

EasyMerch

A woman with long brown hair, wearing a black blazer, is standing in a warehouse or library aisle. She is looking down at a tablet computer she is holding with both hands. The background shows tall metal shelving units filled with various items, possibly books or boxes, under bright overhead fluorescent lights. The scene is slightly blurred, emphasizing the woman and her device.

Sales force (field teams) automation system

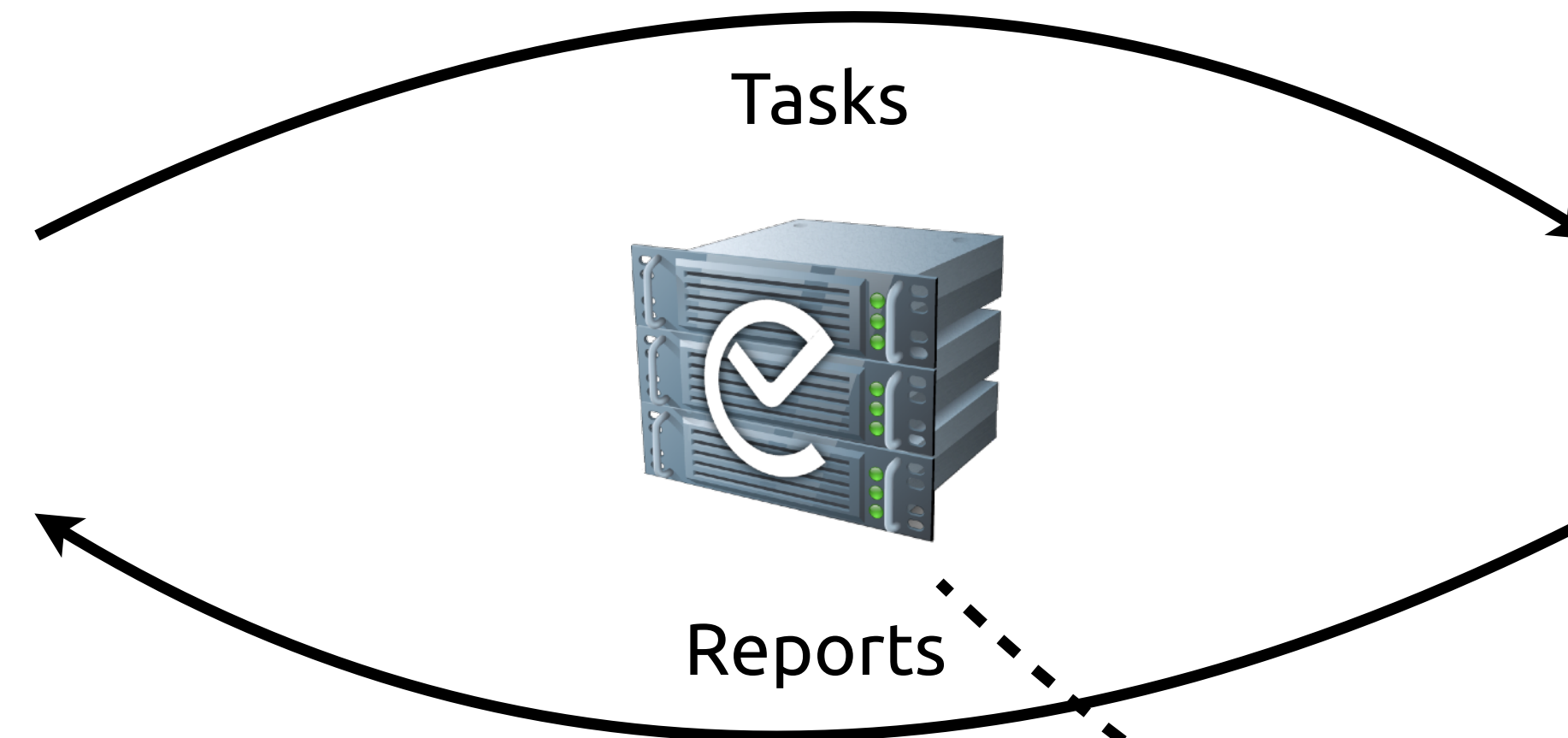


Hey, are Fanta and Schweppes on shelves?  
Are promo stickers okay?



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

- ✓ Fanta is okay
- 🕒 Schweppes is running out
- ✗ Promo stickers are missing



Orders



Client's SAP  
(ex. Coca-Cola)

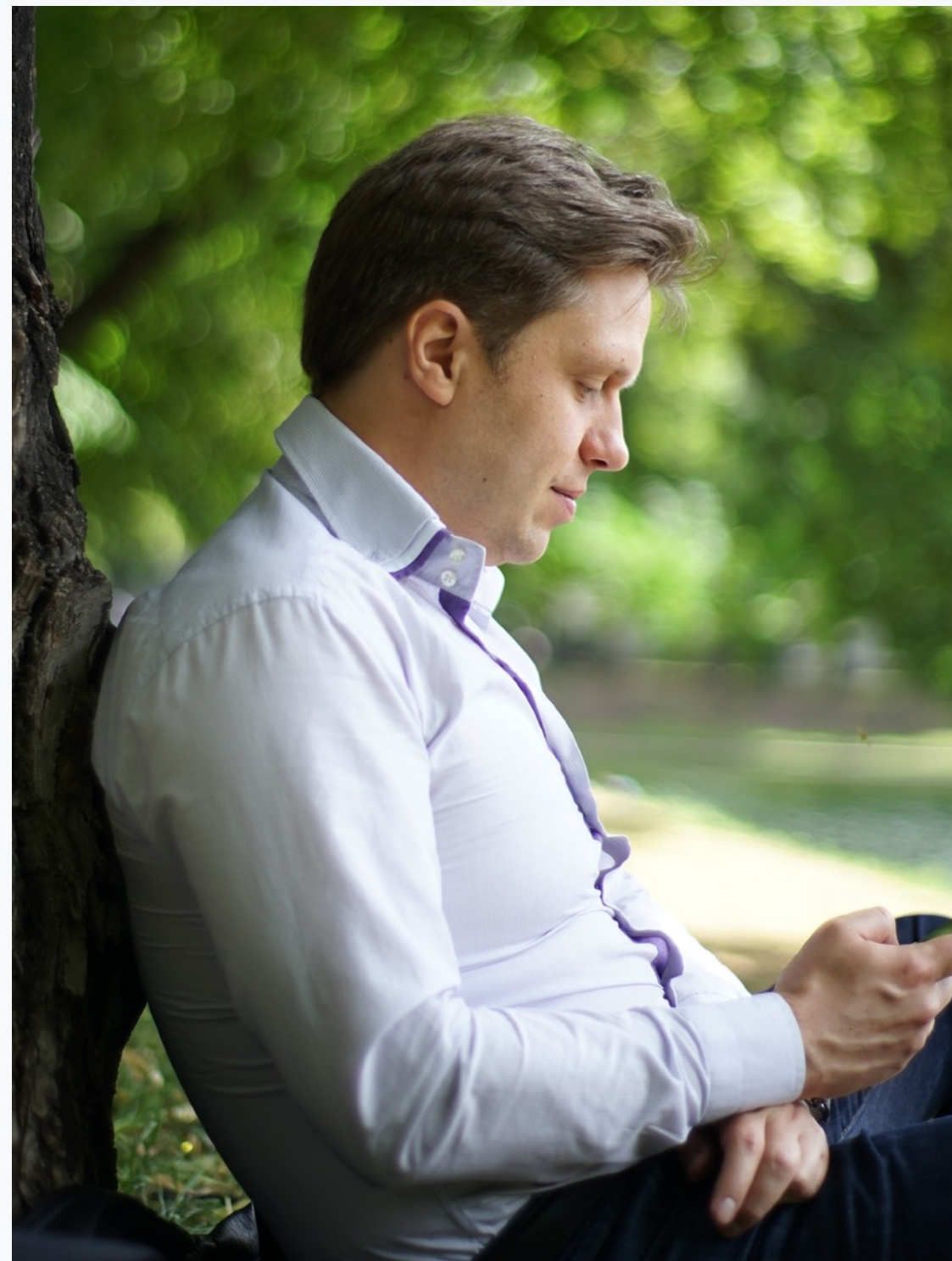
*\*Over-simplified image  
Real world cases affect 5 to 7 levels of Client Employees from different departments  
and provide crucial data for company execution and increase of sales.*

Already used by 150 companies, including:





# 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

2021 Turnover is **1.500.000** EUR

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





# Main Components

## SFA

*Control, convenience and digitalization*

- Used by **25000** employees
- Reports, orders, special tasks
- Analytics
- Self-learning tools
- Coaching in fields
- Document workflow
- Online meetings

## Image Recognition

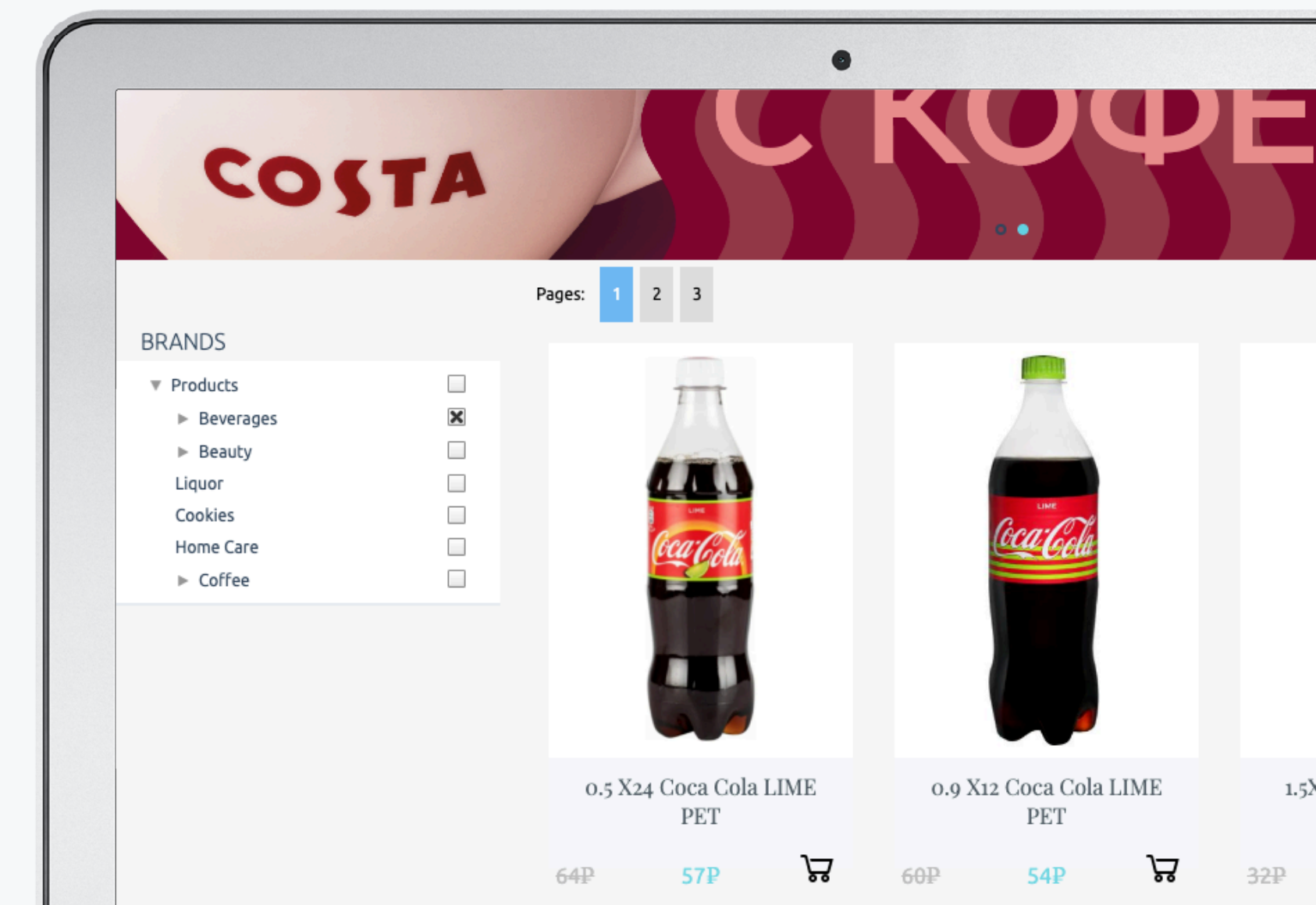
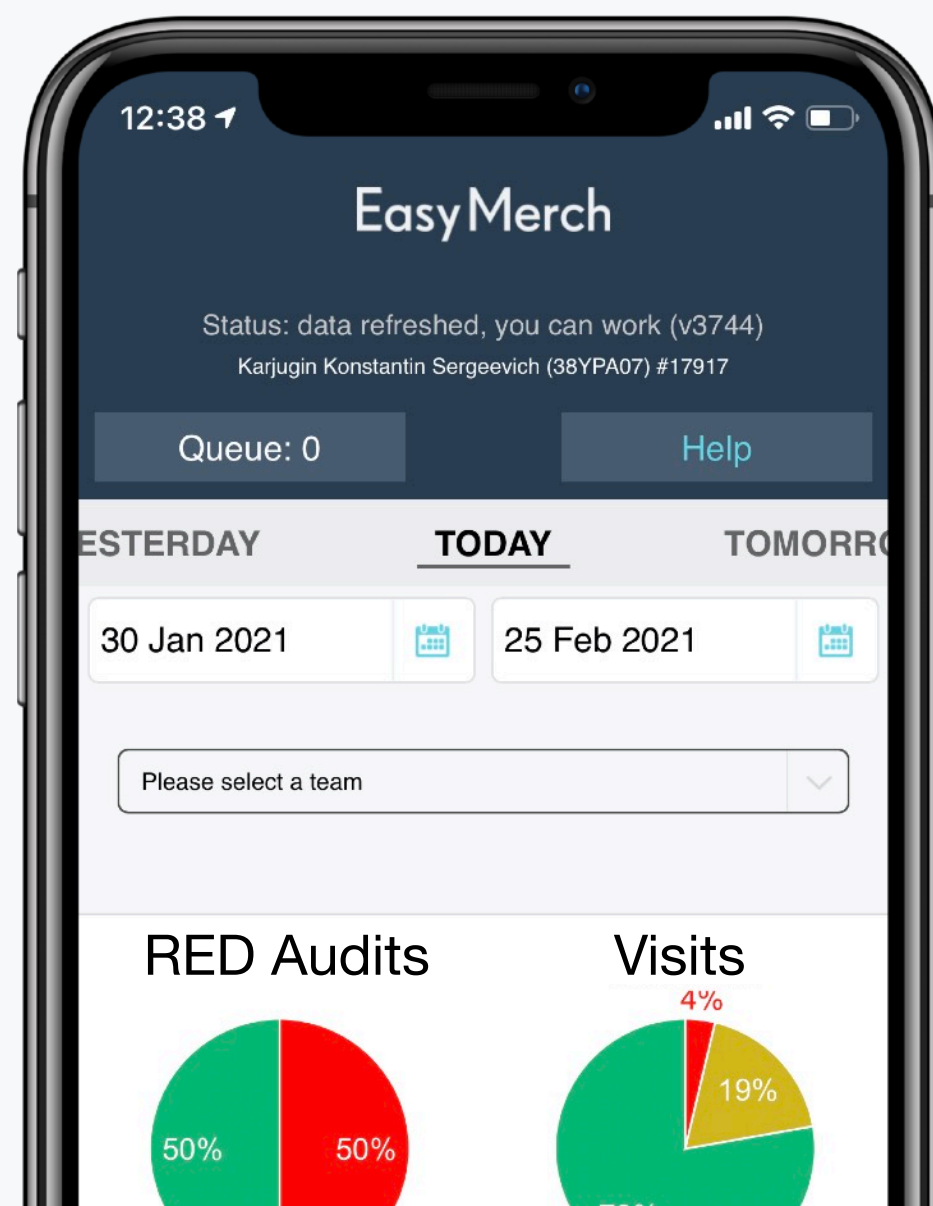
*Automation, objectification and control*

- **Online** recognition in stores
- Automatic photo quality control
- **6 000** SKUs already recognizable
- More than **95% accuracy**
- Price labels recognition
- Stitching photos into panorama
- Integration to analytics, **no additional costs**

## B2B Webshop

*Sales and analytics at one place*

- Customizable design
- Orders
- Acquiring available
- Documents: bills, acts, balances in hand, reconciliation acts, certificates
- Analytics and sales turnover





# Mobile Application Interface

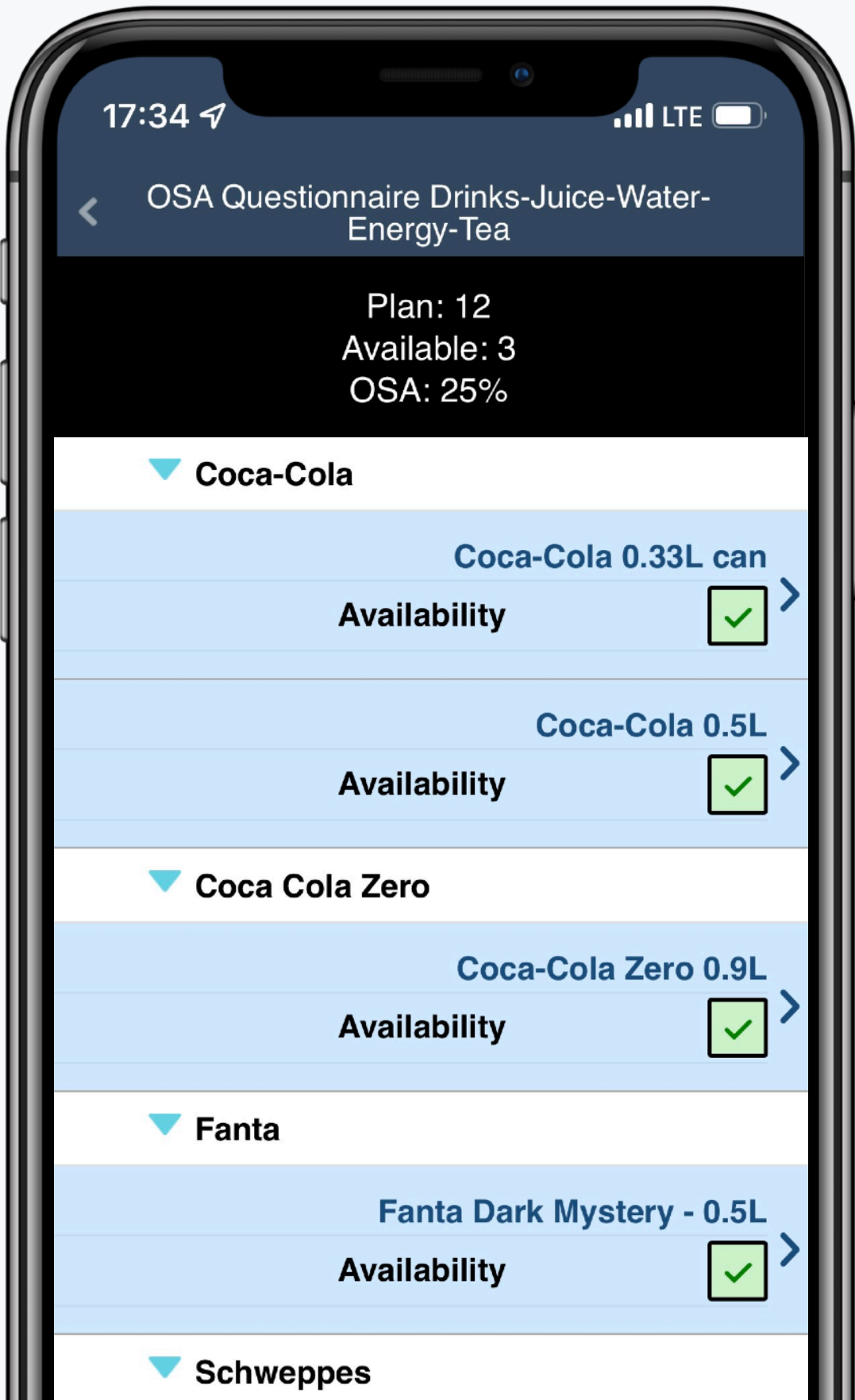
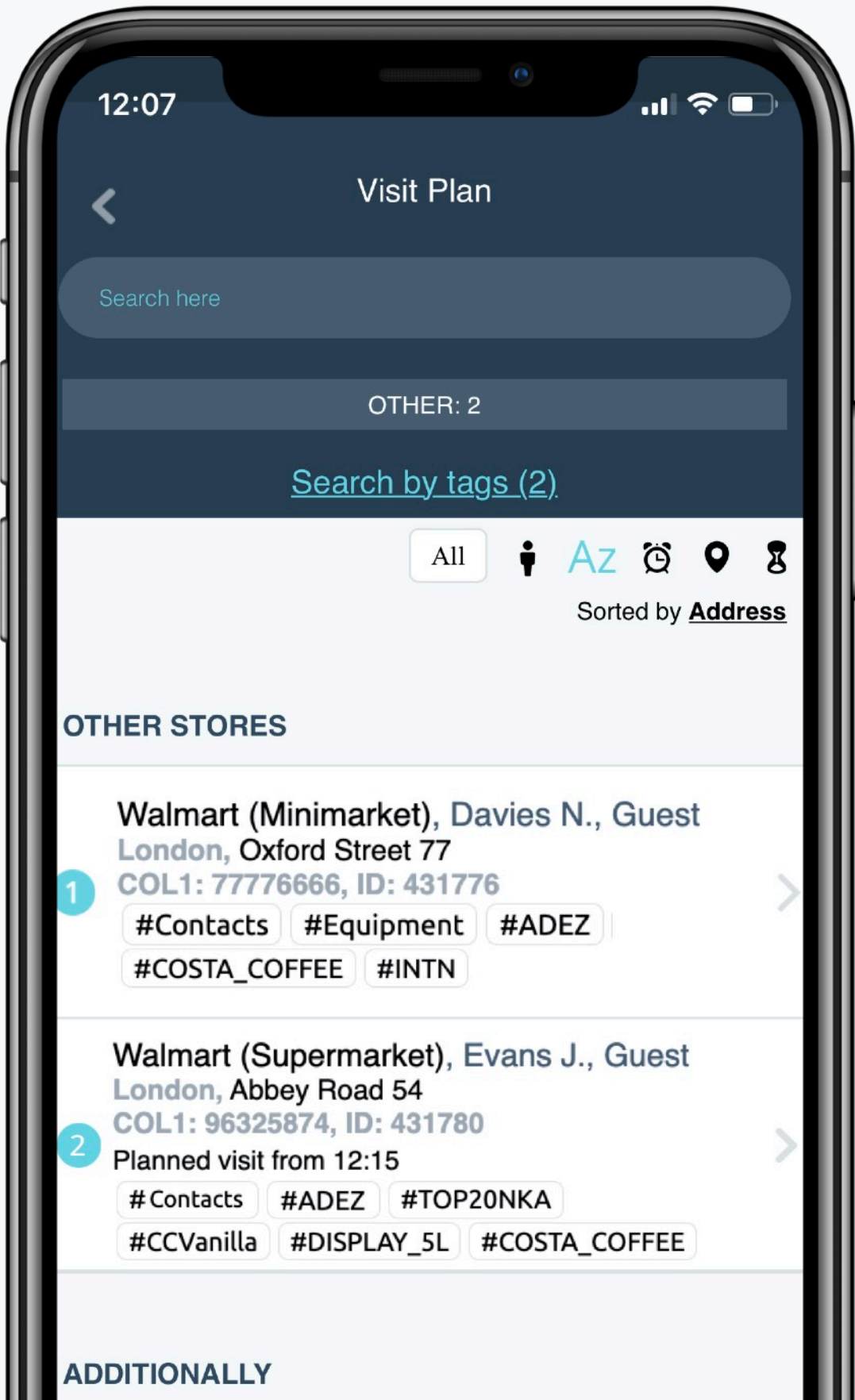
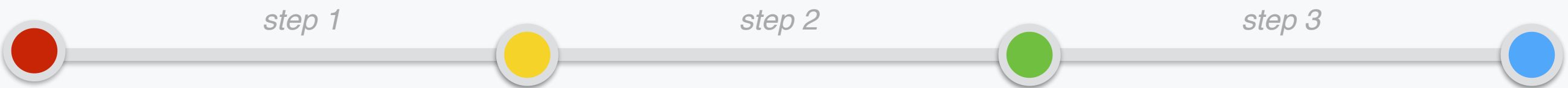


Open the app and tap  
START WORK from the  
home screen

Select a store from the  
list

Select a sequence of  
reports, fill in the reports

View previous reports and  
analytics



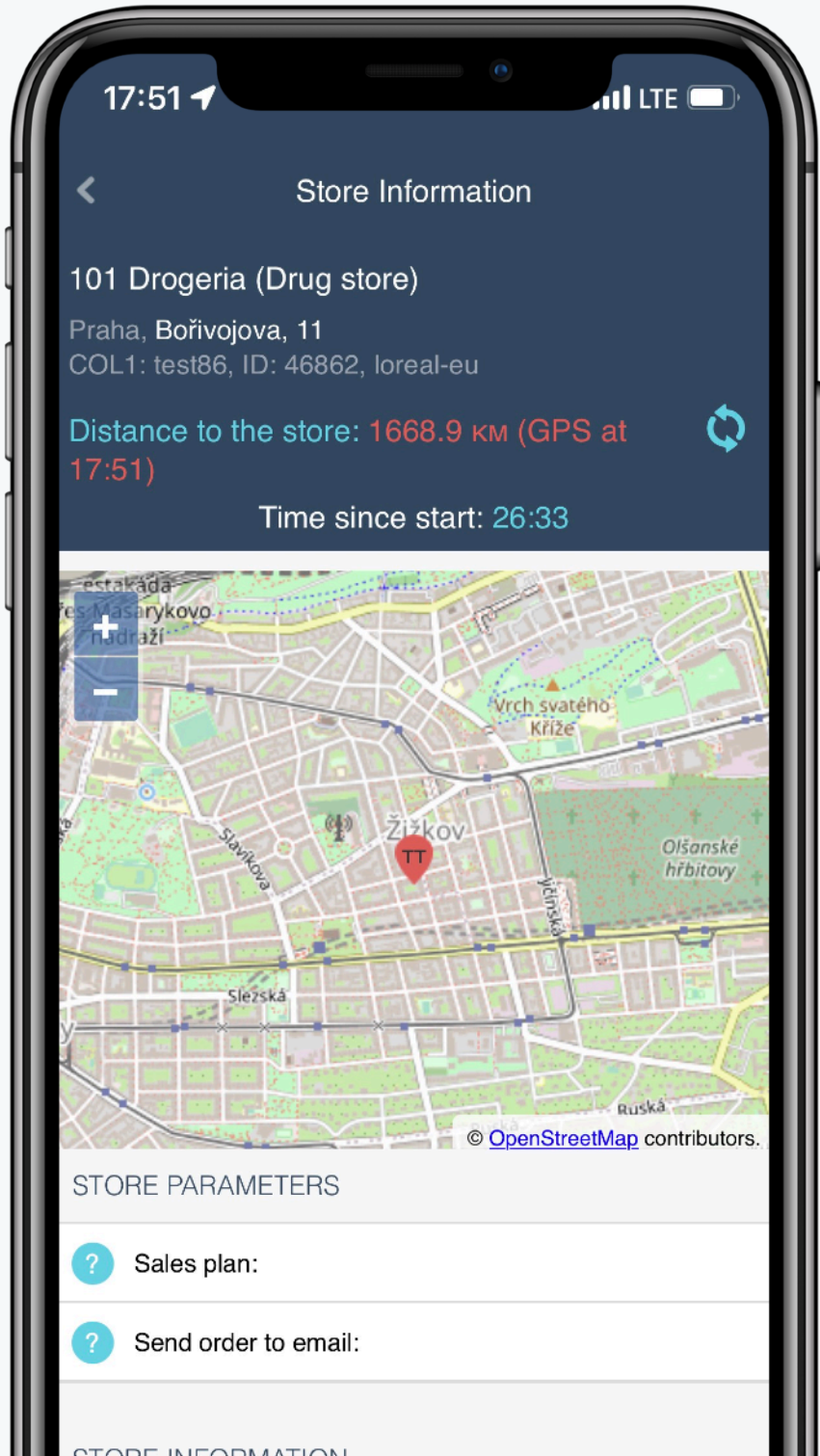


# SFA

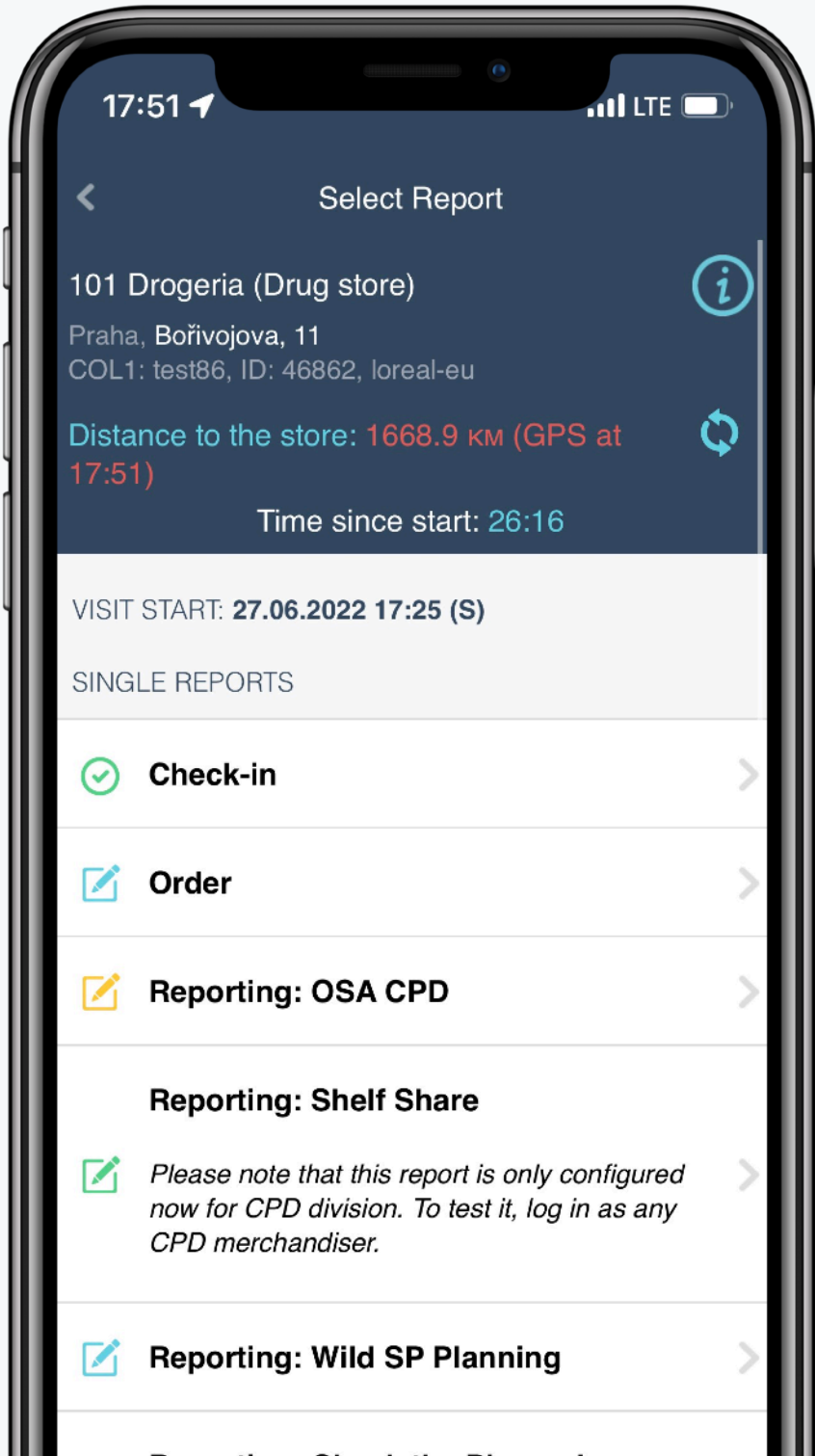
## SFA

- 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

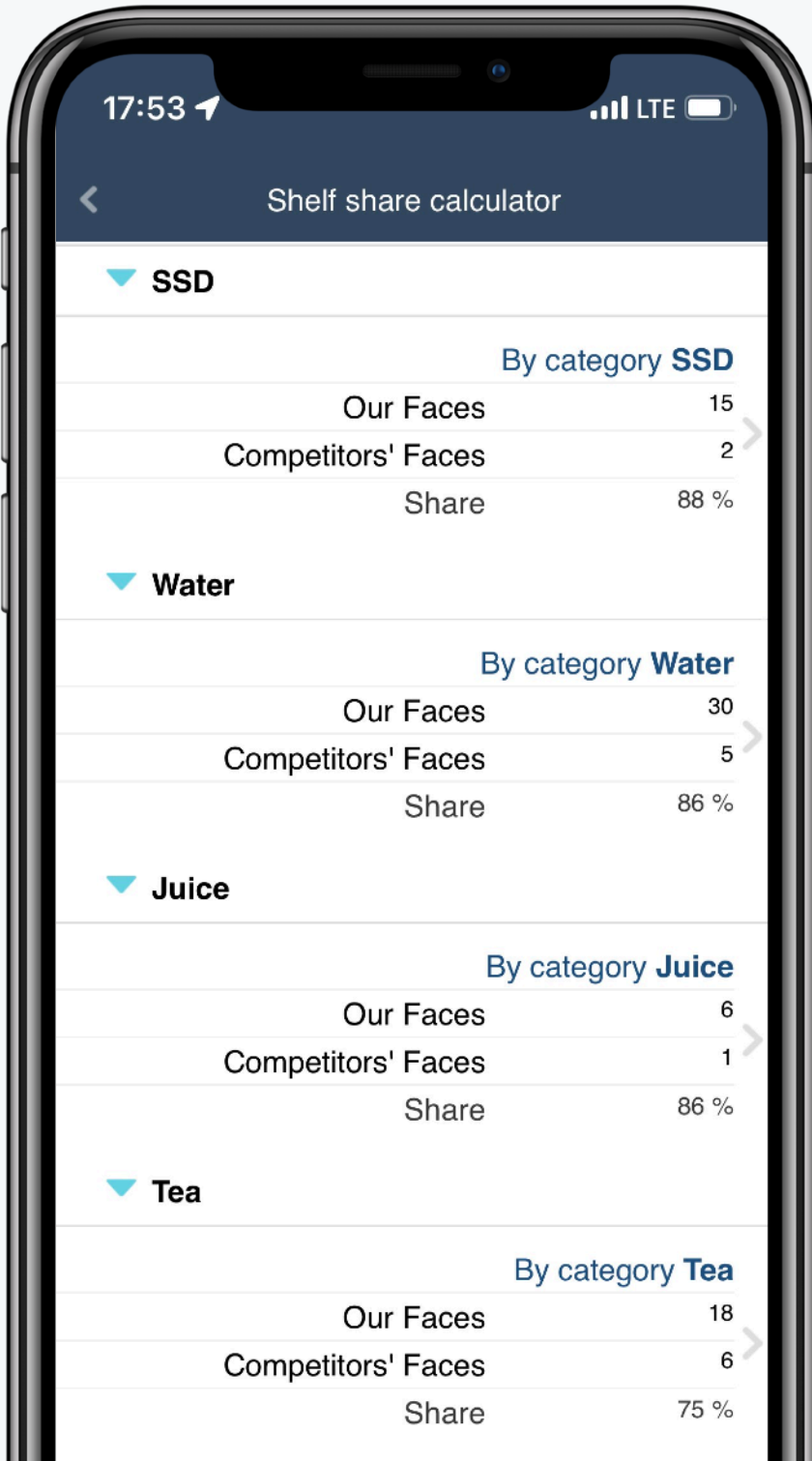
Information about stores



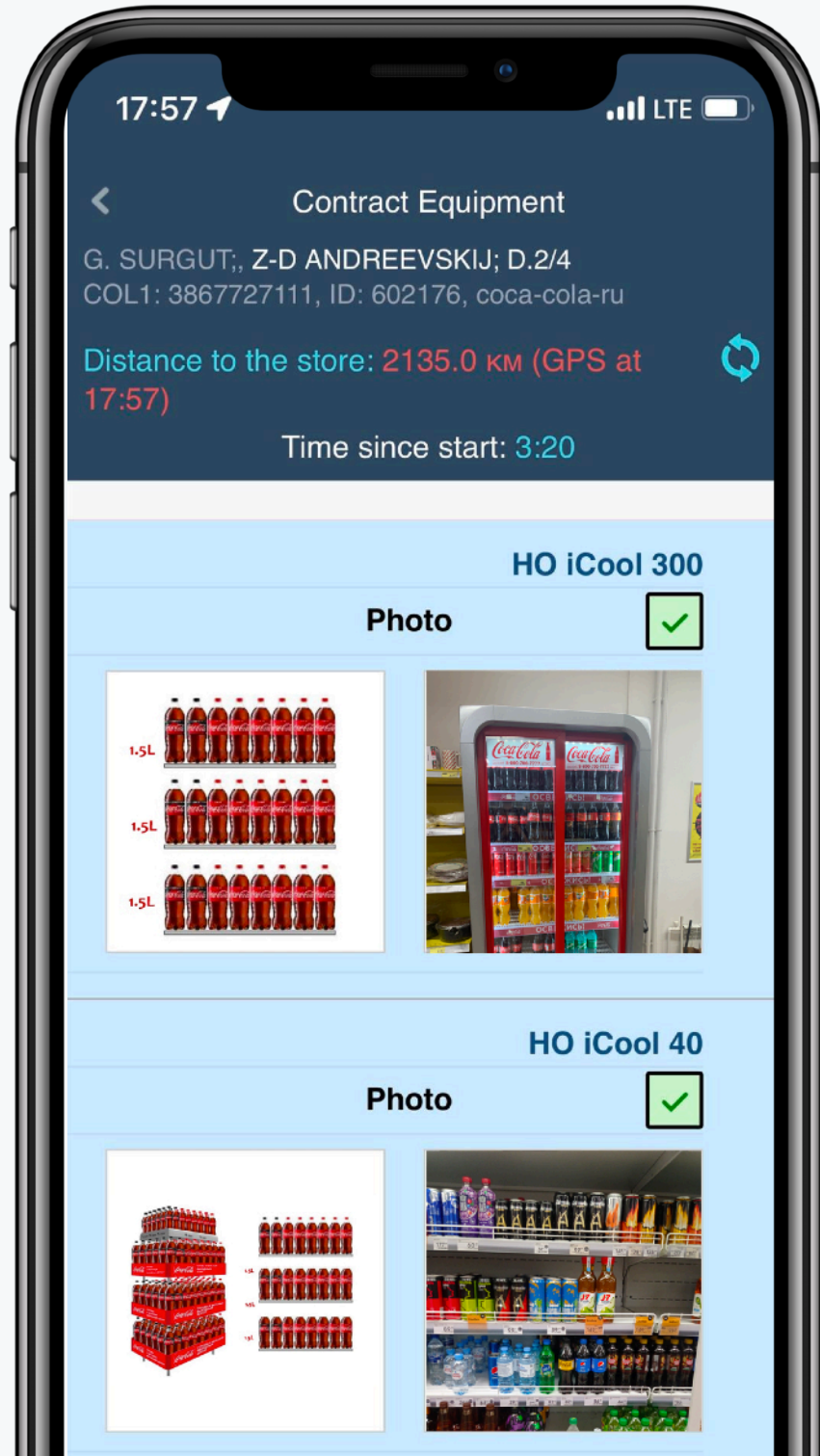
A list of reports which meet exactly your needs



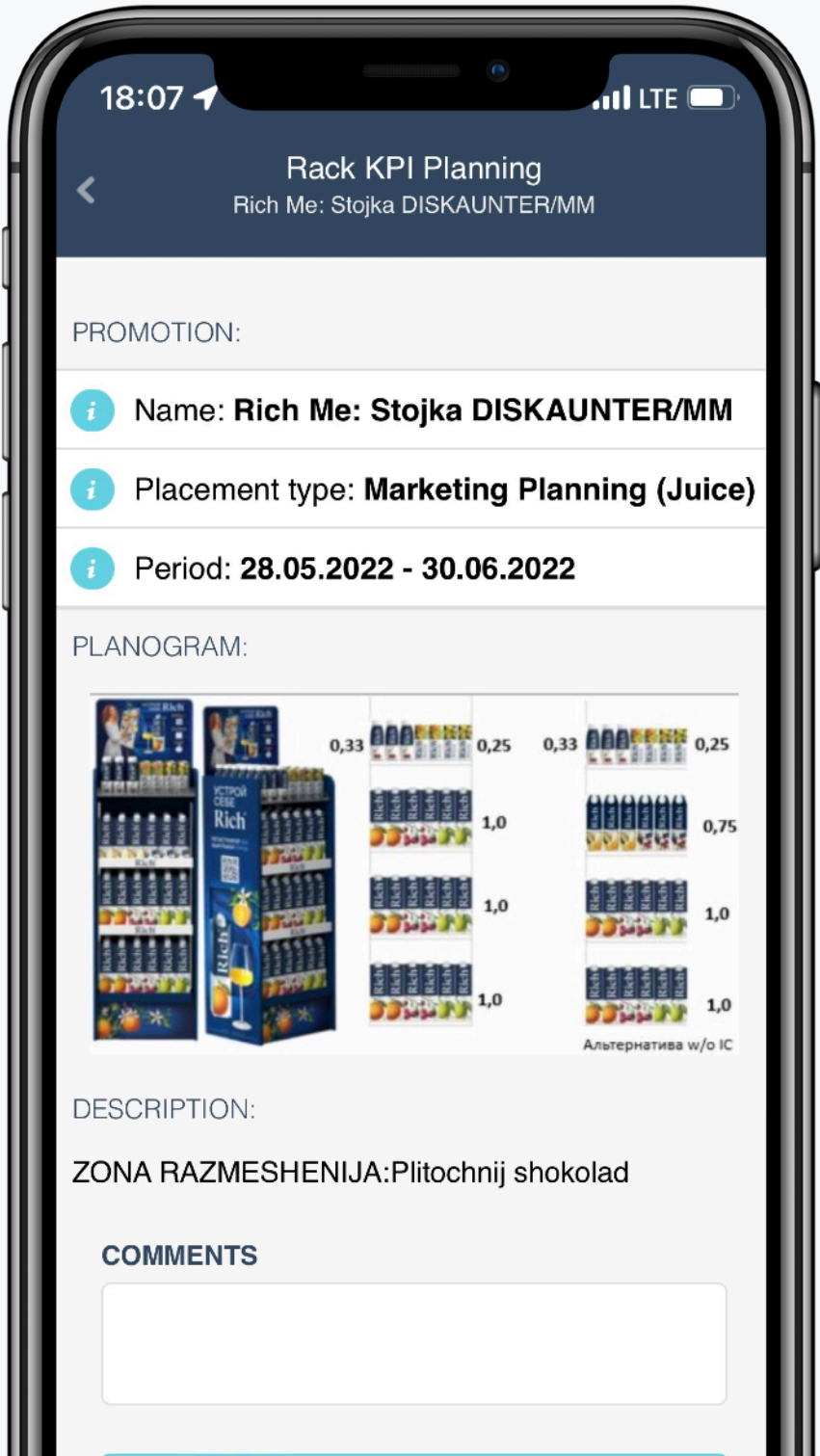
Planned VS Actual values calculation



Contract equipment attached to retail chains or stores



Planning promotion activity



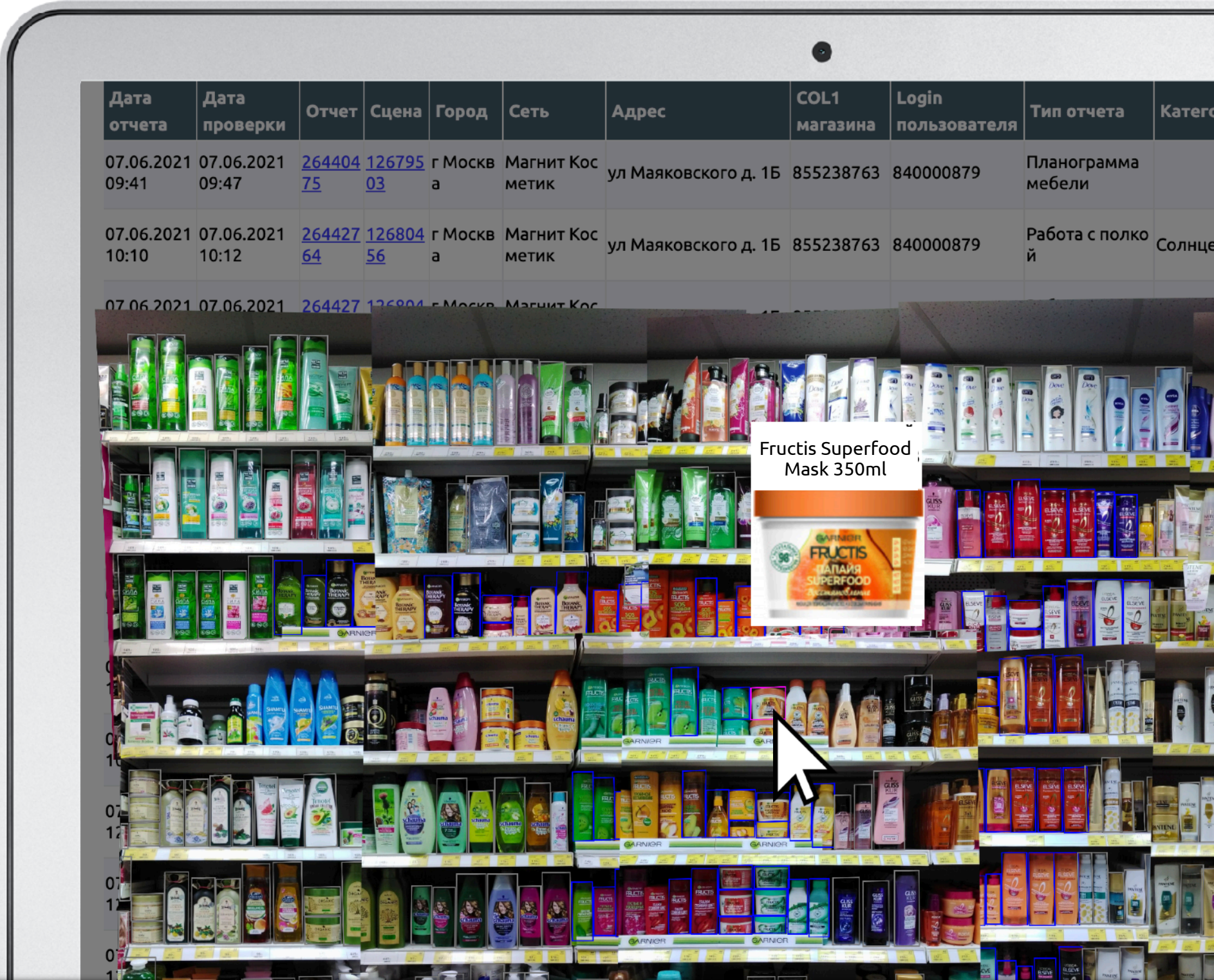
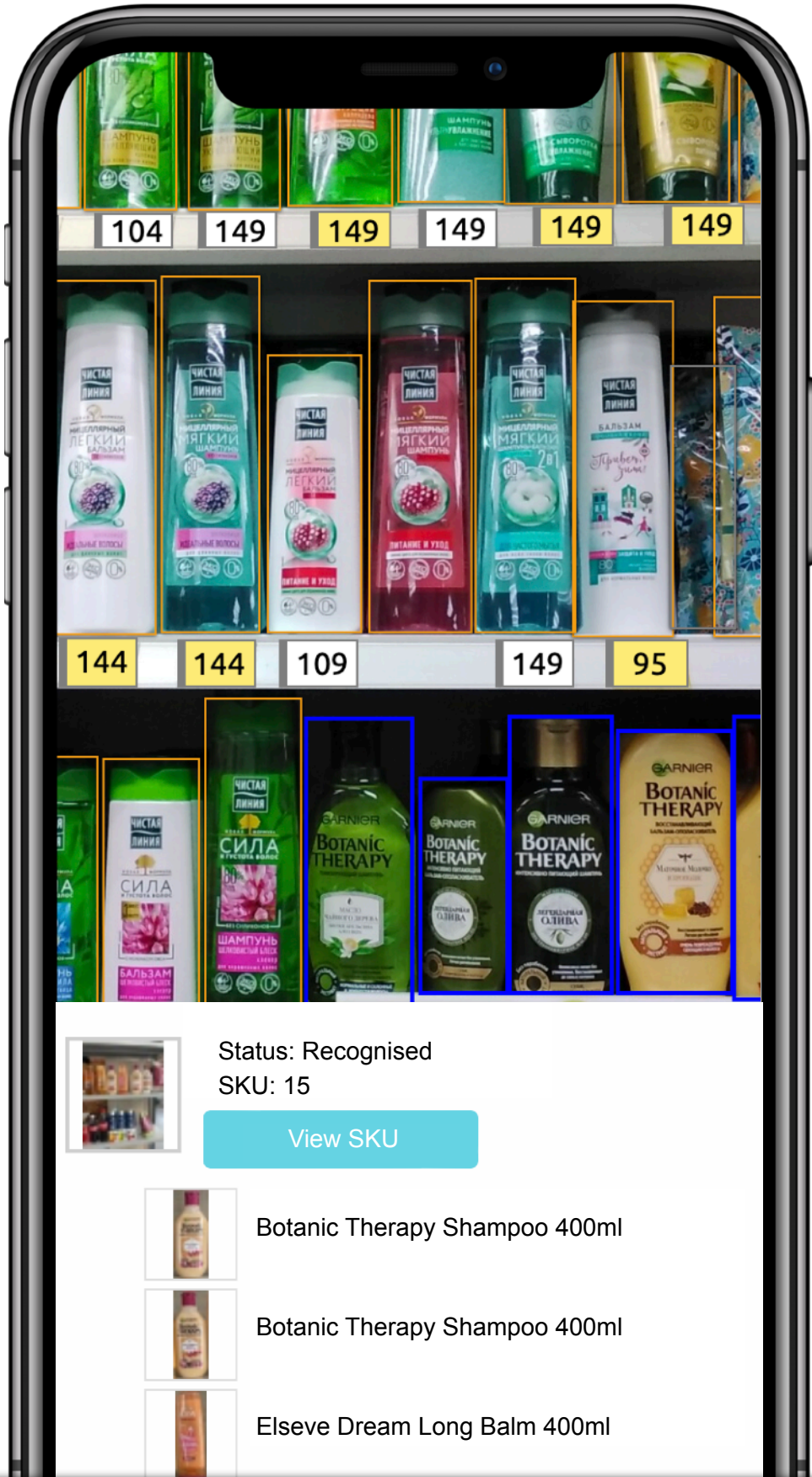
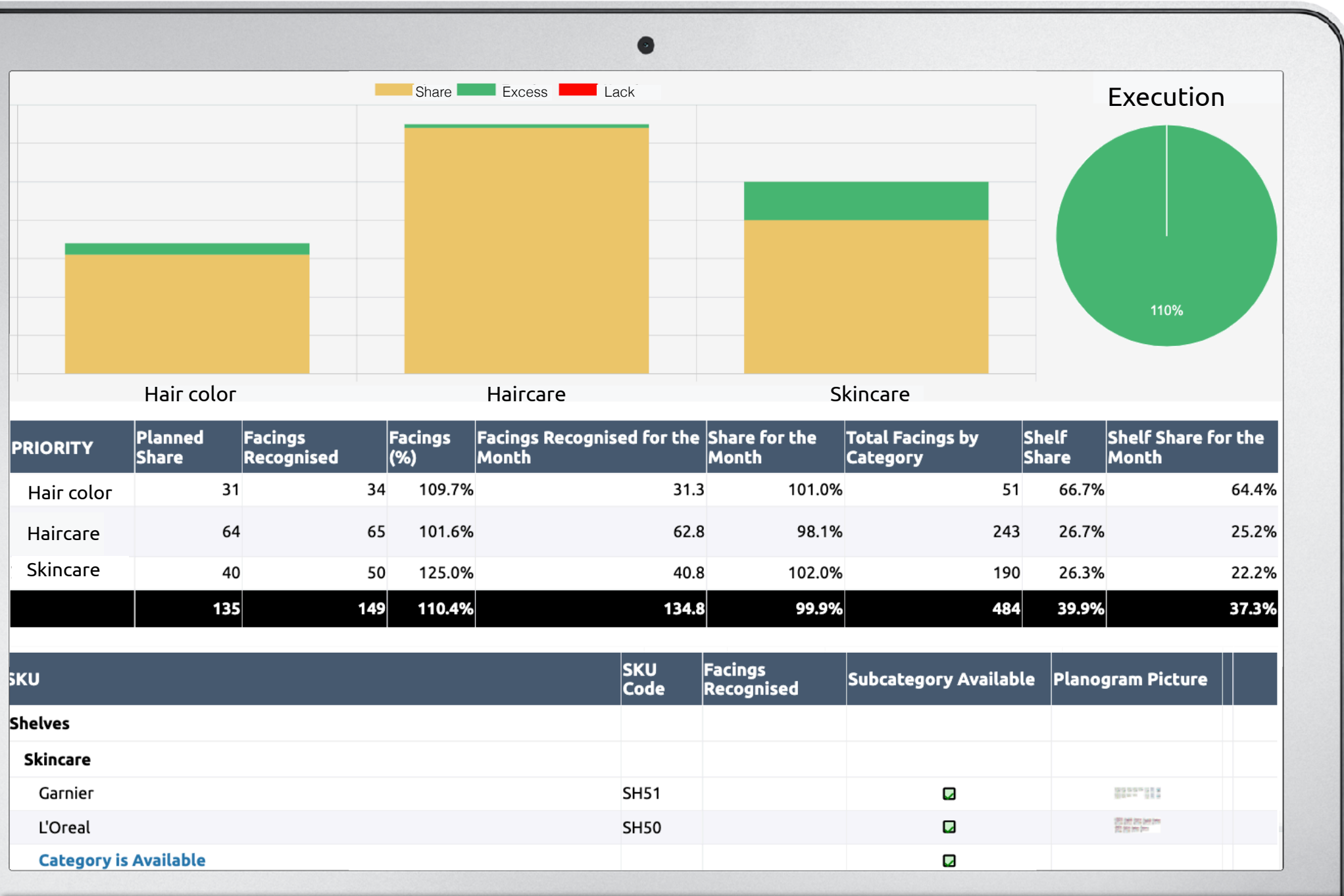


# Image Recognition (Shelf Recognition)

Get your recognition results online  
right to your mobile device

An example of a stitched panorama with  
recognised products

Shelf Share and OSA Execution Calculation



Widely used by



L'ORÉAL®

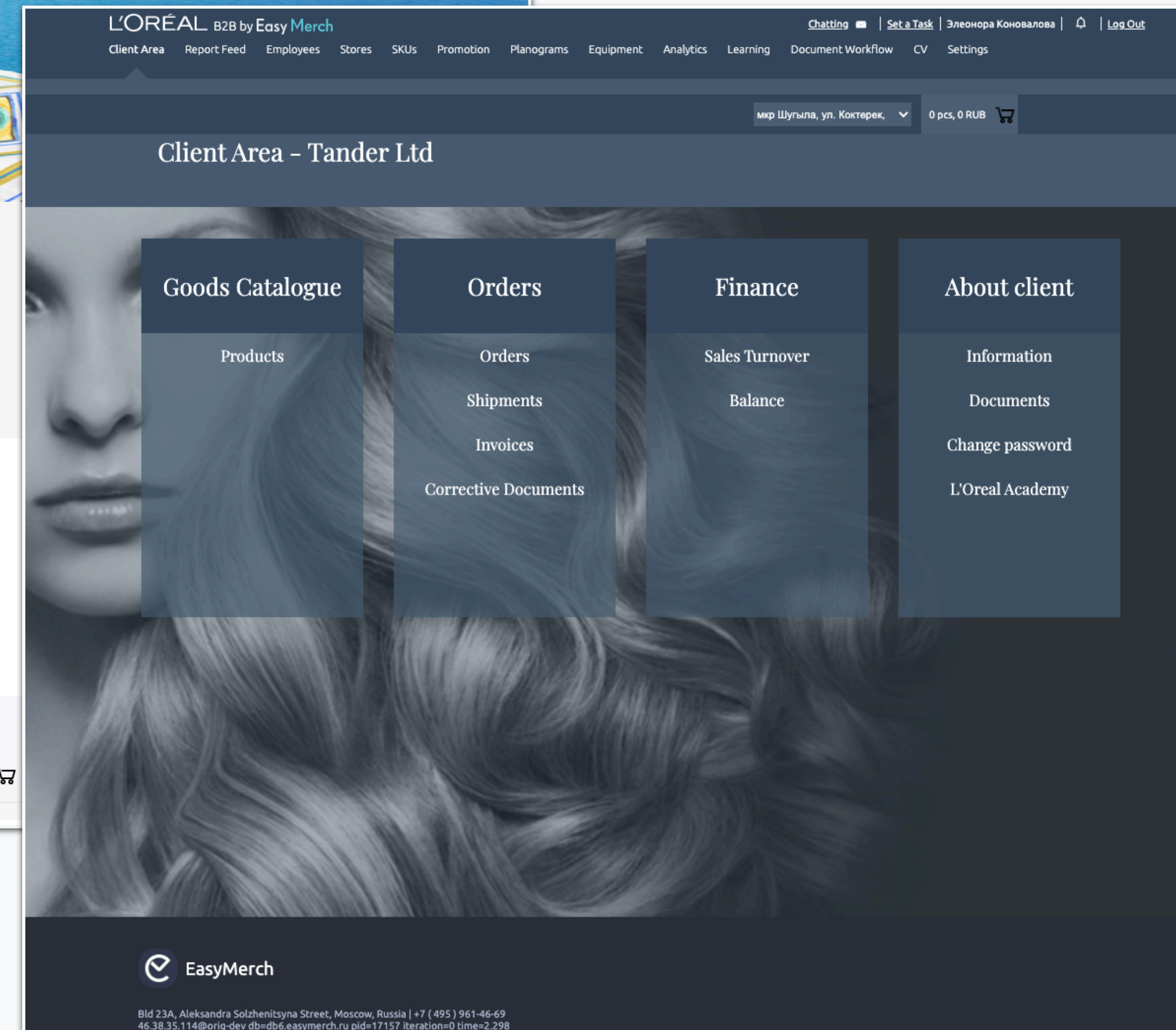
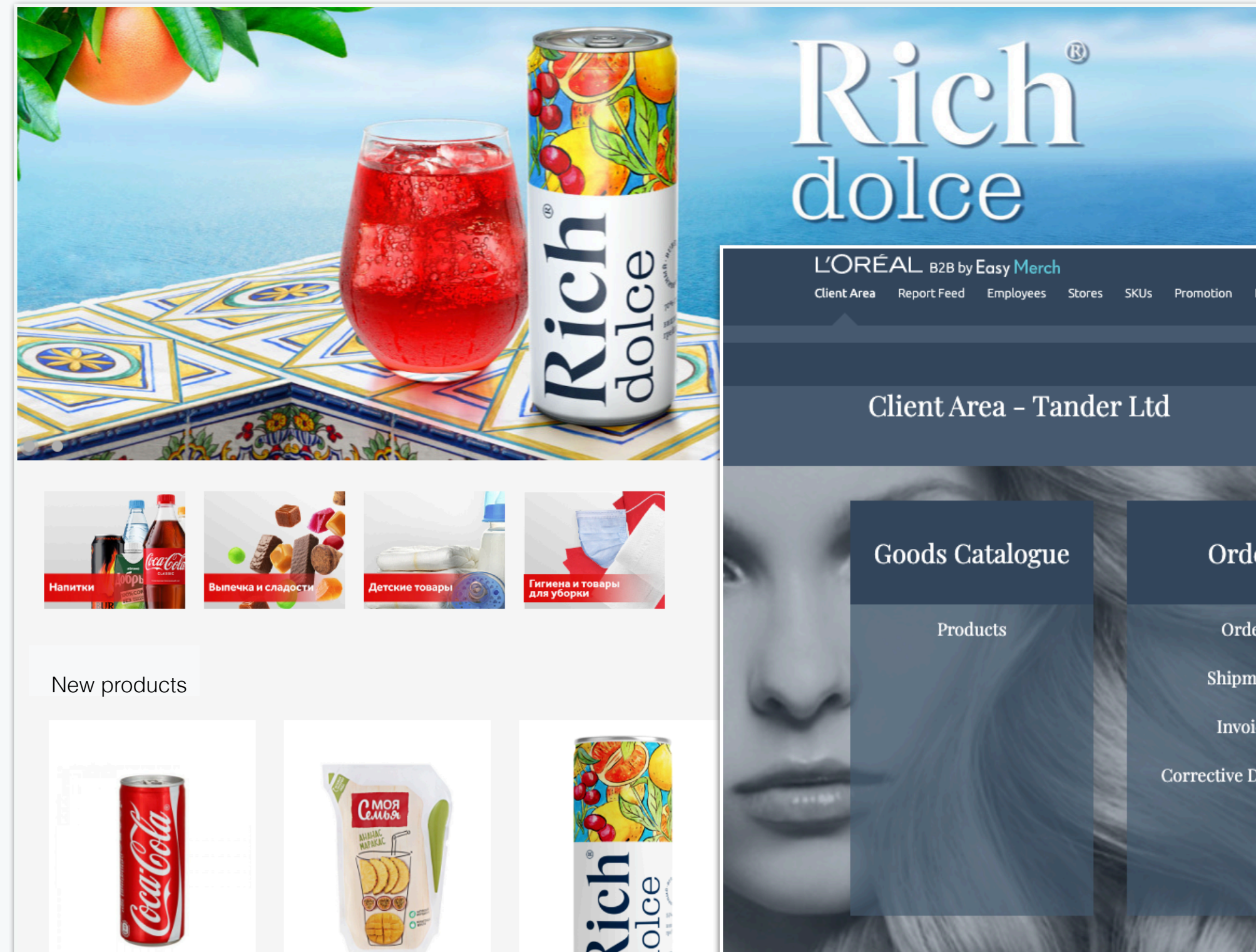




# WebShop

## 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)



## 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	<a href="#">Created</a>
100127	29.04.2022 16:22	Waybill	Waybill 0097865421 for 29.04.2022 16:22 has been created	<a href="#">Created</a>
100125	29.04.2022 10:39	Reconciliation act	Reconciliation act from 20.04.2022 to 29.04.2022 has been created	<a href="#">Created</a>



# 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.



# 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

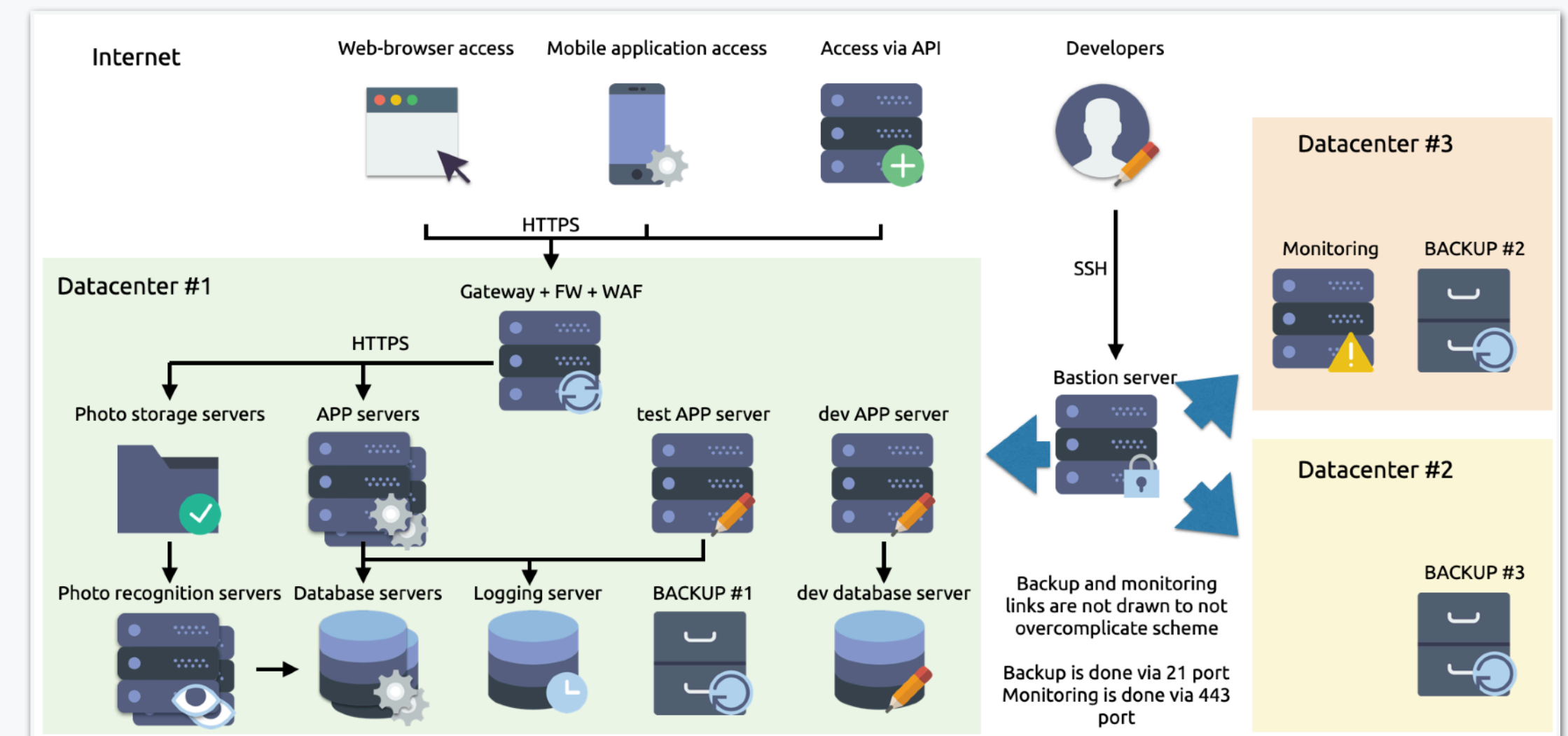


Diagram of the company's infrastructure



# Full list of EasyMerch modules

## **SFA System**

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

## **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)

## **Document flow**

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

## **Self-learning**

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

## **B2B WebShop**

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

## **Employee bonus shop**

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

## **Online meetings**

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

## **On-Job Coaching**

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

## **Awards**

- Gamification
- Badges for good work and high education level



# Pricing policy

- System is supplied as a cloud solution (SaaS)
- Standard prices: 15-20 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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