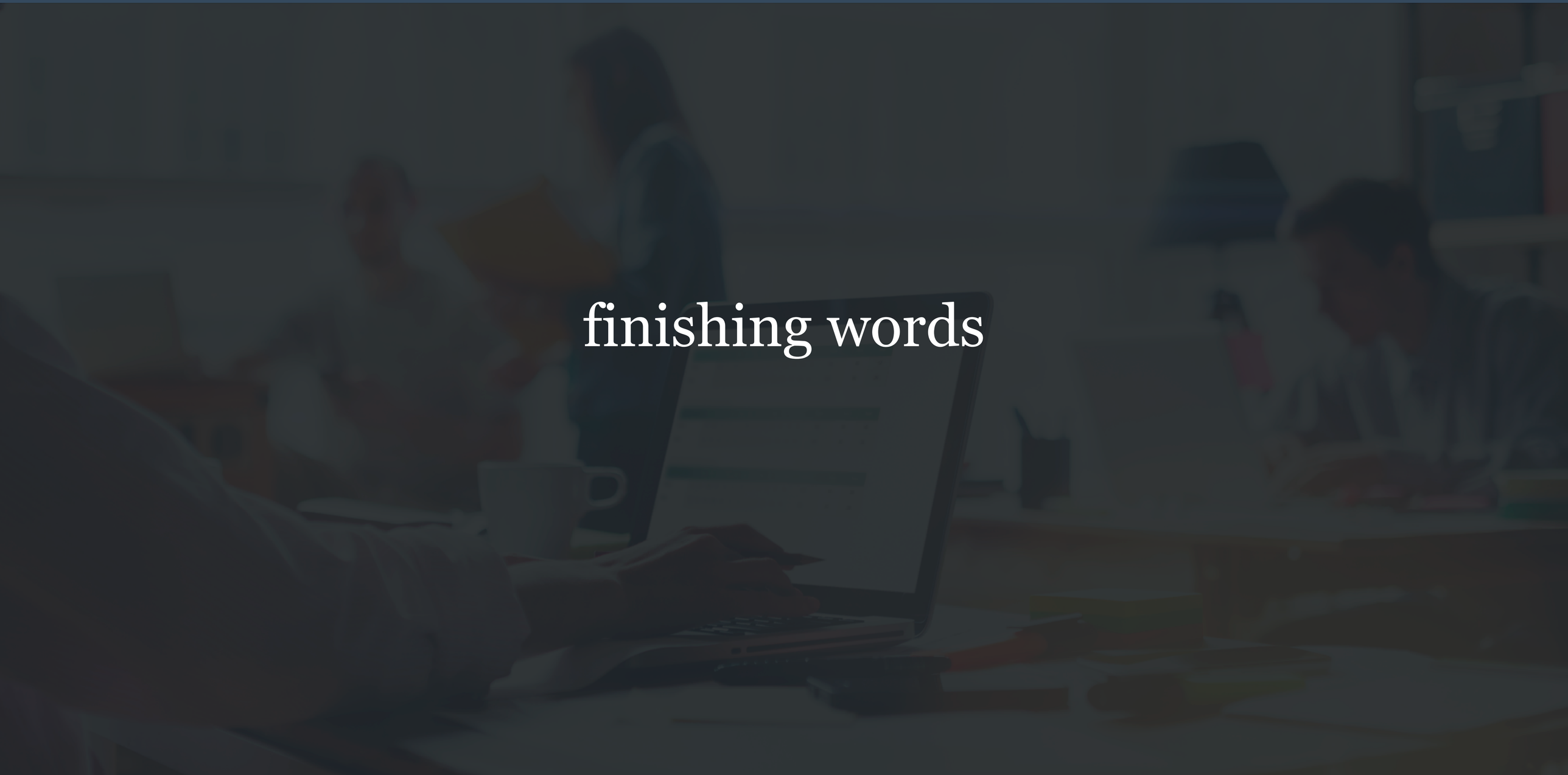
(put in short: your supervisor will not see data of another supervisor)

Full KPI & RED score calculation



RED Audit details





finishing words

EasyMerch

Examples in various fields

After EasyMerch launch, on shelf availability grew by 12% which led to 6% sales increase (proved by independent audit).

Full automation of the of salary reports, fines and bonuses for ~5000 employees allowed to eliminate the human factor and the possibility of falsification.

List of main tasks: Control of merchandisers, setting tasks, collecting analytics about the situation in stores, timesheets, payroll, conducting new contracts with stores, conducting contracts for post-payments and lending money to customers, agreeing on new conditions with office staff, document flow for equipment (refrigerators, etc.)

The company carries out repairs of cellular towers. Changing the service provider to EasyMerch made it possible to maintain an up-to-date database of tower configurations and finally solve the problem with in-time reporting to customers.

List of main tasks: Managing employees who repair cell towers. Setting tasks, checklists, control of scheduled and unscheduled repairs. Collection of analytics and reporting materials for customers (cell tower owner - Beeline, MTS, Megafon).

Launch of image recognition allowed to objectify L'Oreal shelf share data, and using EasyMerch as a root tool for planning and running promotions provided high-quality information and made it possible to introduce a motivational program for managers (KAM) who work with retail chains.

List of main tasks: Automation of collecting orders from stores, presentation of new products to customers, self-training of employees. WebShop portal for customers (retail outlets) for collecting orders, invoices, reconciliations, informing about the level of fulfilment of rebate bonuses.

EasyMerch

Technical Part

EasyMerch projects spans for more than **60** physical servers, located in data centers in Russia, Germany and Finland
(with a constantly working monitoring and automatic correction and balancing system)

Backups are created every day and stored in **3** different geographic locations

In 2022, at the request of L'Oreal, a **penetration test** was passed by **Compliance control**.
(all found vulnerabilities closed, was 1 critical and 4 high)

In **2022**, the first targeted **DDOS** was successfully repelled

Documents of **ISO27001: DRP/BCP** (Disaster Recovery Plan & Business Continuity Plan) are developed and constantly updated

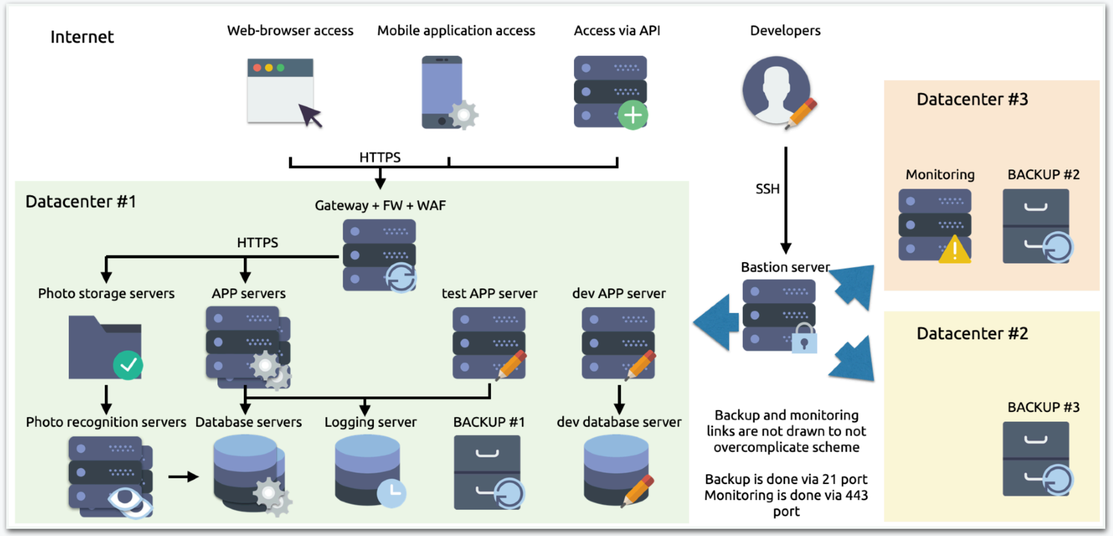


Diagram of the company's infrastructure

EasyMerch

Full list of EasyMerch modules

SFA System
- Reports
- Orders
- Tasks
- Analytics
- Salary reports & payrolls
- SAP integration

Self-learning
- Documents
- Videos
- Tests to check education level
- SCORM-documents

Online meetings
- Video conferencing
- Audio calls
- Screen demonstration and PDF demonstration

Computer vision and image recognition
- Recognition of SKUs (goods) and price tags
- Stitching of photos for long shelves
- Automatic image quality control (blurry images, big camera tilt etc)

B2B WebShop
- SKU (goods) orders on a website for retail outlets
- Invoicing, returns, reconciliations
- Analytics and retro-bonusing

On-Job Coaching
- Evaluation of field employees work by supervisor
- Coaching session and education level planner

Document flow
- Performing tasks that require confirmation and data at each step (equipment installation, promo activation, etc.)

Employee bonus shop
- A built-in webshop where company employees can purchase products for achievement points

Awards
- Gamification
- Badges for good work and high education level

EasyMerch

Pricing policy

- System is supplied as a cloud solution (SaaS)
- Standard prices: 20 EUR/month per employee *

- The price includes:
  - Regular system upgrades
  - Data storage (including photos) during contract
  - Technical support, consulting and top level employees training
  - Second-tier technical support
  - System configuration (modification of reports and analytics)
  - On-demand system upgrades

*** - some modules are provided for extra costs (for example, coaching, self-learning, image recognition module)**

Thank you for your attention

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