

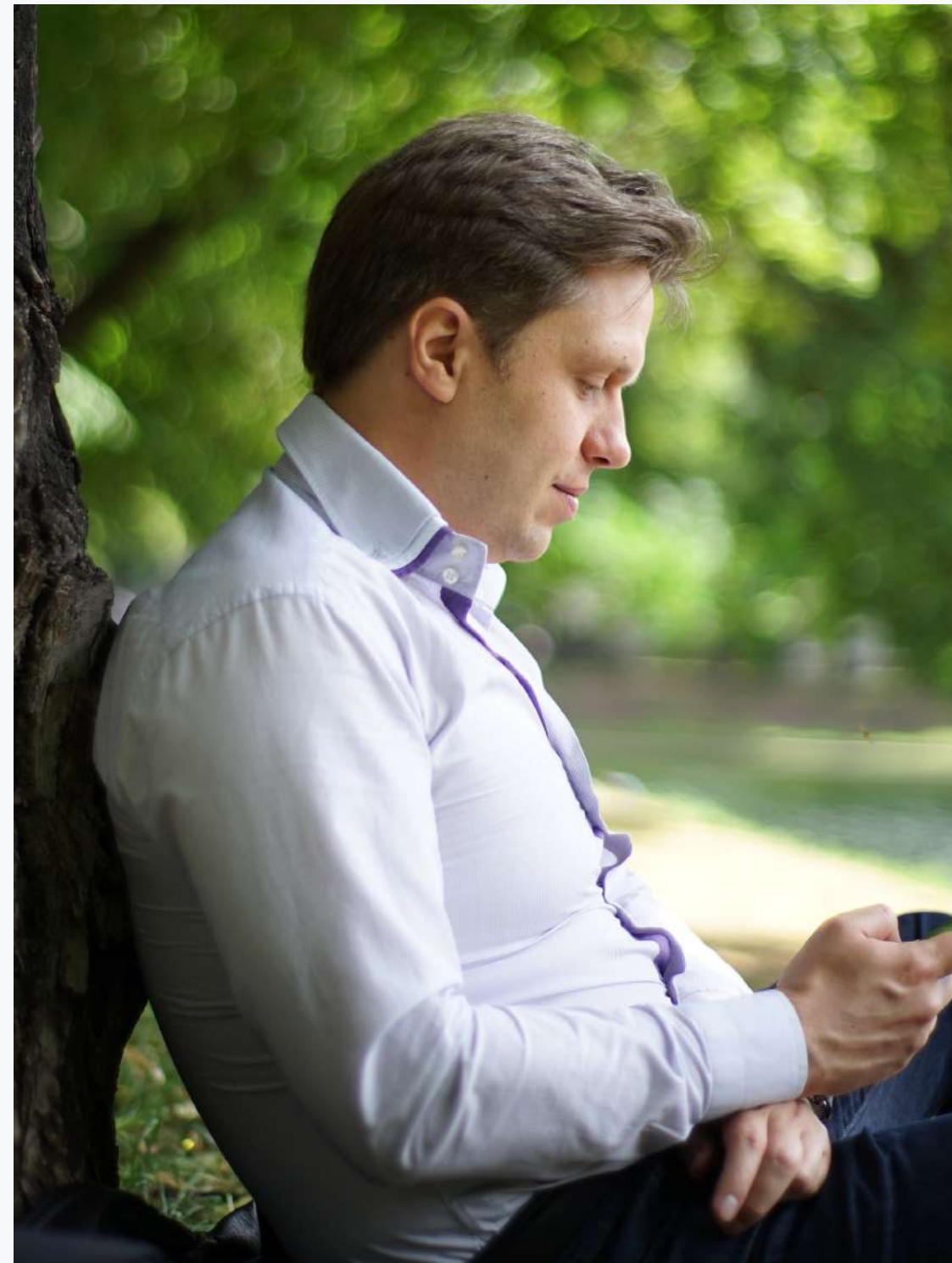
EasyMerch

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 boxes and books, illuminated by bright overhead fluorescent lights. The scene is slightly blurred, emphasizing the woman and her device.

Sales force (field teams) automation system



# About the Company



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

More than **10** years of experience in the FMCG market and more than **150** active client companies in different regions, over **35,000** field employees use the system daily

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

Our current focus is Africa, Eurozone and Middle East regions



UAE, Dubai,  
Dubai Internet City bld @14



## Disciplinary Control

You will know who went on the route, who was late, who is absent and for what reason and whom to pay salary

## What's On The Shelf

Get online information what is happening in the market down to the store, through shelf image recognition:

*Out Of Stocks, Standards Compliance, KPIs, Prices and many more*

## Tracking New Products

Get instant updates of new products market penetration

## Staff Training

Conduct online e-learning sessions and field coaching and get staff training levels

## Documents Workflow

Speed up work with documents many times over: creating new clients, installing refrigeration equipment, changing credit limits and much more

## Growing Project Beyond

We believe that to be successful, a project must grow so we constantly extend and customize client's projects.

Per-request, we develop and add new analytics, reports, modules, functions, and we believe that the best cases must be shared across the market.

## Supplier Reliability

You will be backed by a top-tier SaaS developer which success and approach has been proven by many years cooperation with top companies such Coca-Cola Hellenic and L'Oréal





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

Full automation of online Image Recognition, including RED score and KPI calculation, automation of salary reports, fines and bonuses for ~5000 employees allowed to eliminate the human factor and the possibility of falsification.

List of main tasks: Image Recognition, 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, hasten repairs 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).

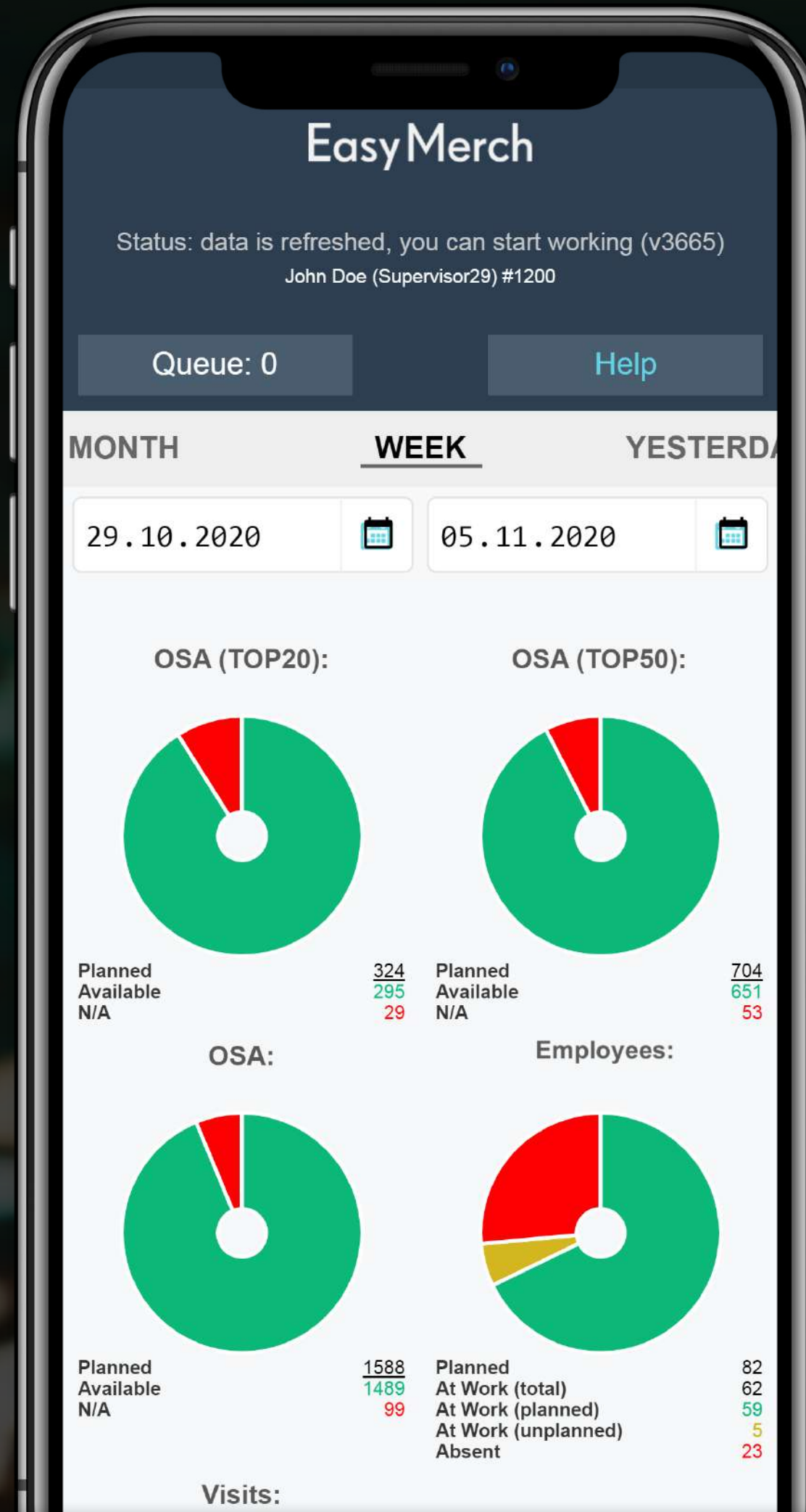


Launch of online Image Recognition and online recognition-based KPI calculation allowed to objectify L'Oreal shelf share data, and using EasyMerch as a root tool for planning and running promotions provided high-quality information and made it possible to introduce a motivational program for managers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

List of main tasks: Image Recognition, 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 fulfillment of rebate bonuses.



- 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)





During Q1 2023 we did a series of interviews with our existing clients to understand what they think about us and what are our strengths according to them:

## EasyMerch power points

- Flexibility and evolving with company needs
- Constructor-like approach
- EasyMerch team helps during business design steps
- Data granularity: dig deep or get summary reports
- Integration with other systems
- Convenient reporting

## EasyMerch versus its competitors

- Flexibility of the product - it can be extended in any direction, even the foundation of the system can be adjusted (competitors are not ready to change the basis of their systems)
- Flexibility of the team - ready to go forward and make complicated decisions (competitors say that some tasks are difficult or simply impossible)
- Clarity and convenience for merchandisers



SFA

Sales Force Automation  
system

KAM Cabinet

For Key Account managers

DMS

Distributor management  
system

SFM

Sales Forecast Management  
system

IR

Image Recognition (SKU on  
shelf recognition)

EDU

Self-Education and on job  
coaching

MEET

Offline and online meetings,  
webinars and conf calls

ERP

CRM & business process  
automation

TELE

Telemarketing module

POSM

POSM & POP materials  
generation

B2B

Portal for clients

CLM

Presentations, email-  
marketing

Single, customizable analytics block

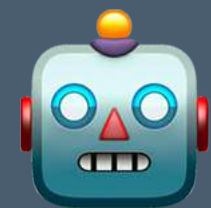


# Helping Businesses Grow



## **Increase the commercial efficiency of the project**

Reducing visit time, increasing the efficiency of the field employee and monitoring the fulfilment of the requirements for the teams



## **Digitize and Objectify the key data you base your decisions on**

Image Recognition



## **Respond faster to issues at the Retail Outlets**

Targeted delivery of alert reports, rapid response to Out-Of-Stock, KPI misses and Promotion failures

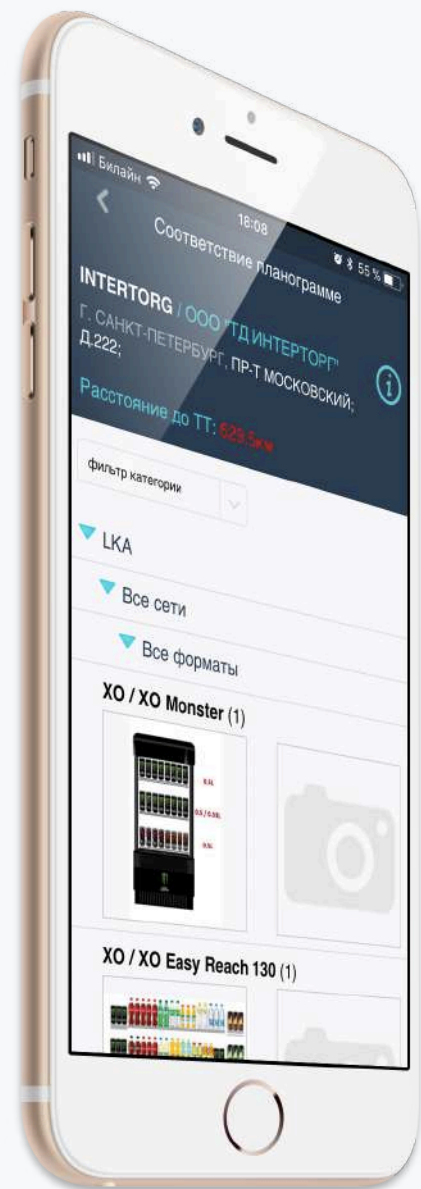


## **Implement and effectively use the key solutions of the leaders of the FMCG segment**

Our extensive experience with TOP-companies of the market

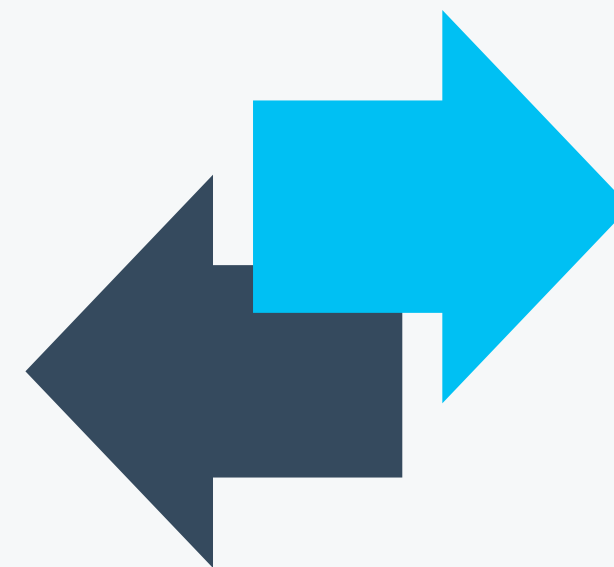


# Interaction between Field Employees and Managers



## 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

## Currently supported languages:

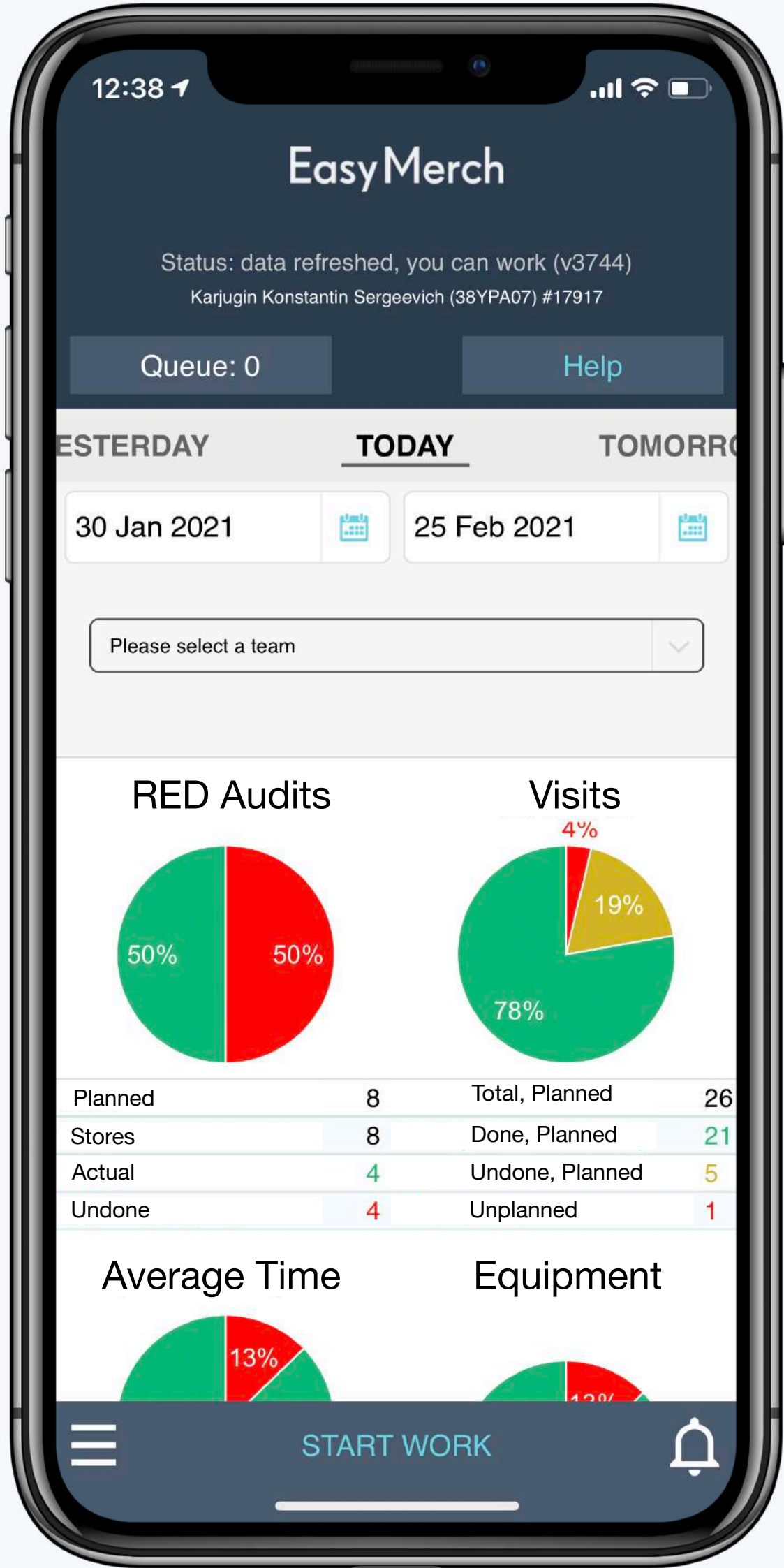


# Short description of major modules







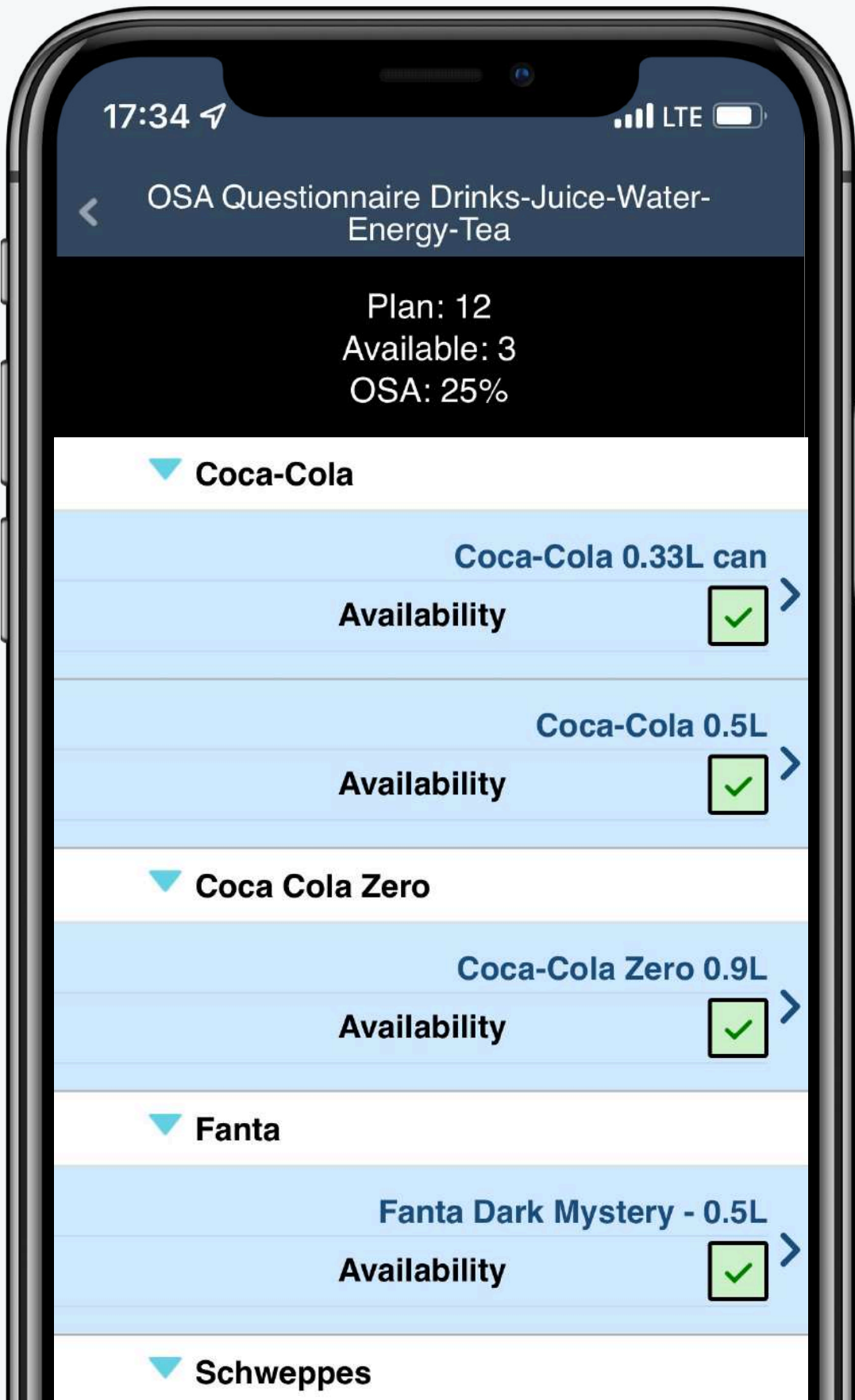
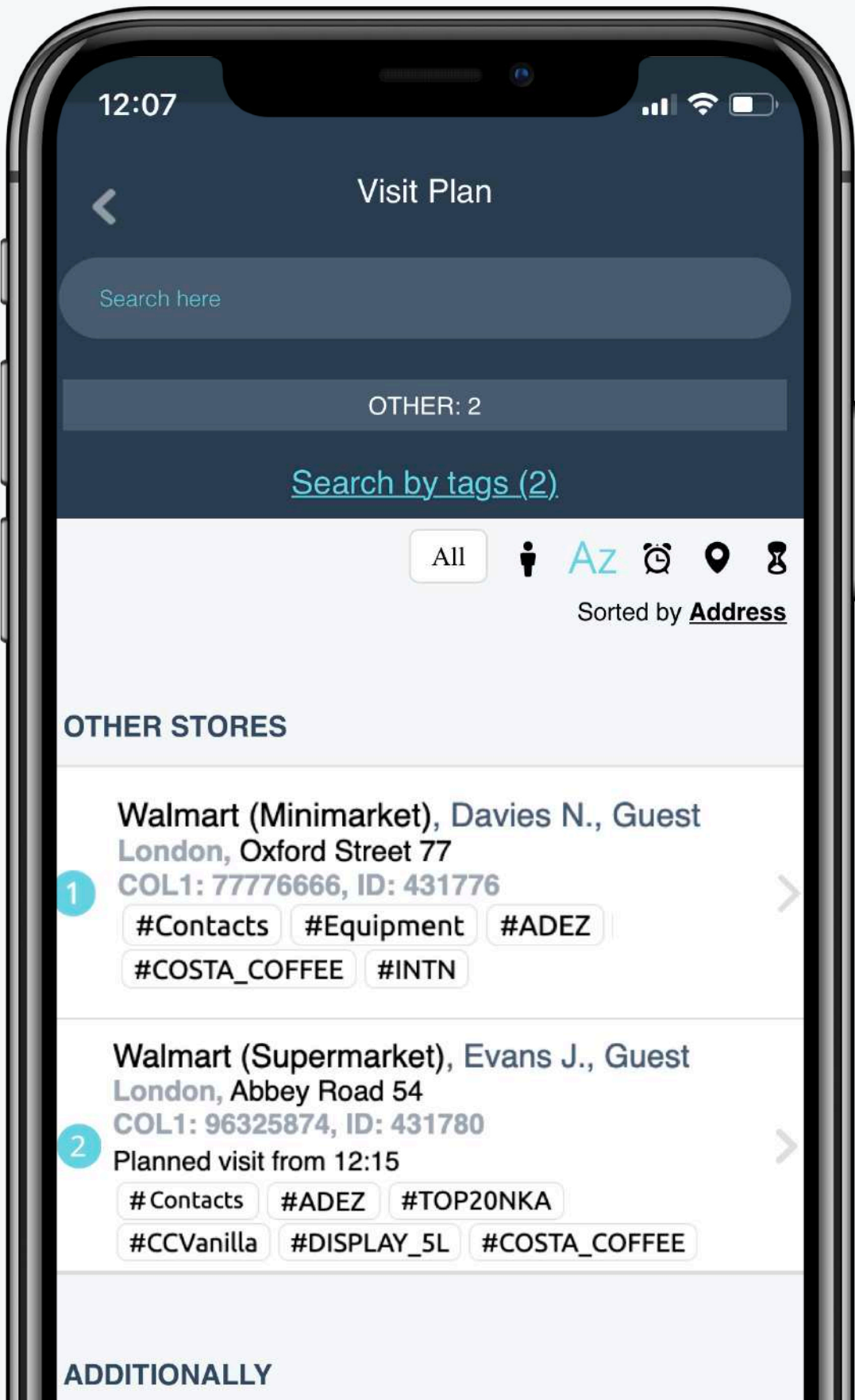
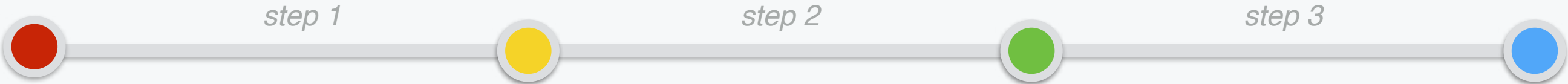


Open the app and tap  
START WORK from the  
home screen

Select a store from the  
list

Choose reports from  
available to fill in, submit  
results

View previous reports and  
analytics

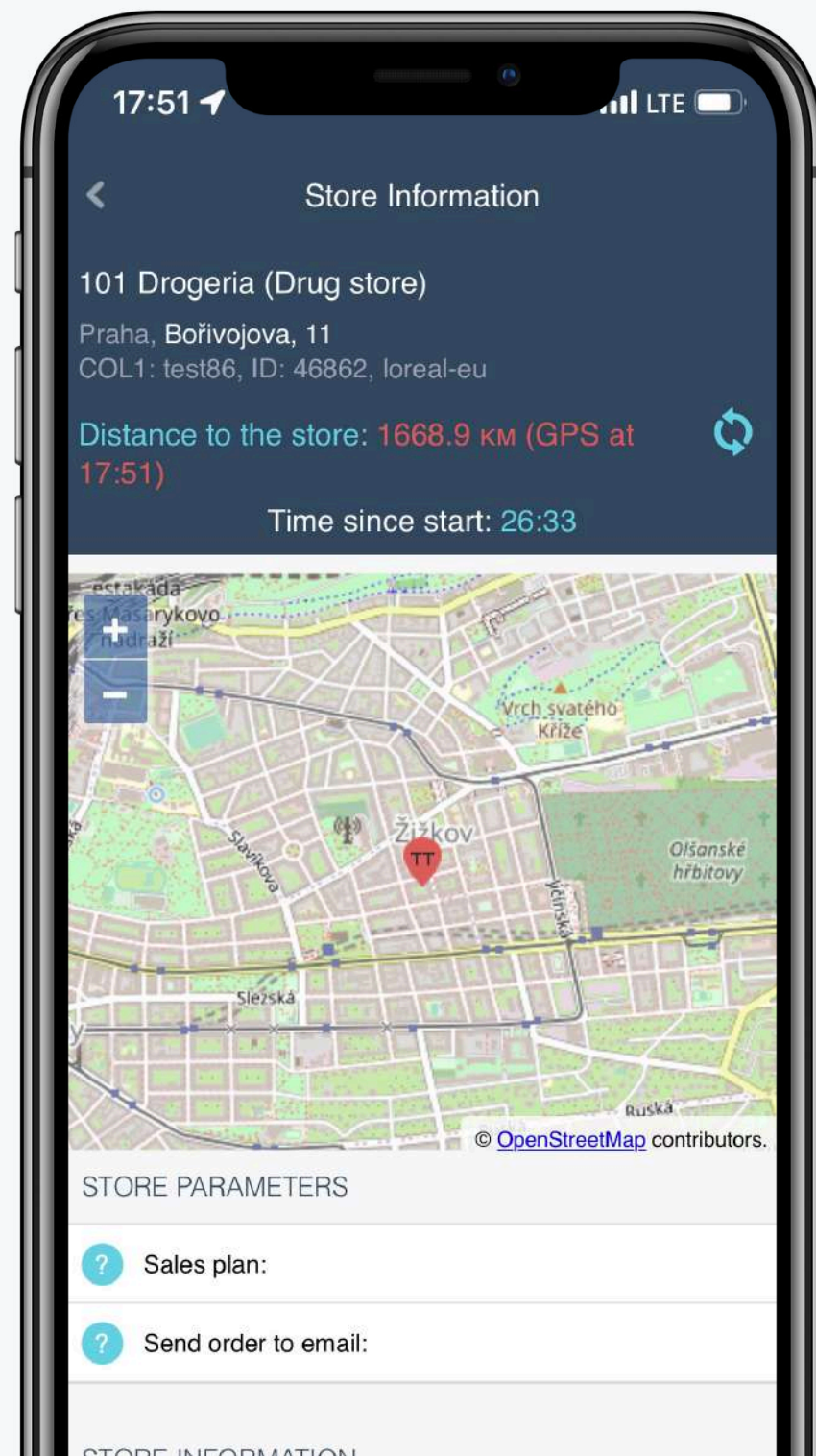




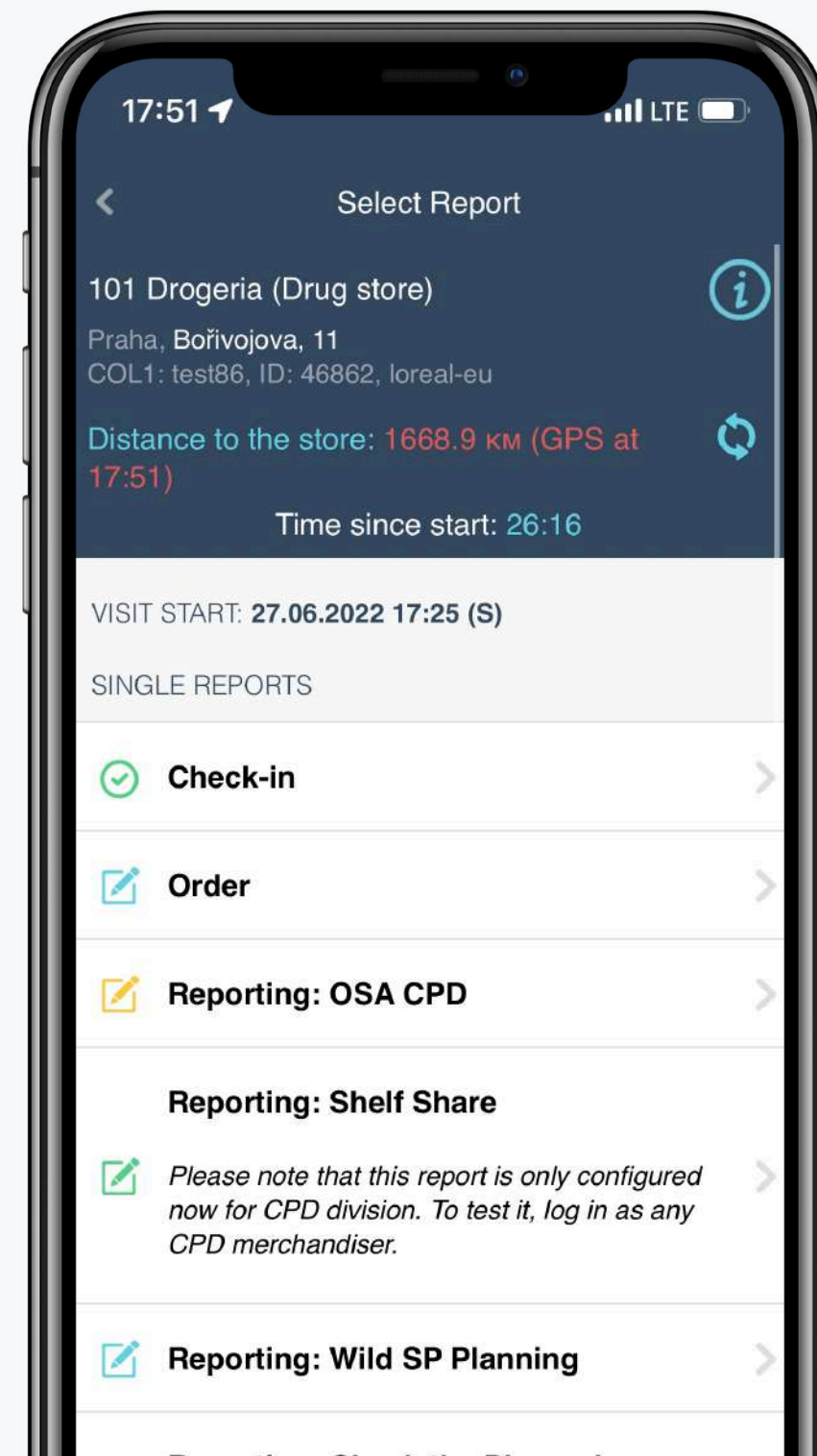
## SFA

- 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

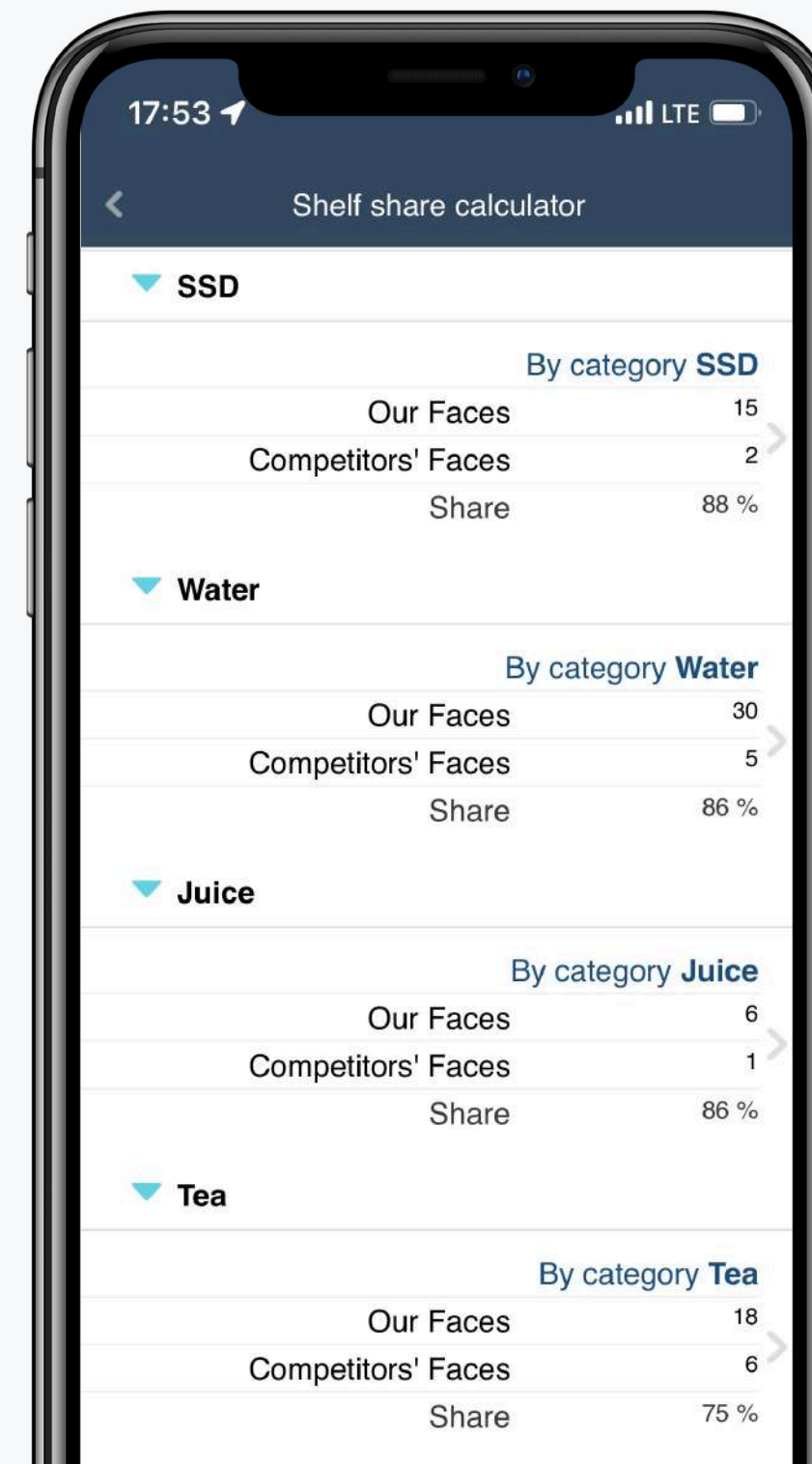
Information about stores



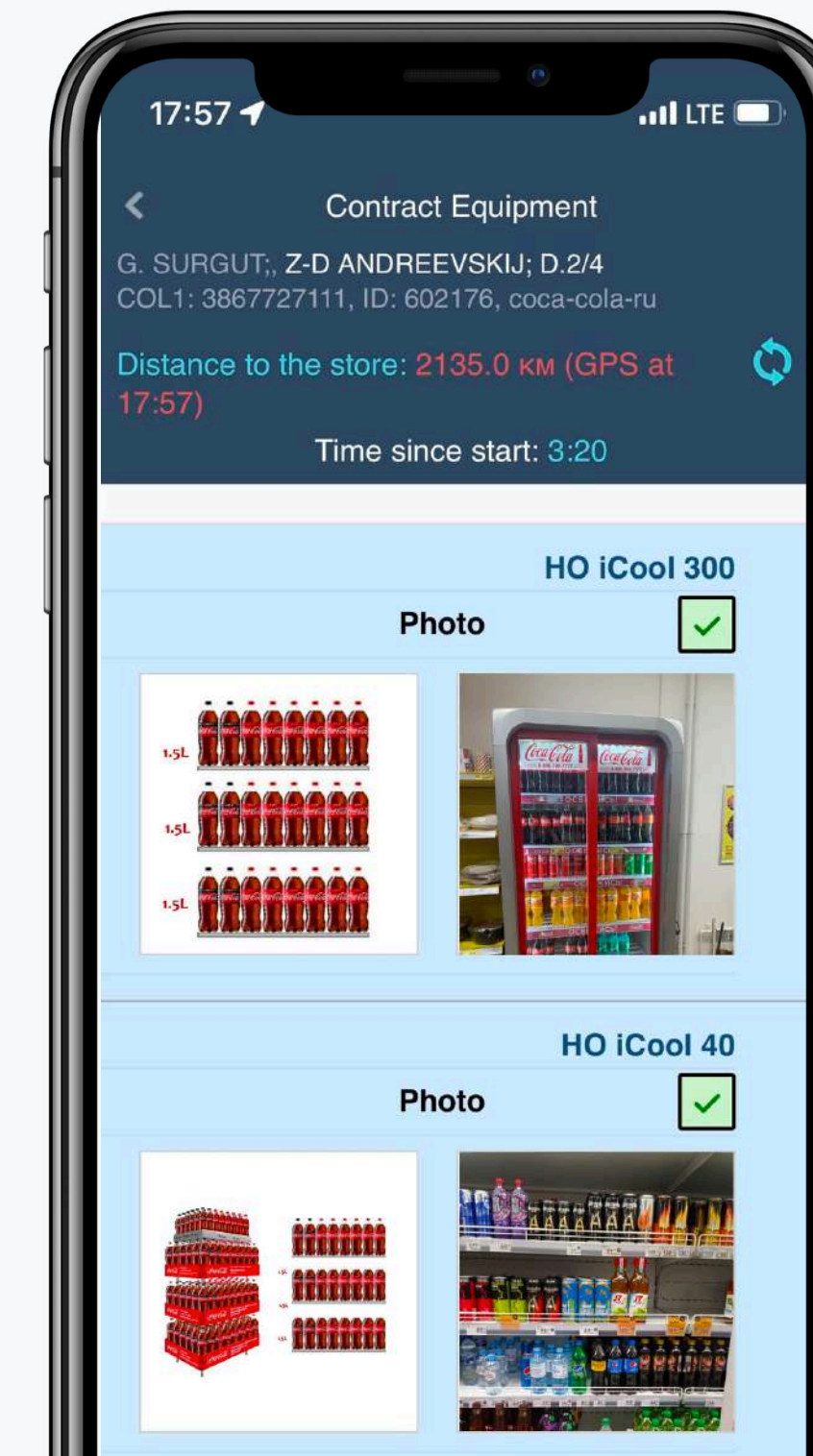
A list of reports which meets exactly your needs



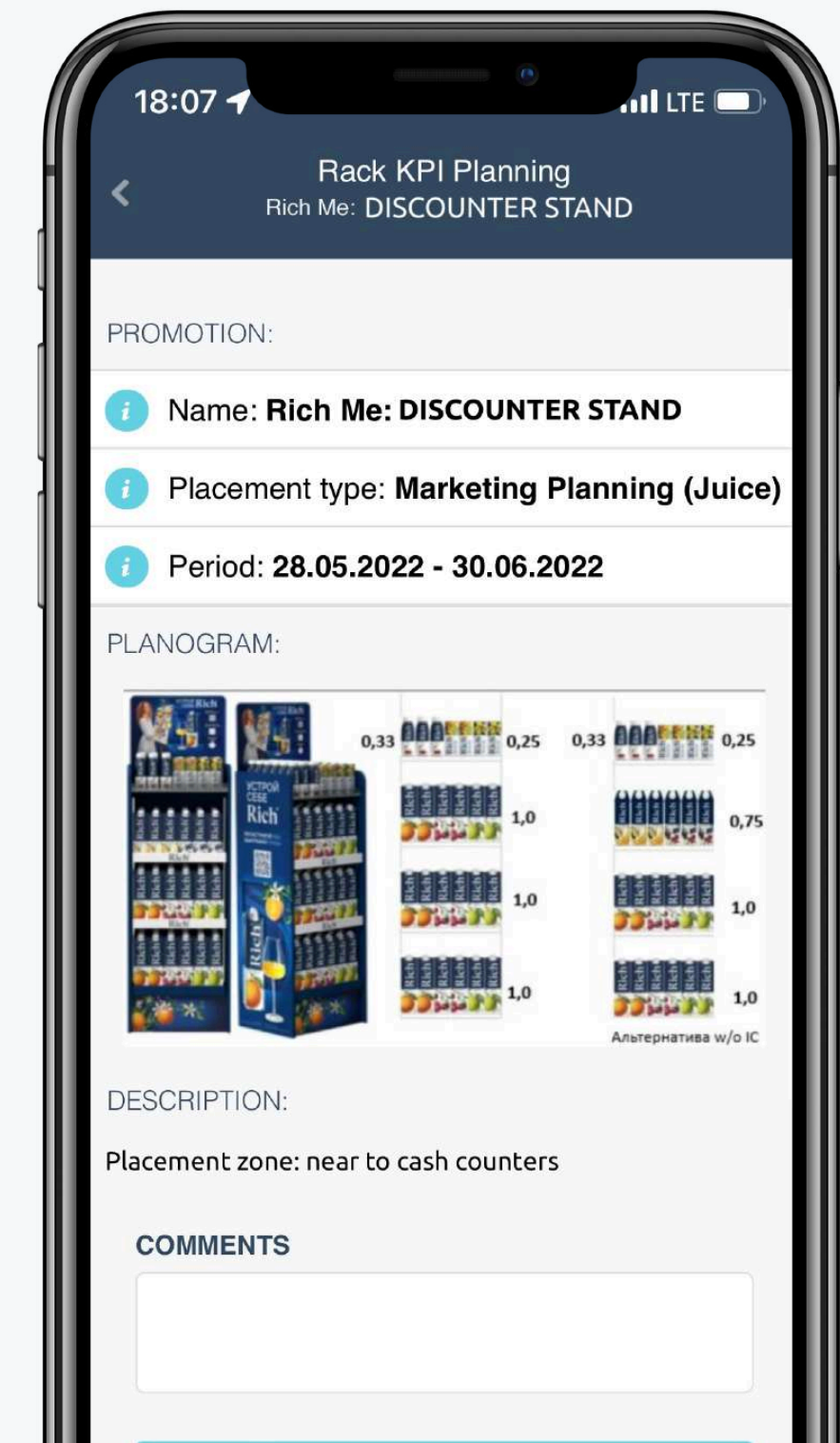
Planned VS Actual values calculation



Contract equipment attached to retail chains or stores



Planning promotion activity





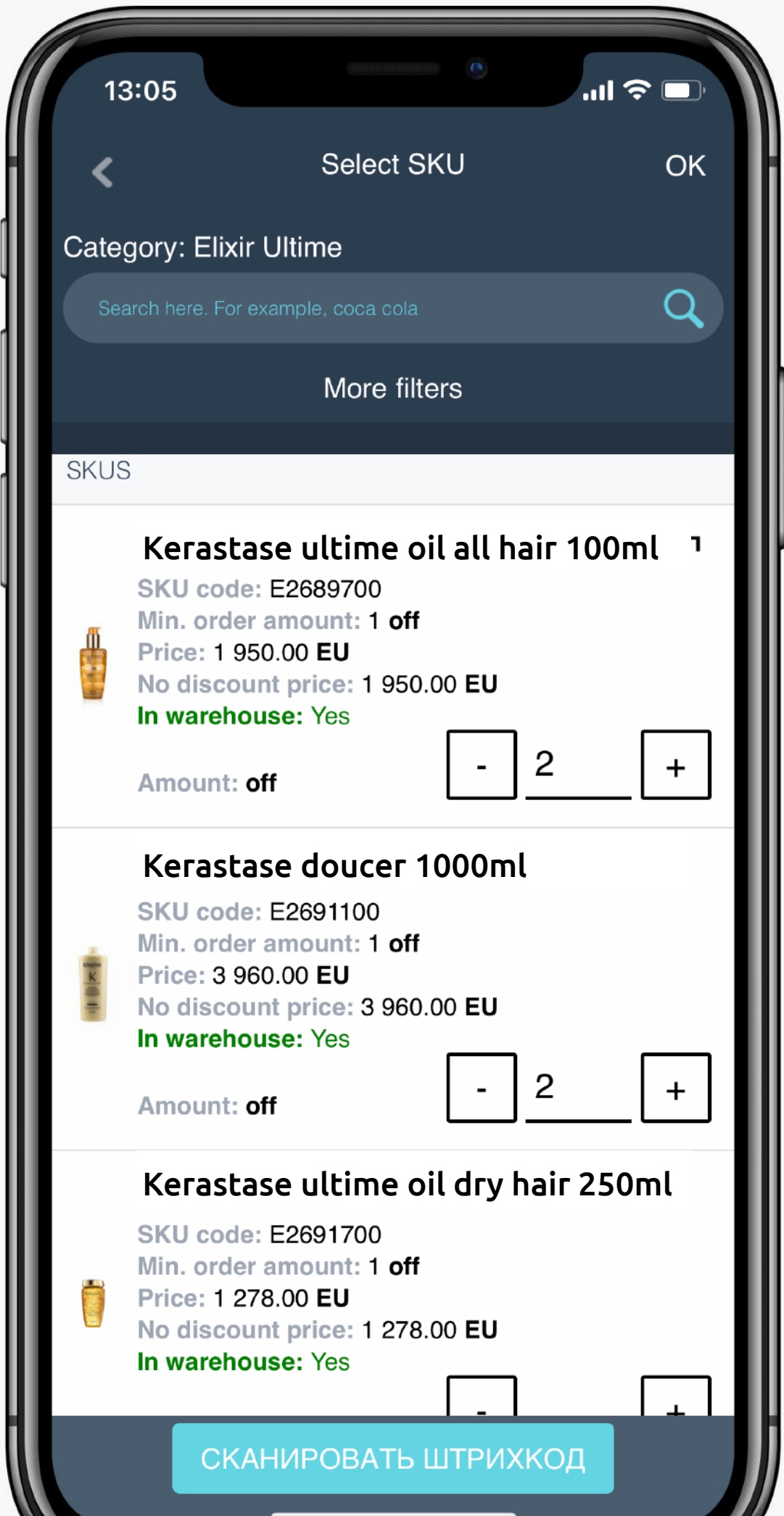
With EasyMerch you can create various promotional conditions for product orders.

- 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»)

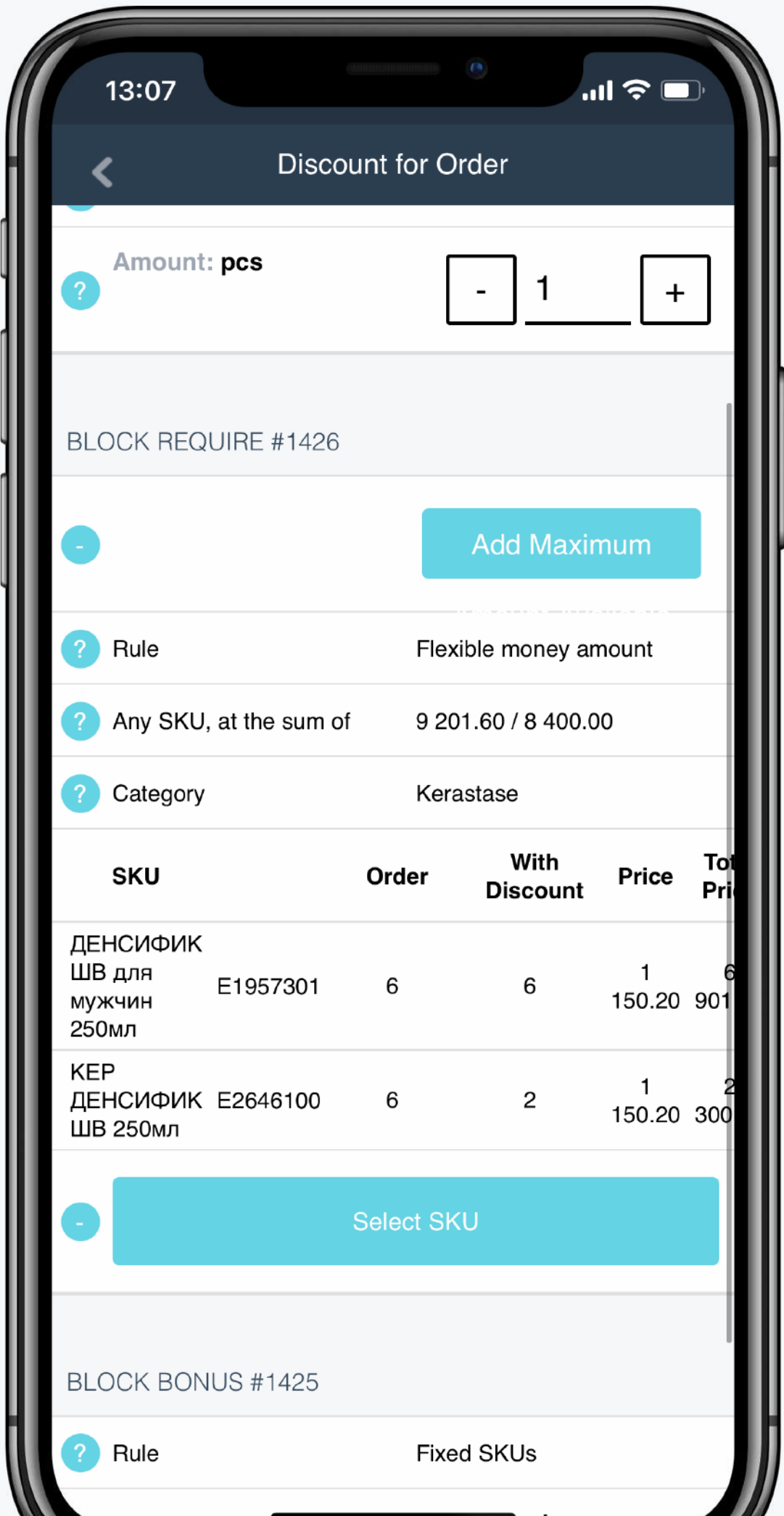
Requirements can be:

- 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.

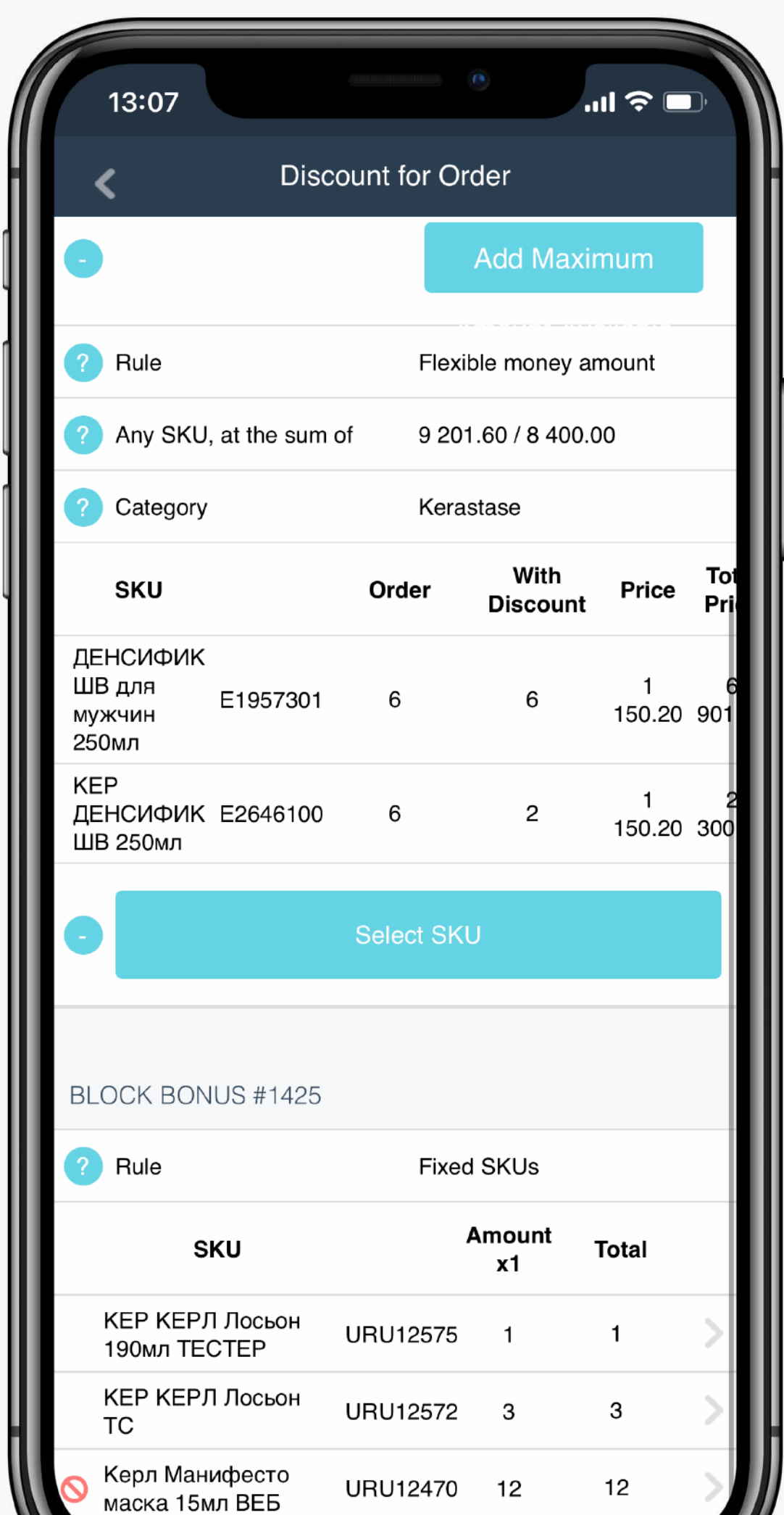
Order taking  
(includes warehouse info)



Require blocks  
(must be fulfilled)



Bonus blocks  
(what client gets)





**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



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.





Configurable per-store (or per chain/channel) list of scenes to shoot

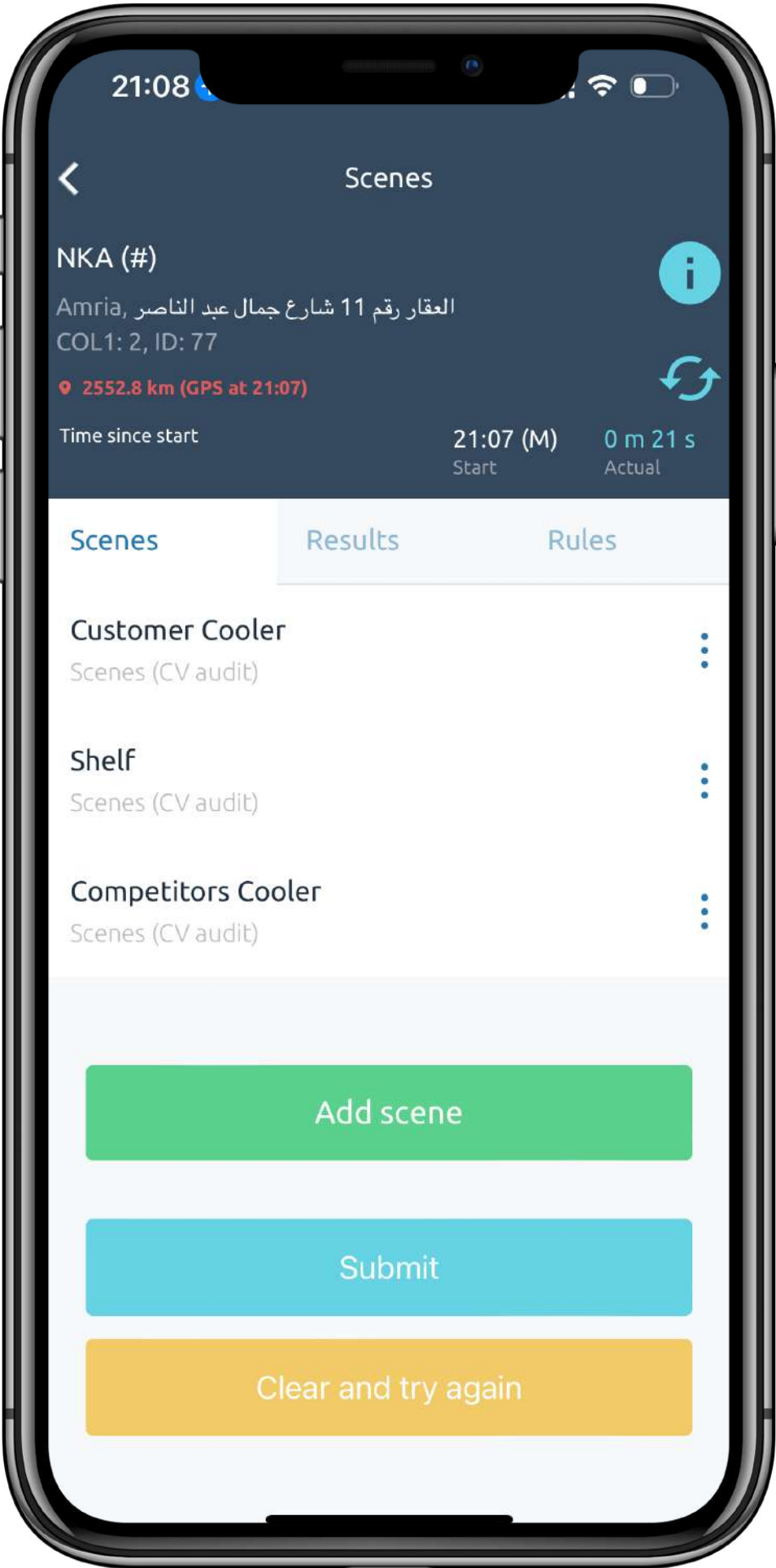
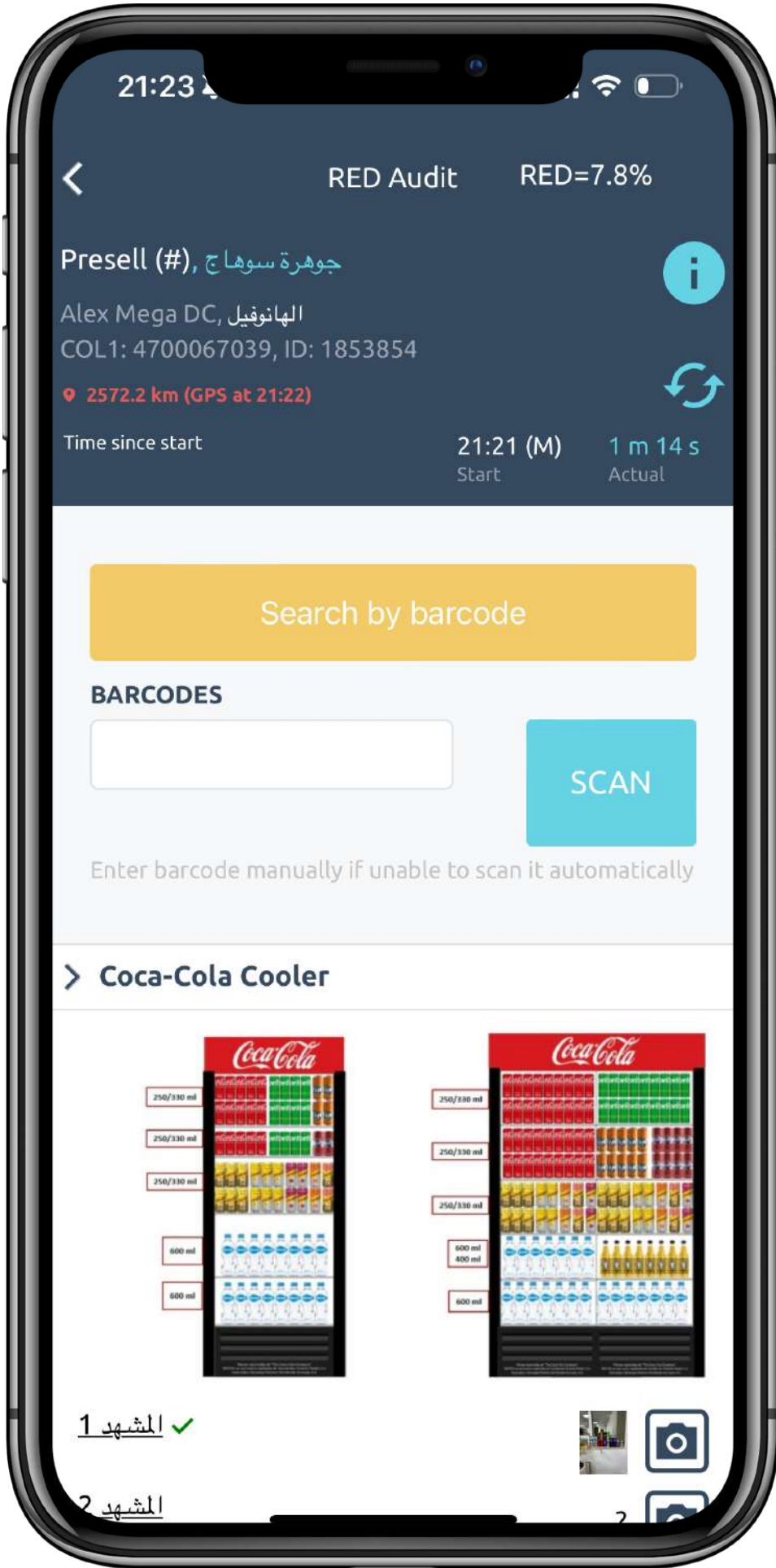


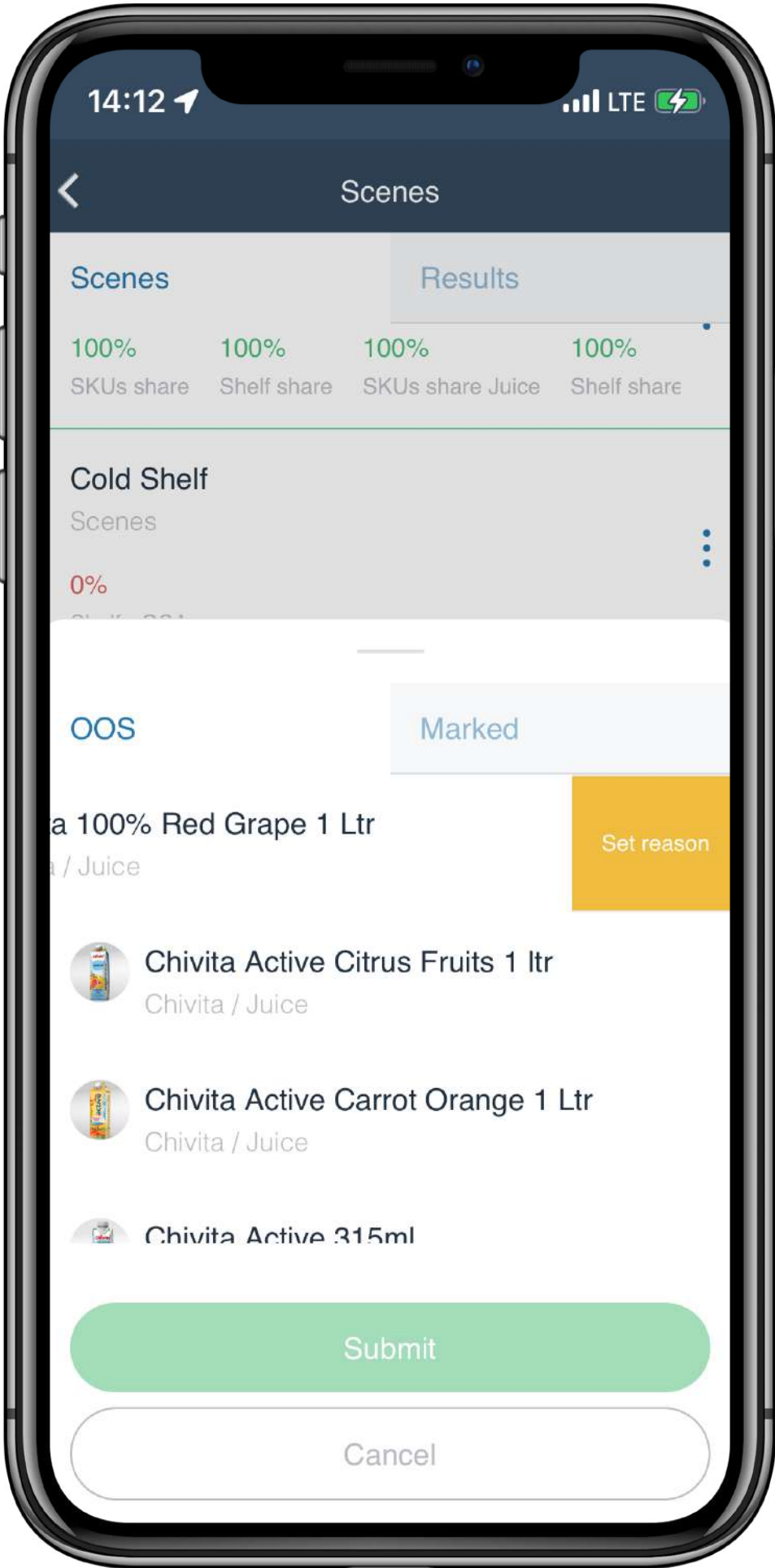
Image recognition details in mobile application



Configurable design and reporting sequence due to business requirements

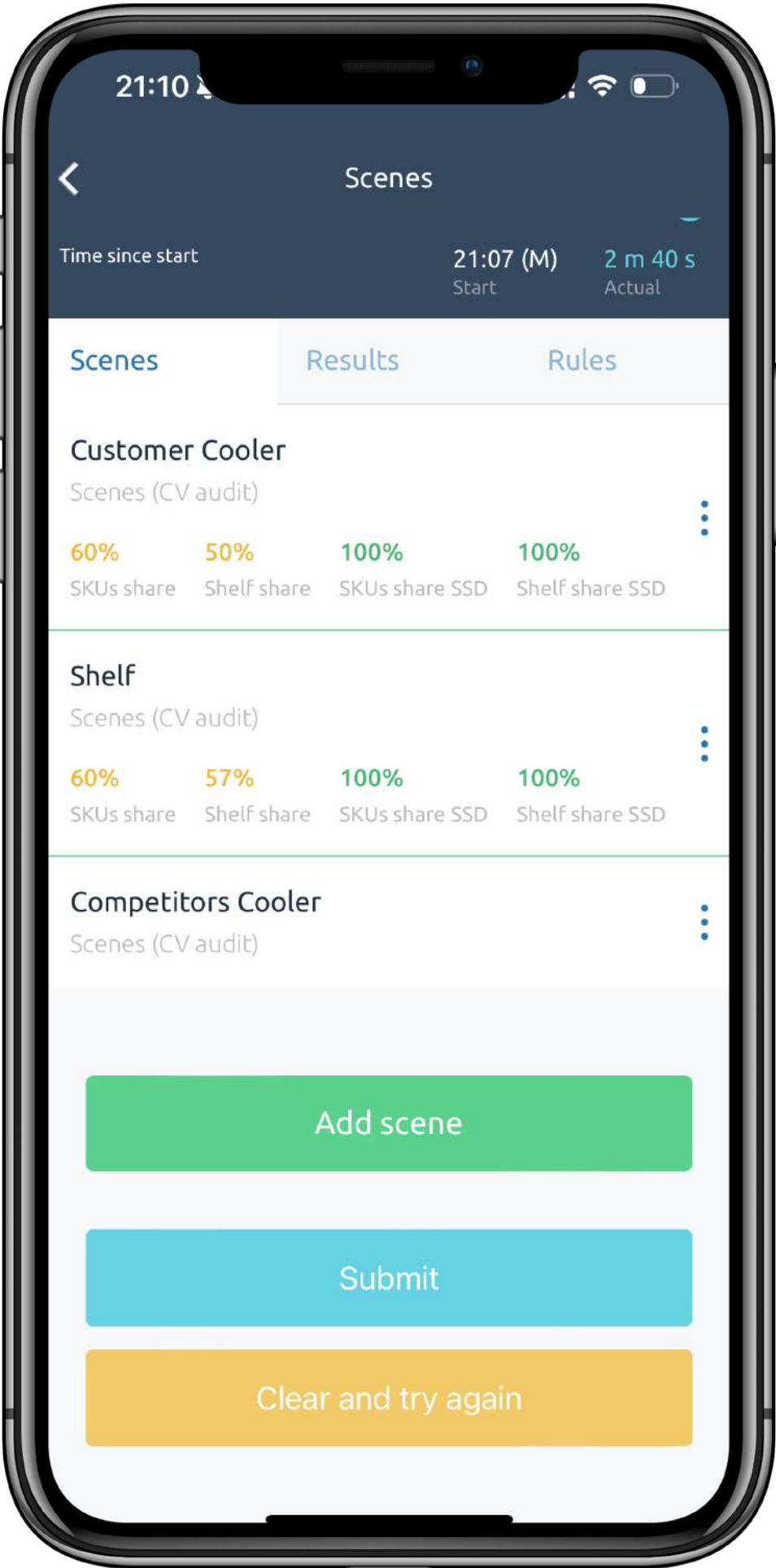


Choose out-of-stock reasons

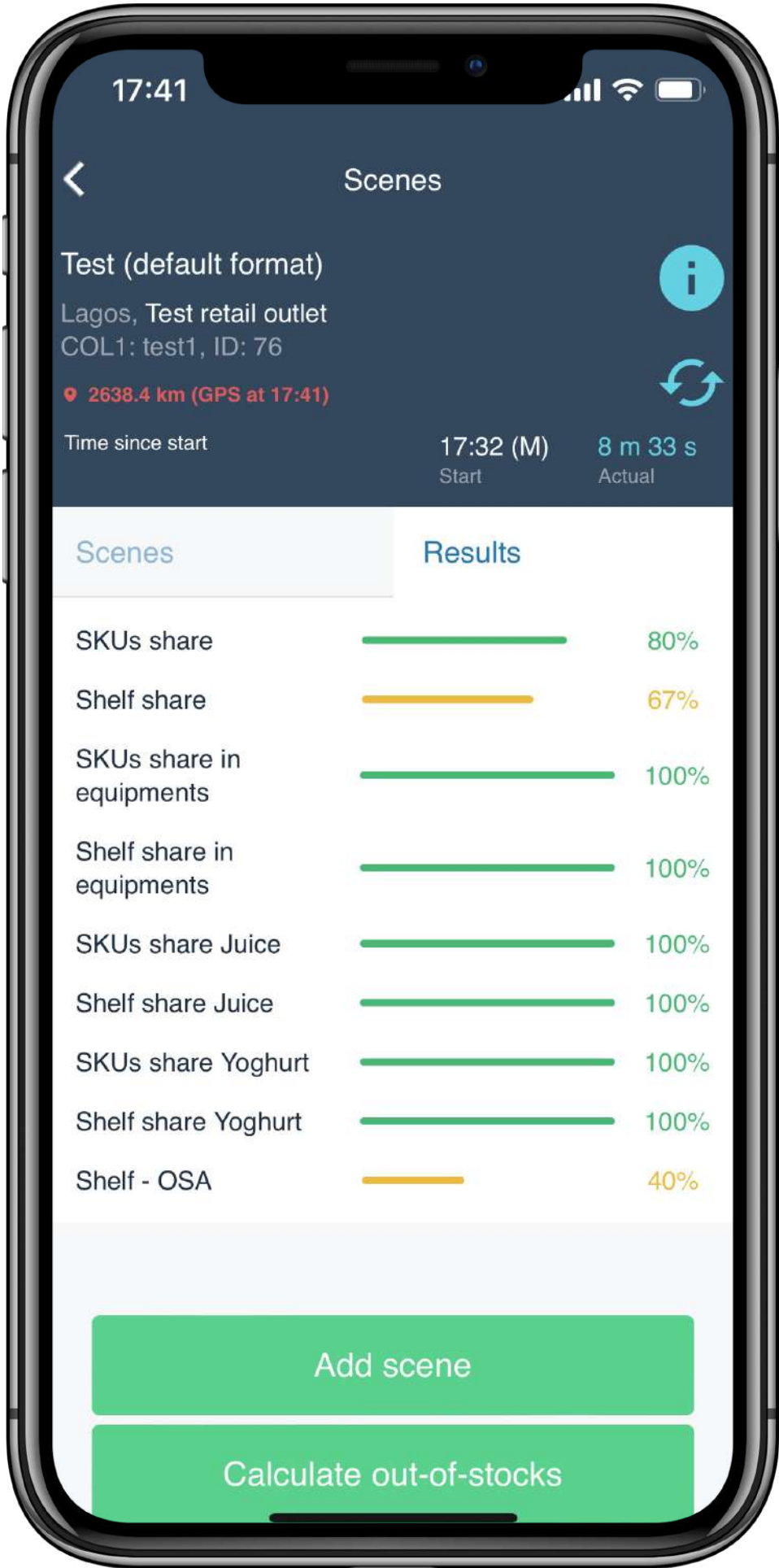




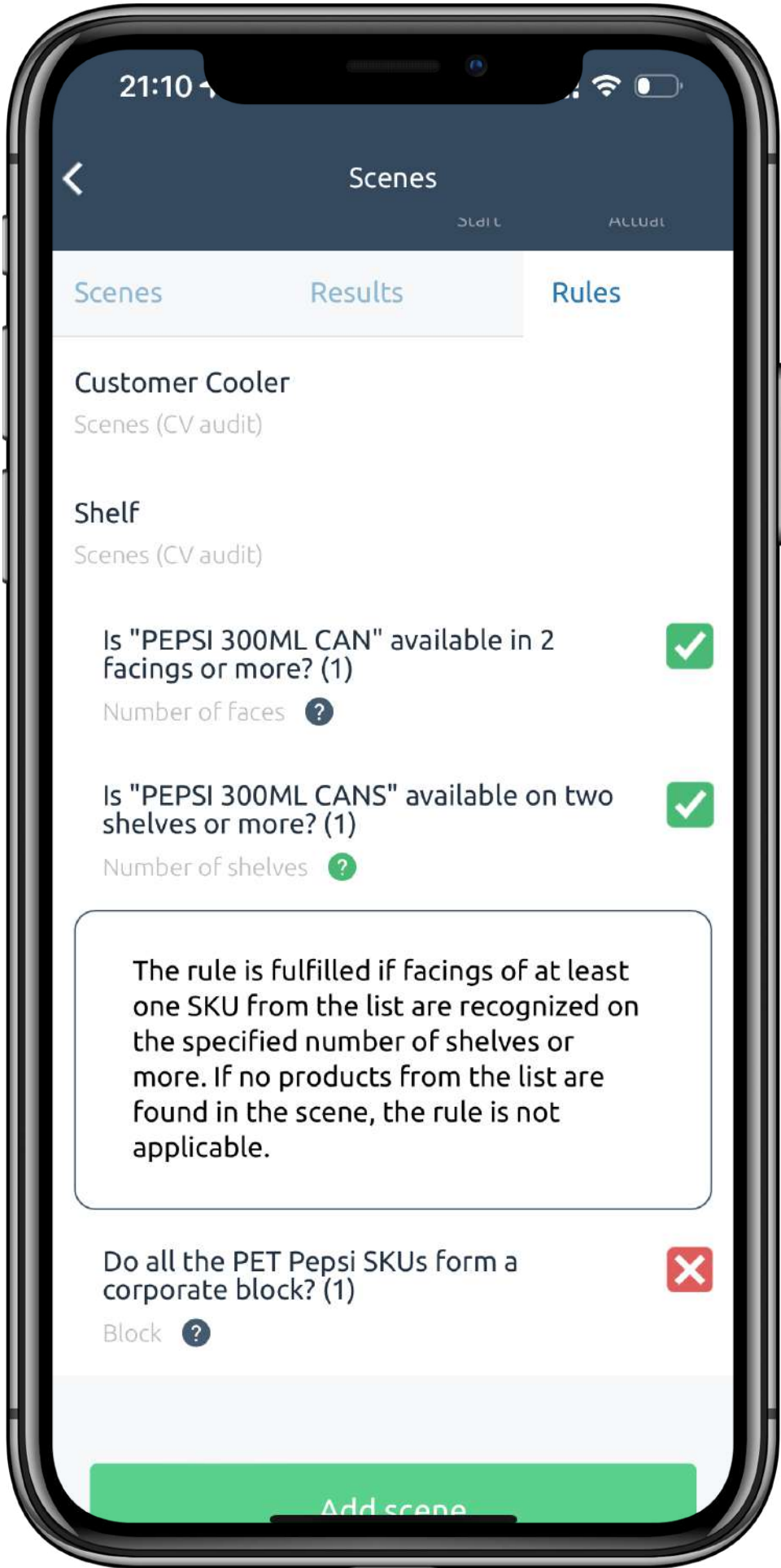
Online results, including KPIs and RED calculation, within 1 minute



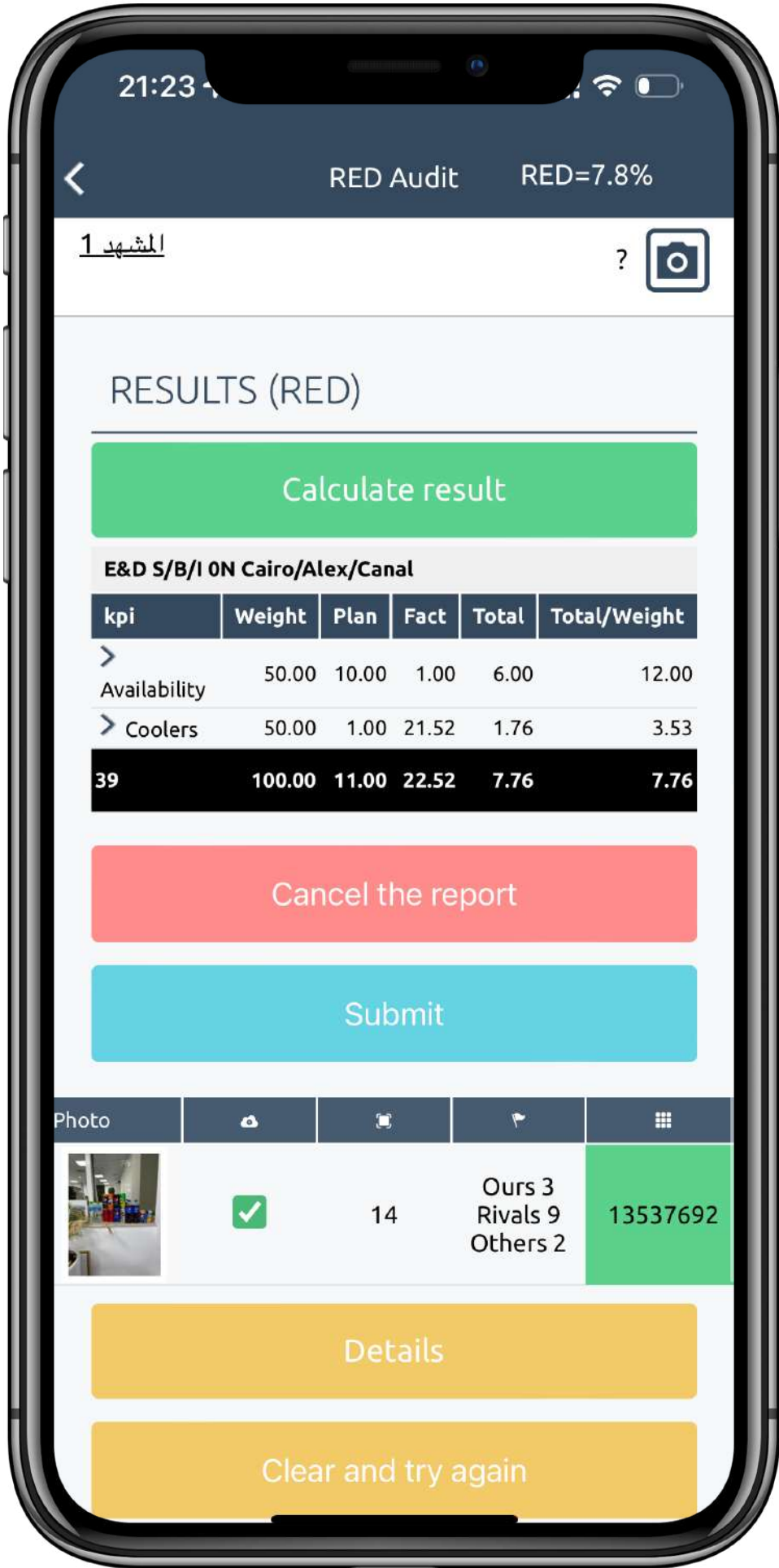
Generic store status information



Merchandising rules execution (planogram compliance)



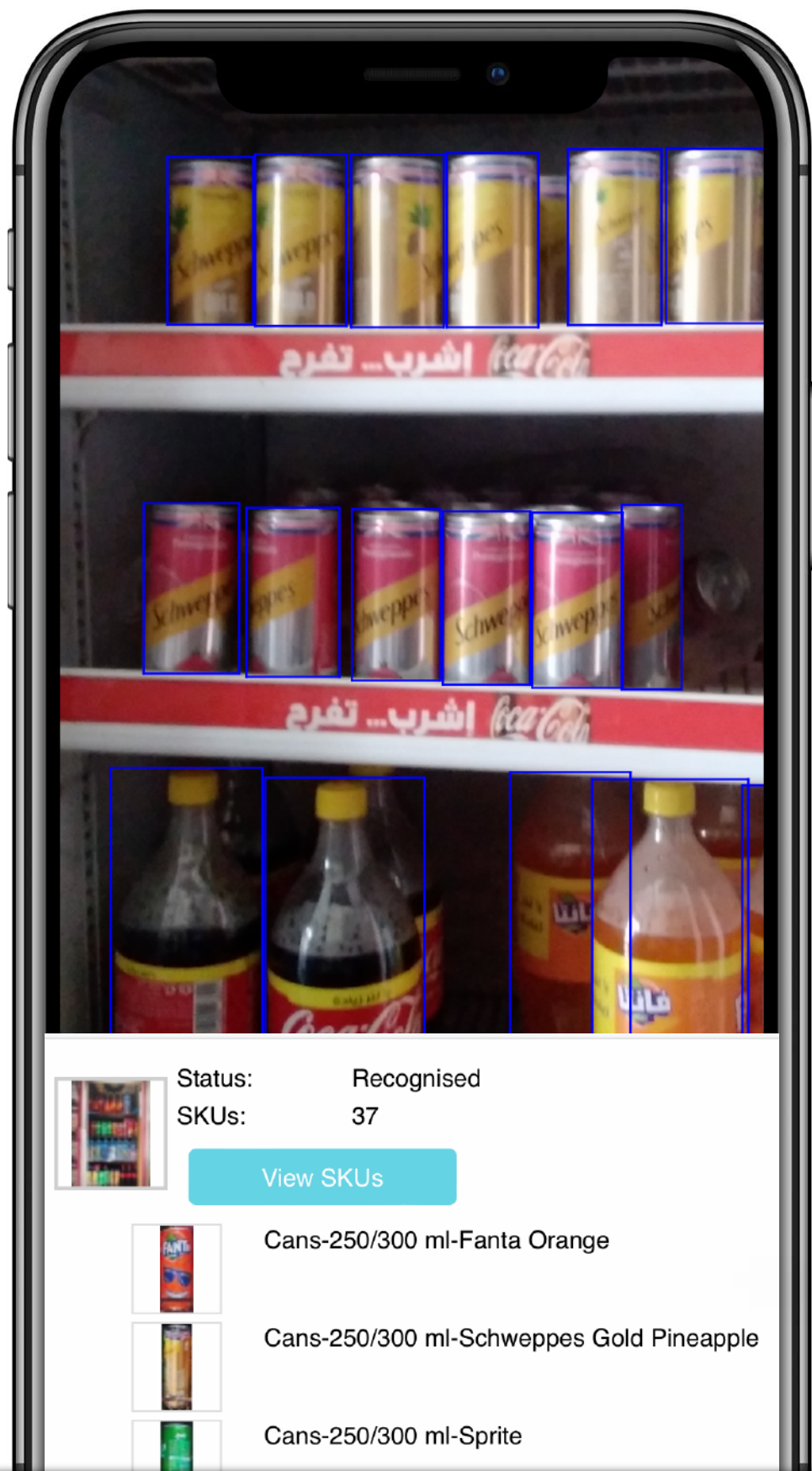
Detailed RED calculation



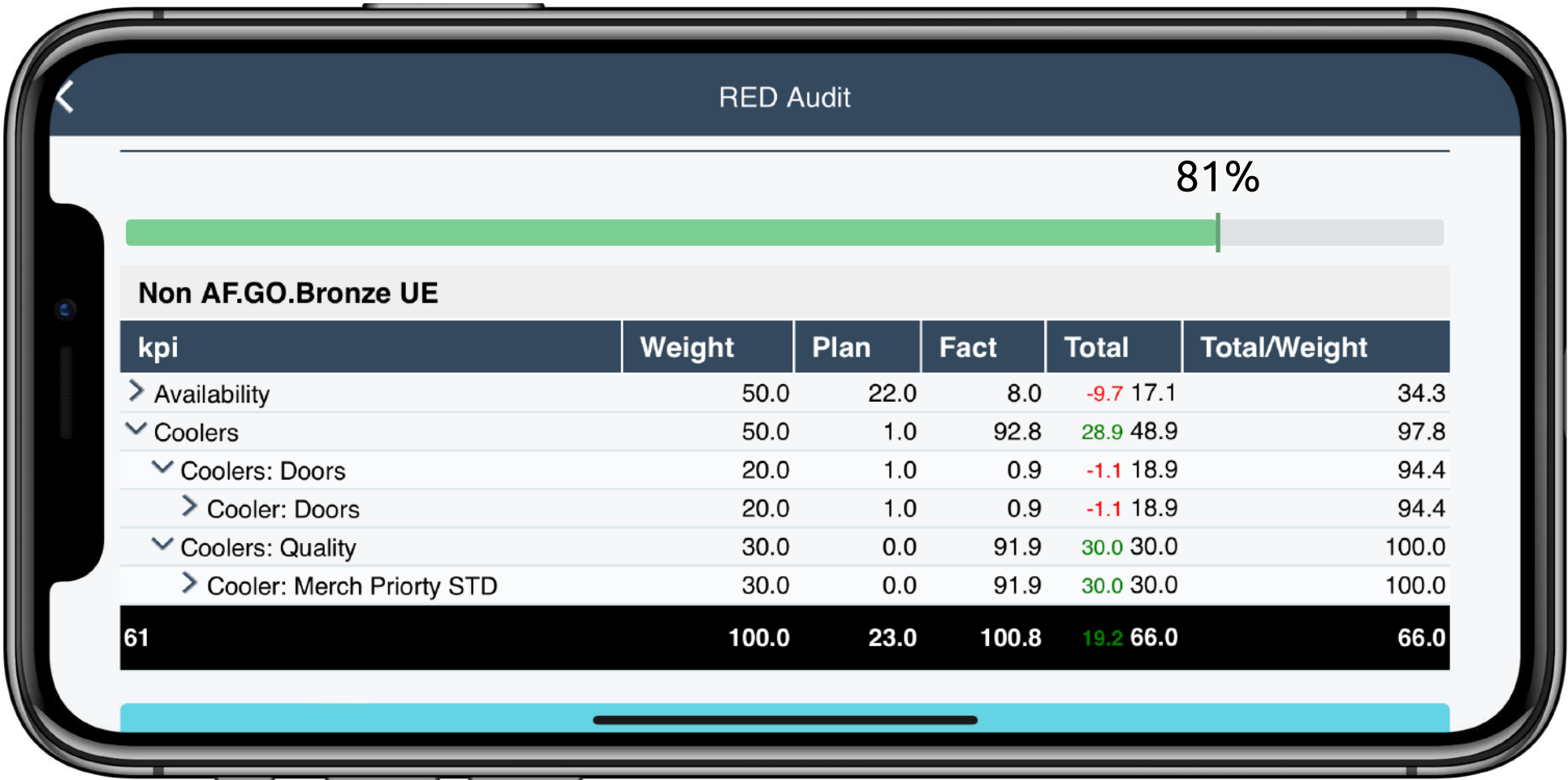


# EasyMerch Image Recognition (Shelf Recognition)

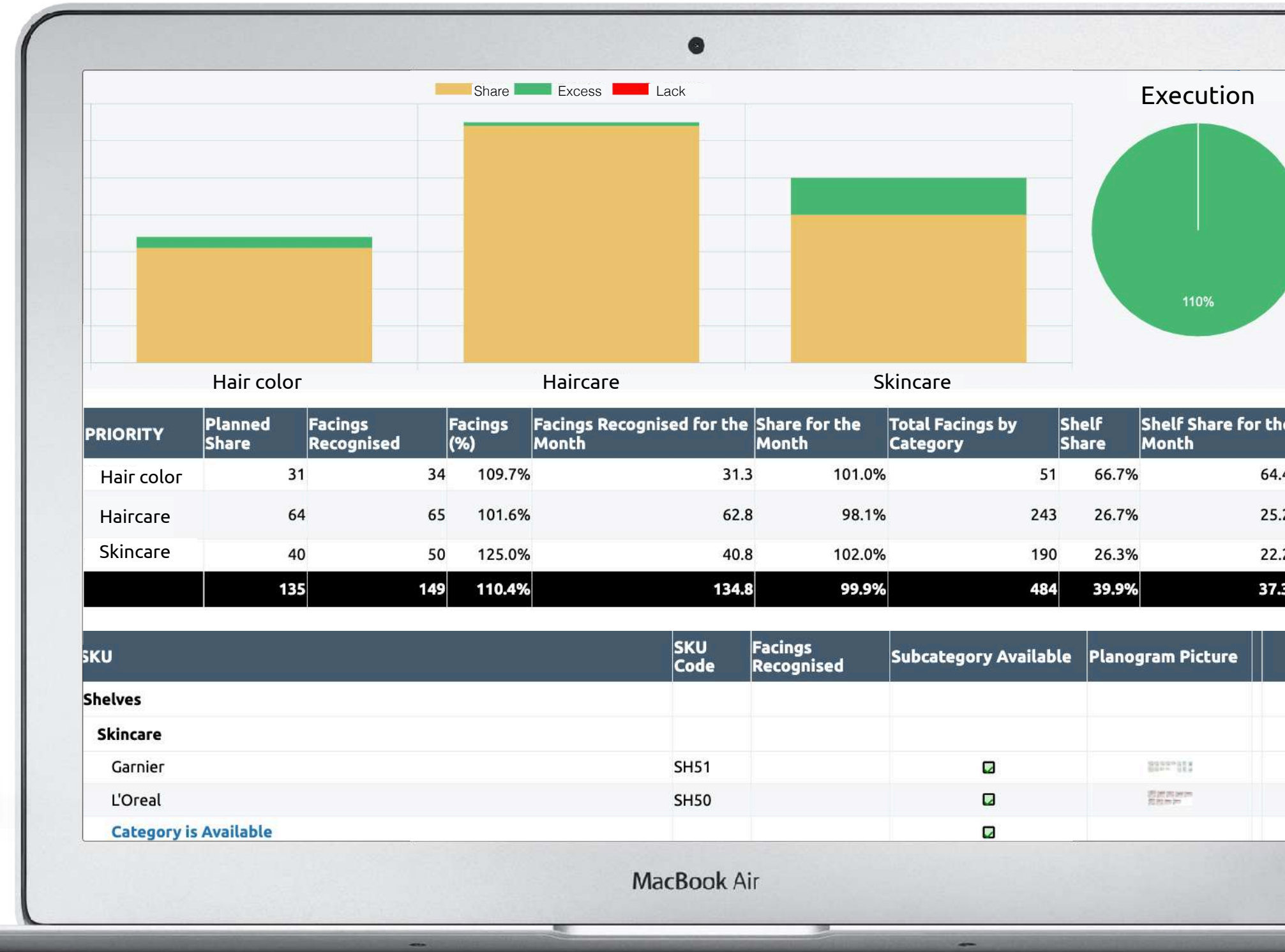
Get your recognition results online  
right to your mobile device



Execution and KPI calculation online,  
tailored to your business needs, rules and objectives



Shelf Share and OSA Execution Calculation



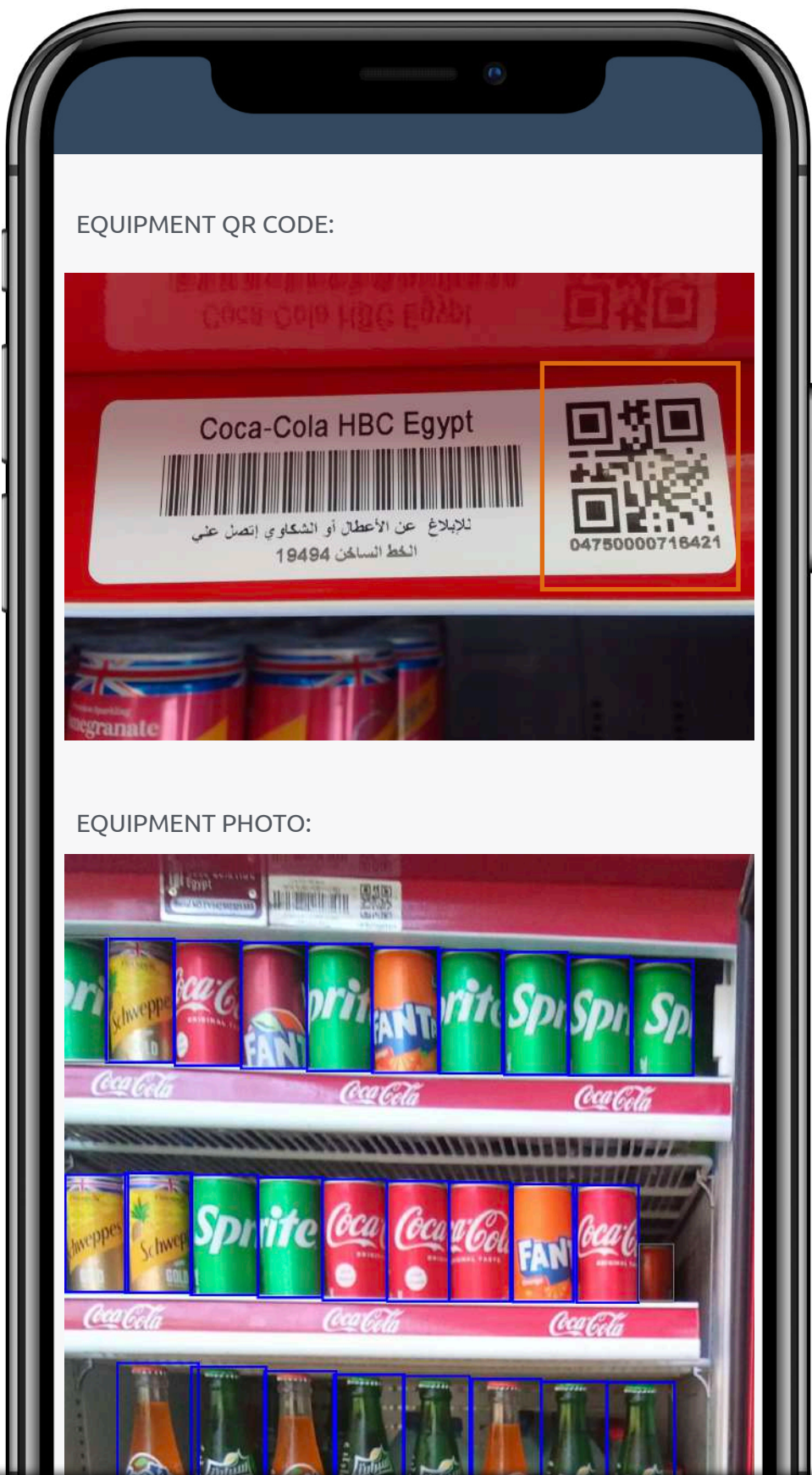
Widely used by



and others



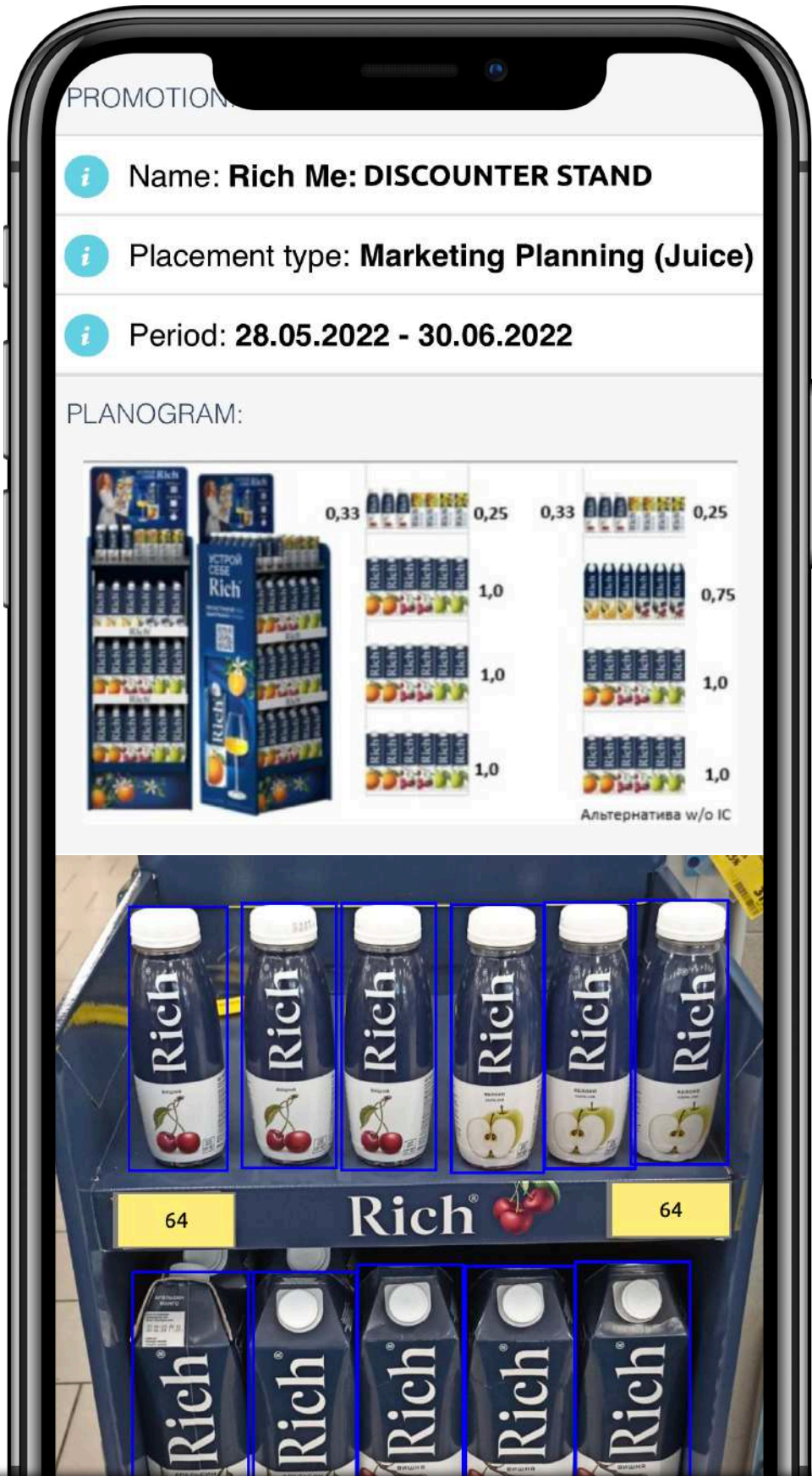
Equipment Recognition and Monitoring



Pricetags recognition



Promo and Secondary Placement control



Widely used by



L'ORÉAL®

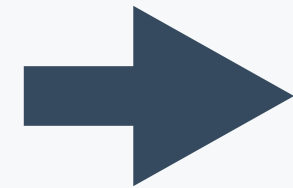


and others



# Easy Merch

# Image recognition: Scene-stitching





# EasyMerch

# Image recognition: Merch rules

## Merchandising Rules

Merch rule type	Question
Golden shelf ?	All revitalift franchise is placed on eye or hand level
Number of shelves ?	The rule is fulfilled if the number of SKU faces from the first list is greater than the number of SKU faces from the second list. If SKUs from only one list are found in the scene, the rule is applied and executed in favor of SKUs from this list. If no SKUs from the two lists are found in the scene, the rule is not applicable.
Faces count compare ?	
Number of SKUs ?	
Faces count compare ?	Number of Casting faces is more than Preference faces
Golden shelf ?	Micellar water (classic 3 in 1) laid out at eye or hand level
Mask-bar ?	Loreal masks are placed on the mask bar
Number of faces ?	Sheet masks Garnier Aqua Bomb, Freshness, Lavender, Orange Eye Patches, novelties Aloe Mask and Vitamin C Mask each placed in two faces
Golden shelf ?	Hyaluronic Aloe Gel/Cream lined at eye or hand level
Number of faces ?	Hyaluron Expert Day Cream has a minimum of 2 faces

In the scene view mode, EasyMerch displays a list of applicable merch rules and their execution, and also highlights the products that are used in that rule

Planograms are set as a set of merch rules, for example:

“SKU X must be at eye level”

“SKU Y must be on 2 or more shelves”



SKU	Merchandising Rules
Question	Result
Superfood block built (shampoo, balm, mask)	✗
Fructis SOS Recovery laid out at eye or hand level	✓
Fructis Superfood papaya laid out at eye or hand level	✓
Superfood masks are on the same shelf as shampoo balms	✓
More Elseve faces than Pantene	✓
Fructis has more faces than Pantene	✓



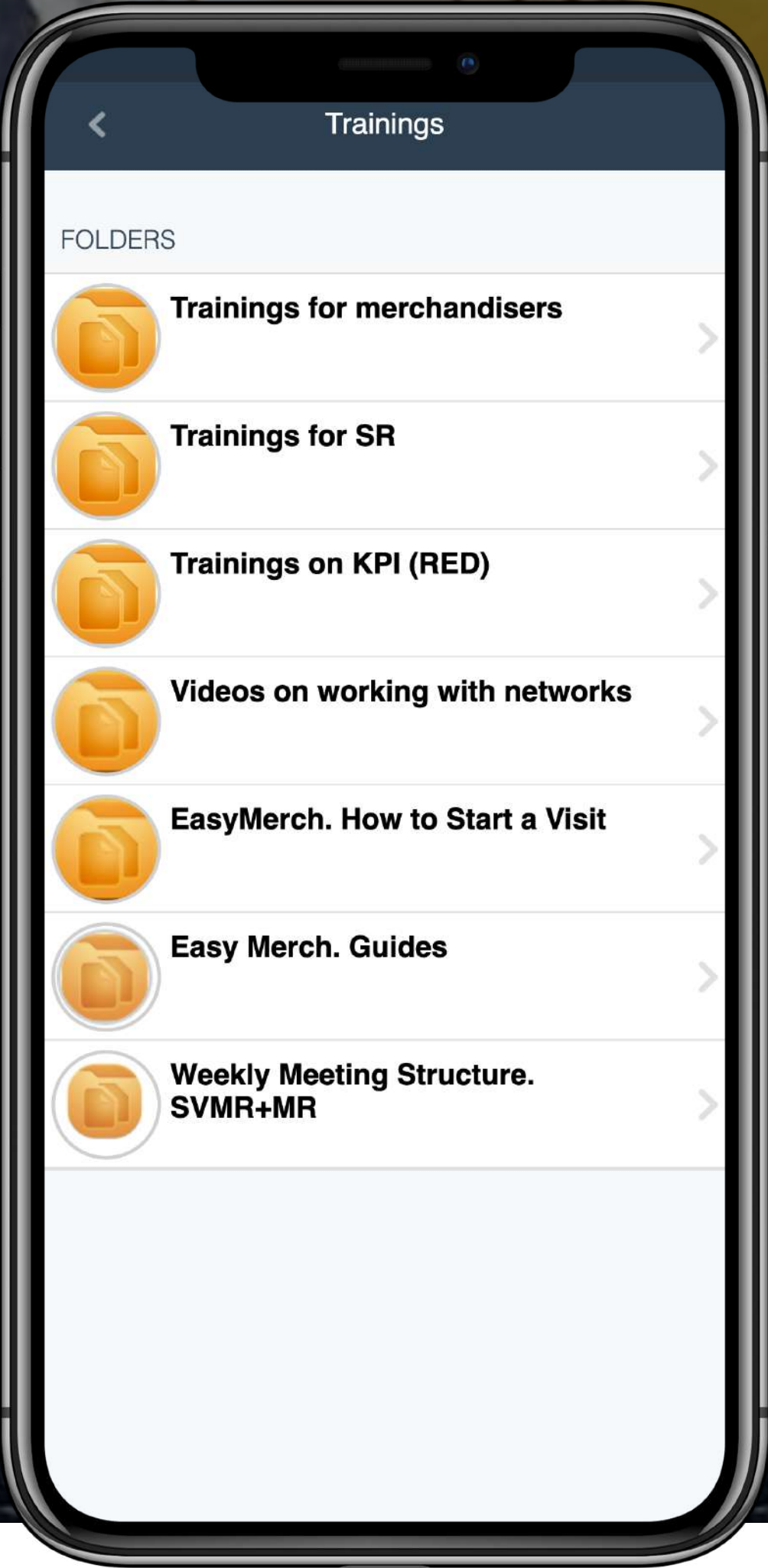
EDU

Self-Education and on job  
coaching

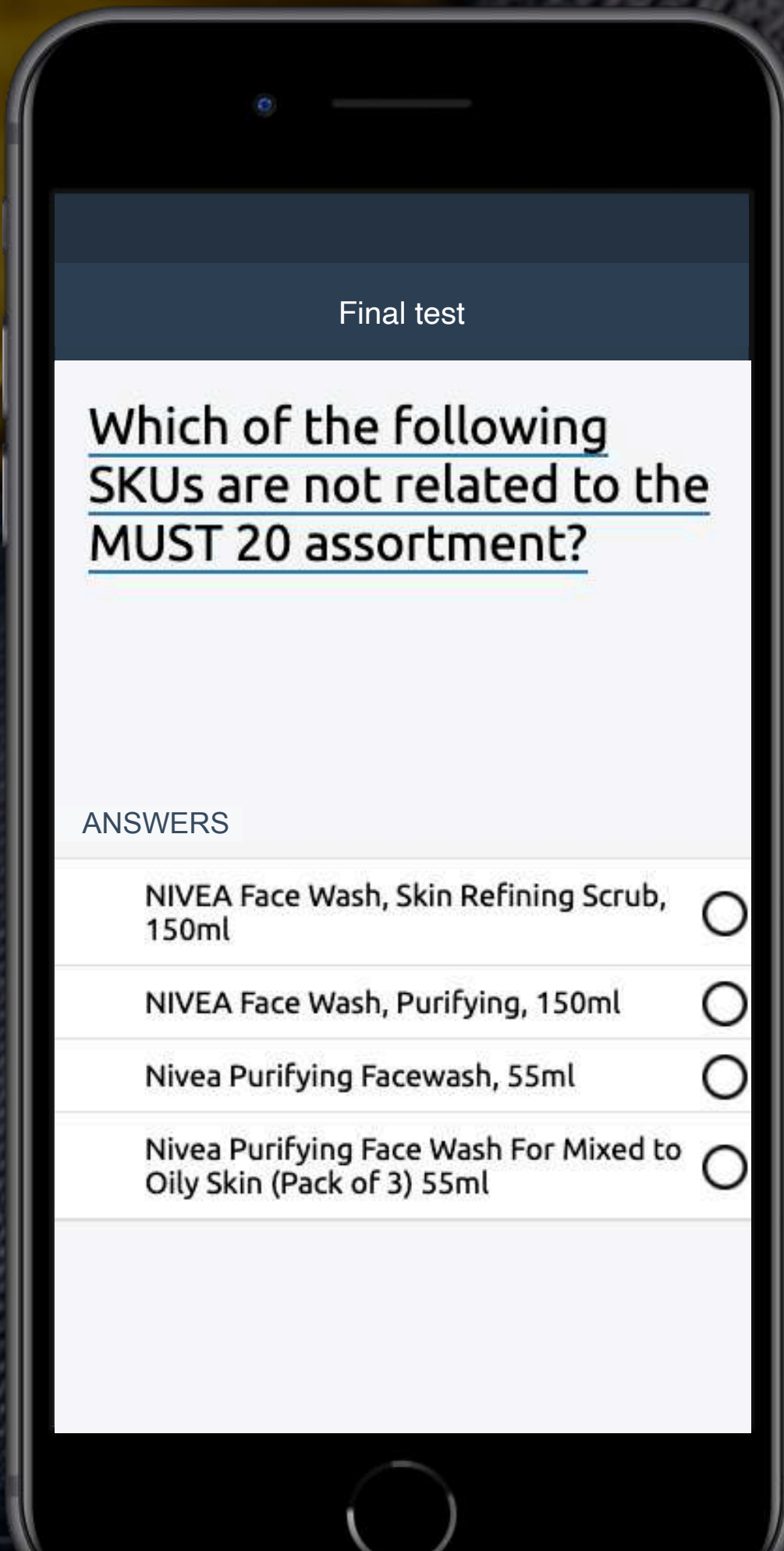
MEET

Offline and online meetings,  
webinars and conf calls

List of documents available



Test



New Product Information

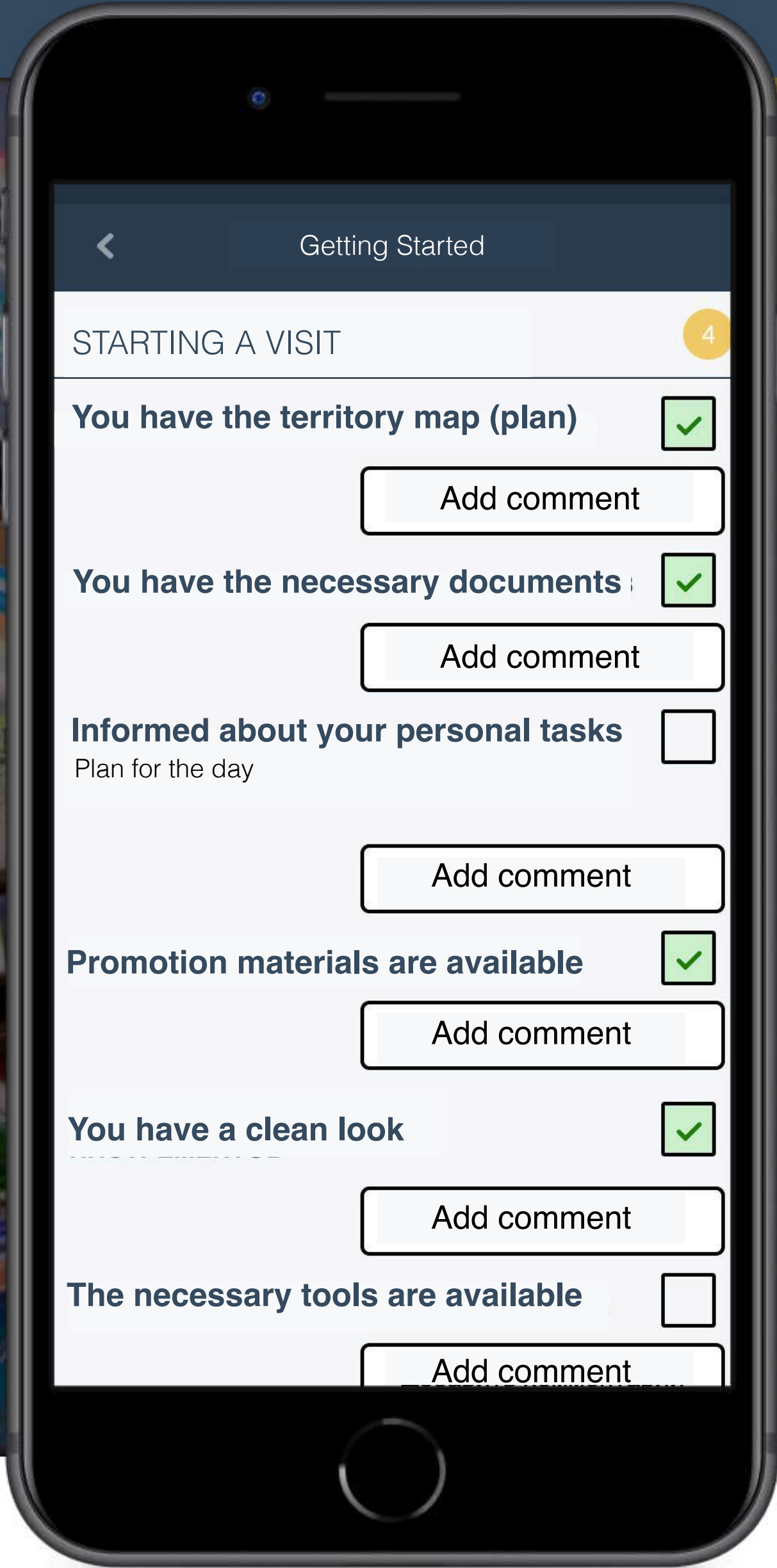


SCORM Document



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





Coaching Session Plan						
<a href="#">Back to the main page</a>						
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 Trainers: 0 Lessons: 0	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

6188 coaching sessions per month



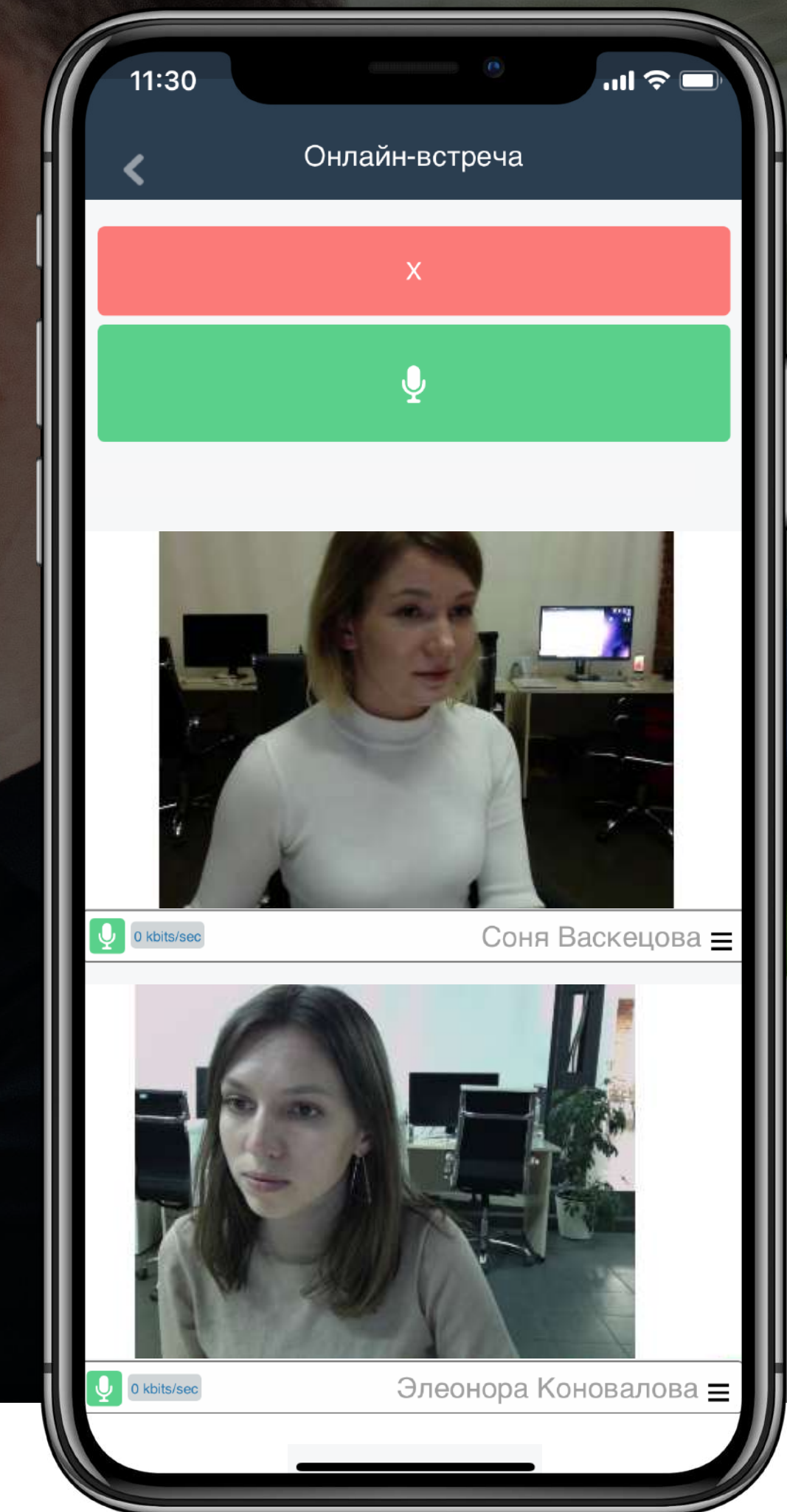
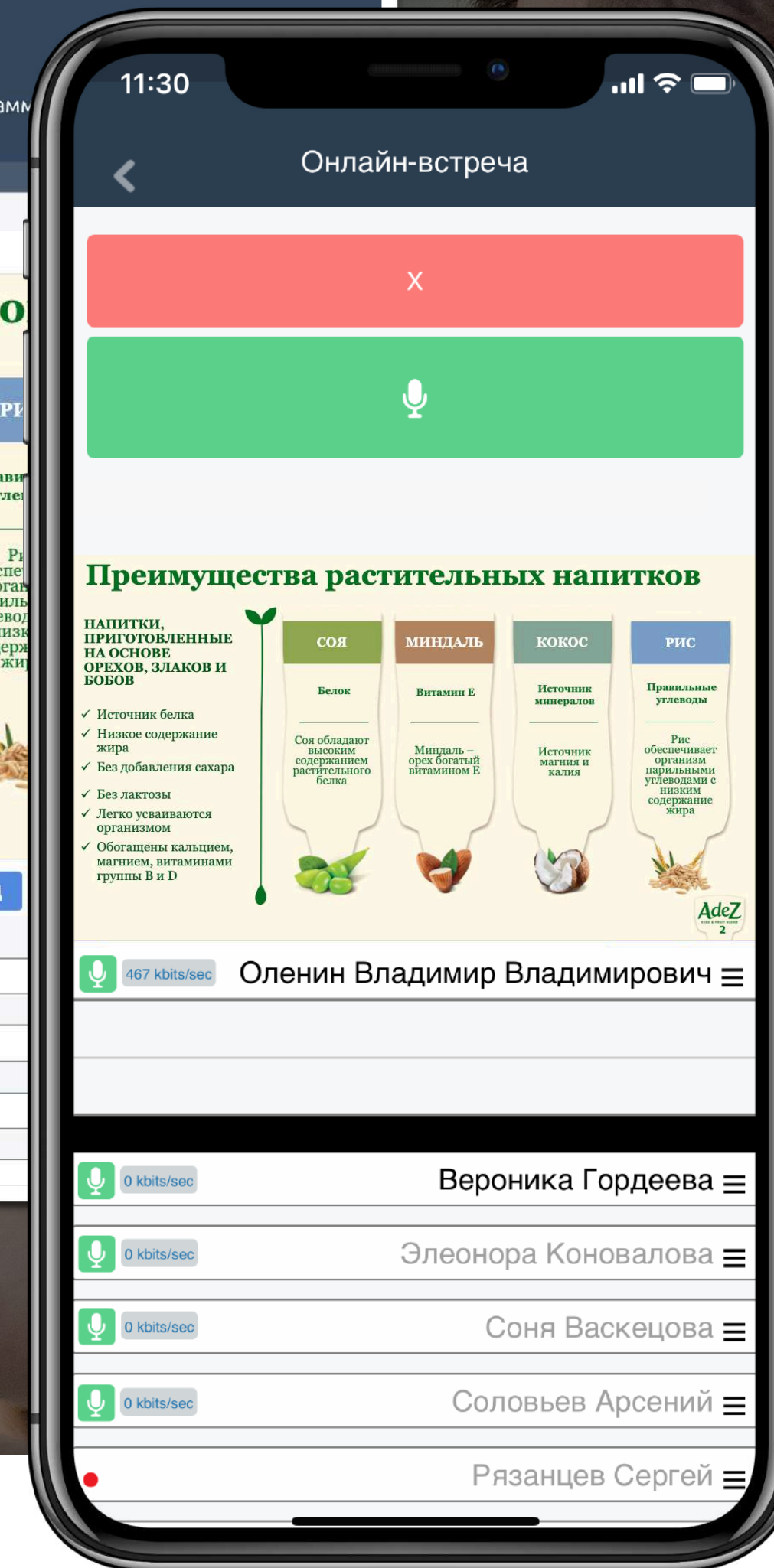
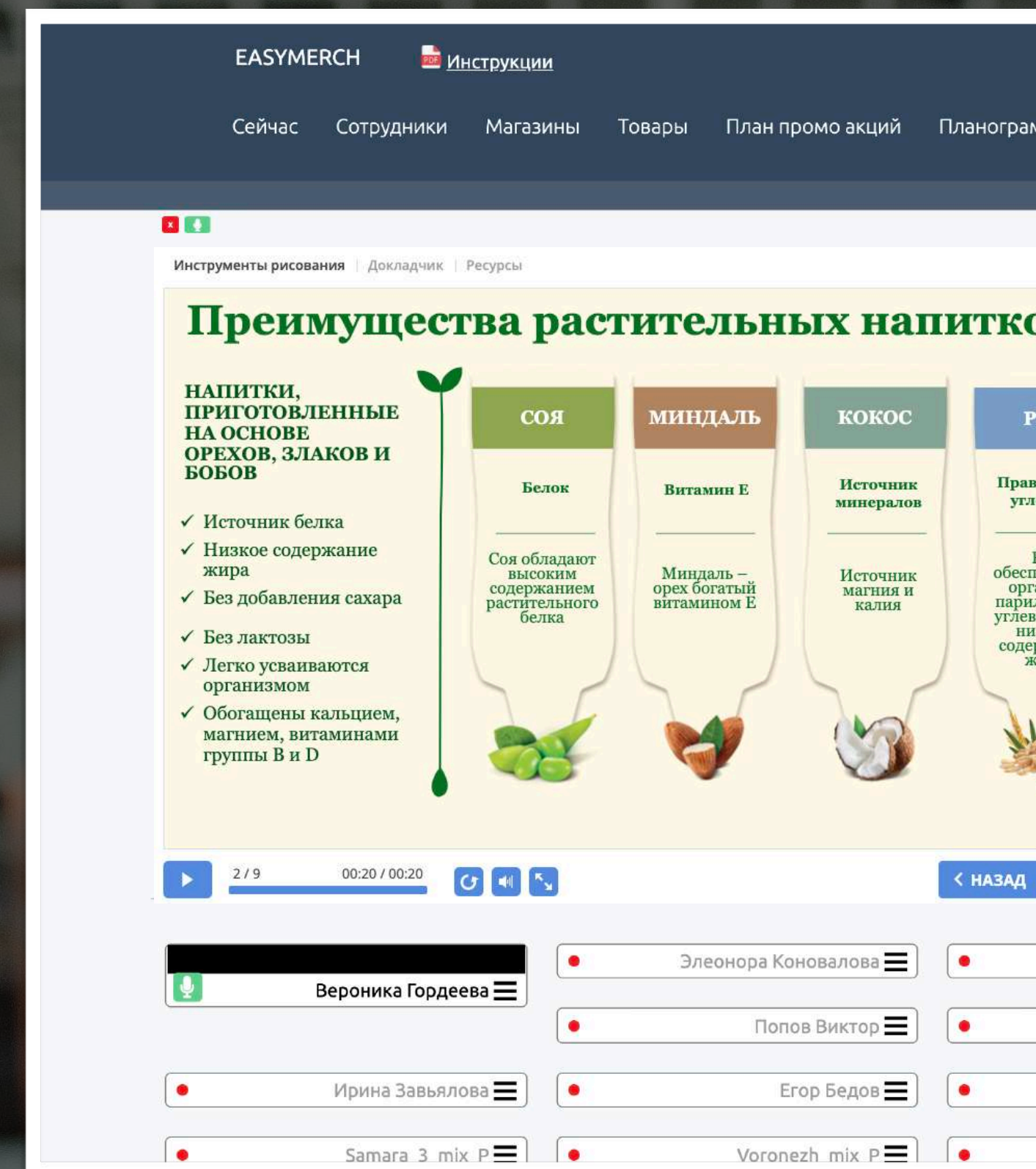
Video conferencing for online meetings and internal training of company employees:

- Weekly meetings between ASM and SV
- Discussion of KPI results
- Information about new products
- Presentation of new products
- Showing PDF and PPT presentations

*Beta-version*

Presentation of new SKUs,  
informing of KPI changes

Conf calls



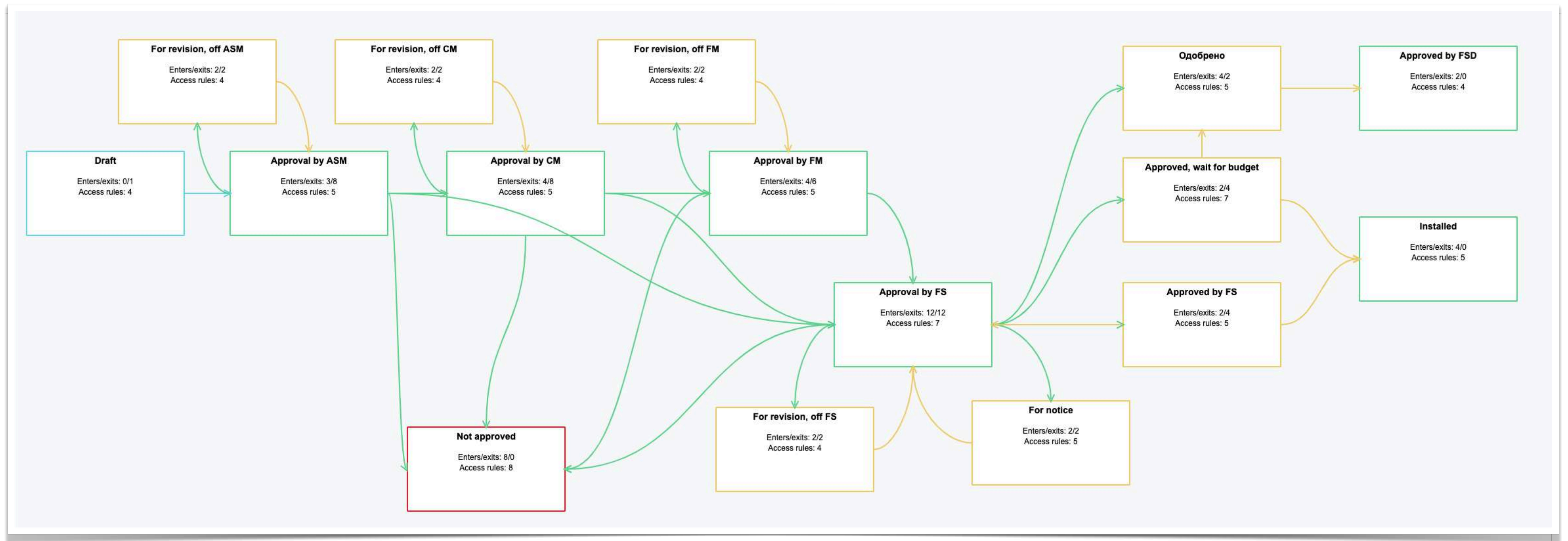






Allows sophisticated multistep tasks, pushing data to SAP and/or taking information from foreign sources

### 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)*

Credit Limit Change 261794

Request Created > BSO Approval

ITN  
9701161838

BORROWER  
3899800401

REGION CODE  
3801

Select Activated Stores (3)

activated by new warm equipment (sections, racks, etc)

PREFERABLE CREDIT AMOUNT  
200000

Calculate the Credit

Current credit limit for the borrower

Turnover limit

Credit rating

Preferable limit

Calculated limit

Arrears

Store COL1	New Store	Store Limit	Cooler	Cooler (new)	Bonus for Coolers	Activation
3890120139	<input type="checkbox"/>	29380.22	1	0	0.00	<input checked="" type="checkbox"/>
3890125621	<input type="checkbox"/>	29380.22	1	0	0.00	<input type="checkbox"/>
3890185585	<input type="checkbox"/>	29380.22	1	0	0.00	<input checked="" type="checkbox"/>
3899800403	<input type="checkbox"/>	29380.22	1	0	0.00	<input checked="" type="checkbox"/>
3899800404	<input type="checkbox"/>	29380.22	1	0	0.00	<input type="checkbox"/>

Total Limit

TOTAL LIMIT  
156000

CHECK FOR OVERDUE RECEIVABLE  
Passed

Proceed to: BSO Approval

Cooling Equipment: Removal from Service/Displacement

Draft > Warehouse

ROUTE NAME  
387M7

ASSET NUMBER  
4031400055562

If scanning failed, please enter the numbers from the barcode manually

COOLER MODEL  
Select

Stores with the cooler (1)

LOCK  
No

PROTECTION  
No

HEATER  
No

DOOR HANDLE  
On the right

REASON FOR REMOVING FROM SERVICE  
Return on demand of the client

THE COOLER WILL BE REMOVED TO A STORE FROM THE ROUTE

COOLER PHOTO (FRONT SIDE)

COOLER PHOTO (LATERAL SIDE)

Add Photo

Create New Client

Created > Sent Delete

ITN  
526220555615

SEARCH FOR ITN

NAME  
Individual Entrepreneur, Robert Watson

DELIVERY ADDRESS

STREET, CITY  
Graham Road, Chesterfield

Please start entering the address from the street and city name

BUILDING  
for example, 76

S41 OSW, 76 Graham Road, Chesterfield

S41 OSW, 78 Graham Road, Chesterfield

POST CODE  
S41 OSW

REGION  
East Midlands

Region of England

COUNTY  
Derbyshire

SUBDIVISION TYPE  
Shire County

TOWN  
Chesterfield

STREET TYPE  
B-road

STREET (ADDRESS)  
76 Graham Road

B-road

LEGAL ADDRESS IS THE SAME AS DELIVERY ADDRESS

KPP NUMBER (ONLY FOR LLC)

SALES SUBCHANNEL  
Select

CONSUMPTION REASON

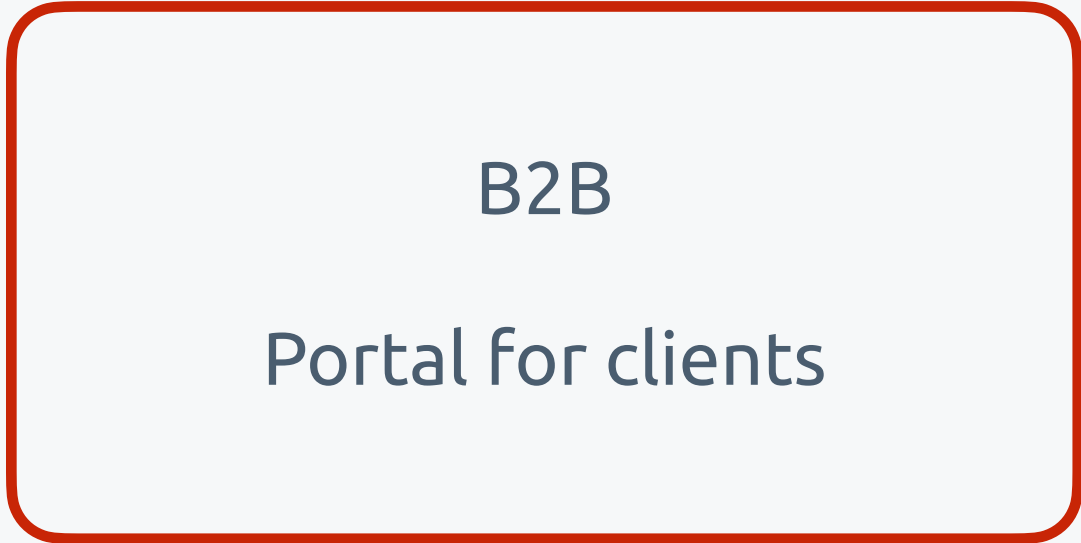
PHONE NUMBER  
enter a phone number

BD CODE  
387M7

REGION  
East Midlands\_8

STRATA







# B2B portal features

## Online Store

- Display of promotions, banners and advertising
- Making orders, including category discounts and promotional conditions
- Analytics + calculation of retro bonuses
- Payment by card
- Display of the delivery truck on the map

## Documents

- Access to primary documents - Acts, invoices, reconciliations
- Product documentation - information, hygiene certificates, etc.

## Client's cabinet

- Tickets generation: claims and other
- Chat with the assigned sales representative

## Seller, Owner and Administrator motivation

- Learning (CLM) materials \*
- Shelf photos \*
- Buy (requirements) -Get (bonus)

*\* - for completing tasks, bonus points are awarded, which can then be used in the next order or withdrawn to user's personal account*

## Additional features

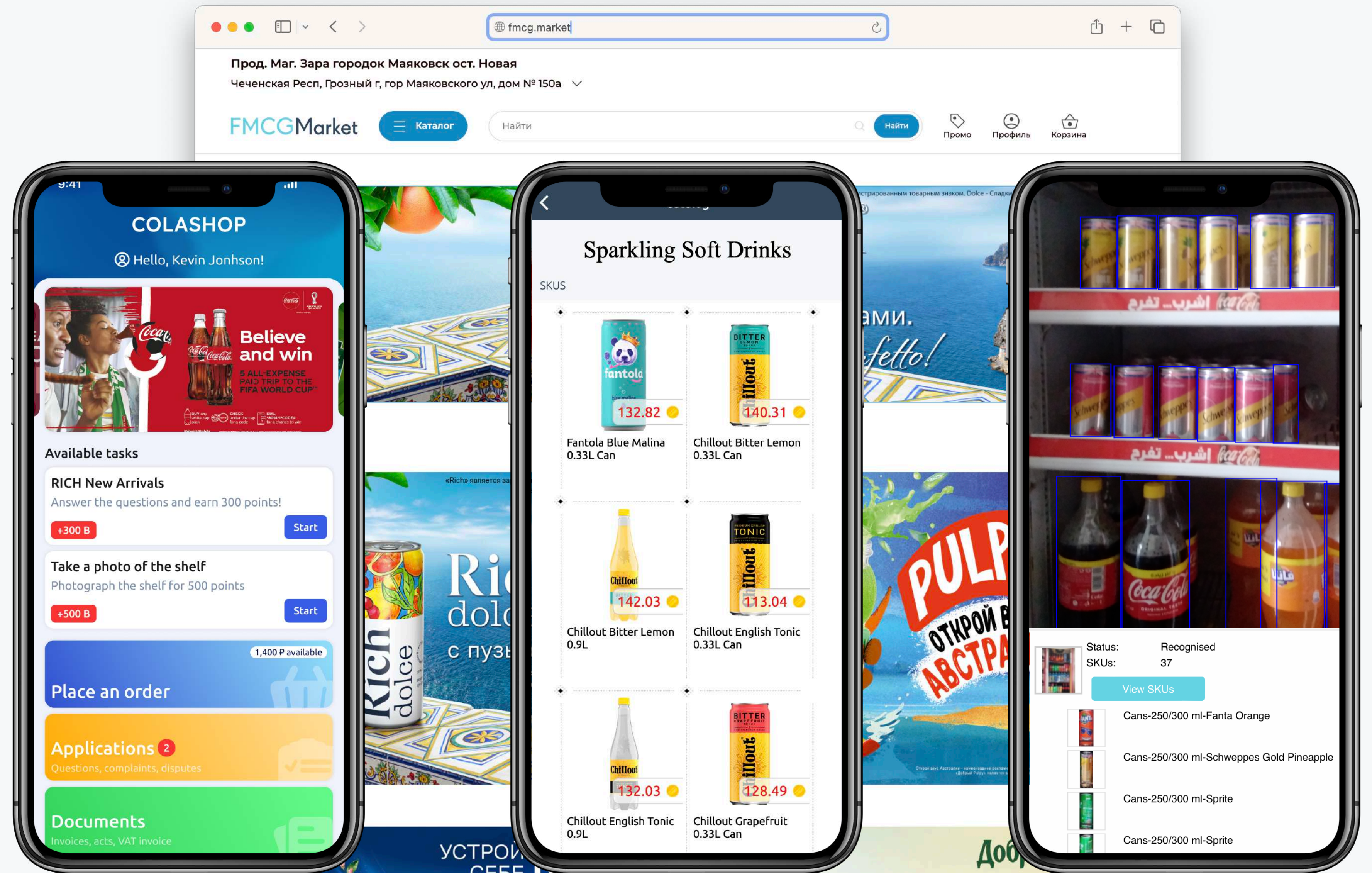
- Telesale cabinet with VOIP integration



# B2B portal designs

The B2B portal is available as a mobile application, mobile site and desktop site

*The Shelf Photo task is only available for the mobile application*



Главный экран

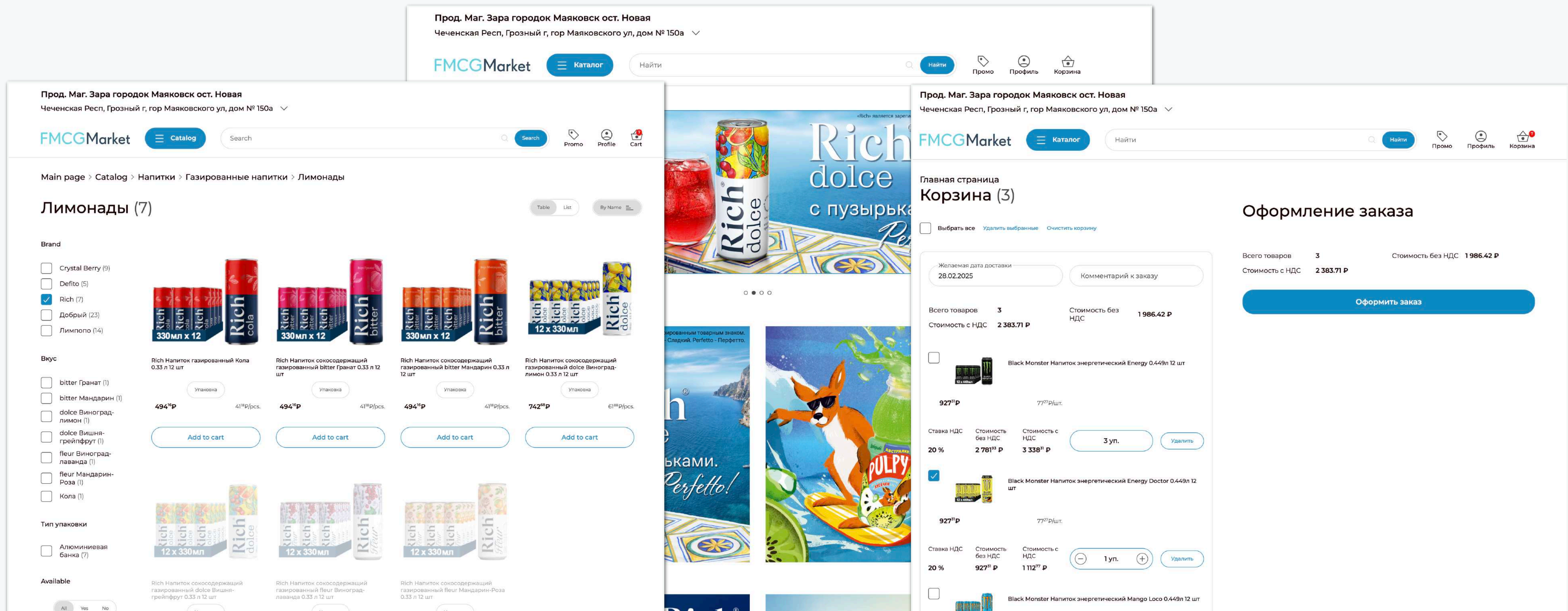
Заказ товаров

Выполнение задачи  
“фотографирование полки”



# Orders functionality

- Customizable filtering by parameters and product categories
- Displaying prices with applied customer discounts
- Connecting multiple retail outlets to a single account
- Possibility of fixing sales of certain SKUs in packages/ multiples of several pieces





# Order Promo Discount Rules

## Order Promo functionalities

- Unlimited number of SKU price list columns
- Fixing clients or outlets to a price list column
- Category discounts (client X gets Y% discount on category A or product B)
- Branched promo mechanism: “Fulfill conditions A, B, C and get bonuses D and E”
- “Buy/get products X”
- “Buy/get any products from the list for the amount of X”
- “Buy/get any products from the list in the amount of X pieces”
- “Boxed offer”/ BOMs

## *Applying promo discount to cart*



### **A lot of cola - a lot of SPLAT**

Buy 20 bottles of Cola 2.0 and place an order totaling at least \$50 to receive 2 toothpaste tubes and floss as a gift!

Apply



### **BURN 10+2 energy**

Order 2 of each BURN (a total of 10) and choose any 2 BURN as a bonus

Apply



### **Alcohol Bonus Time**

Spend \$800 and choose any alcohol up to \$50

Apply



### **70,000 B**

Collect 70,000 from the SSD and Juices category and receive 6 one-liter packs of Rich juice and 4 any ADEZ products

Apply



DMS

Distributor management  
system

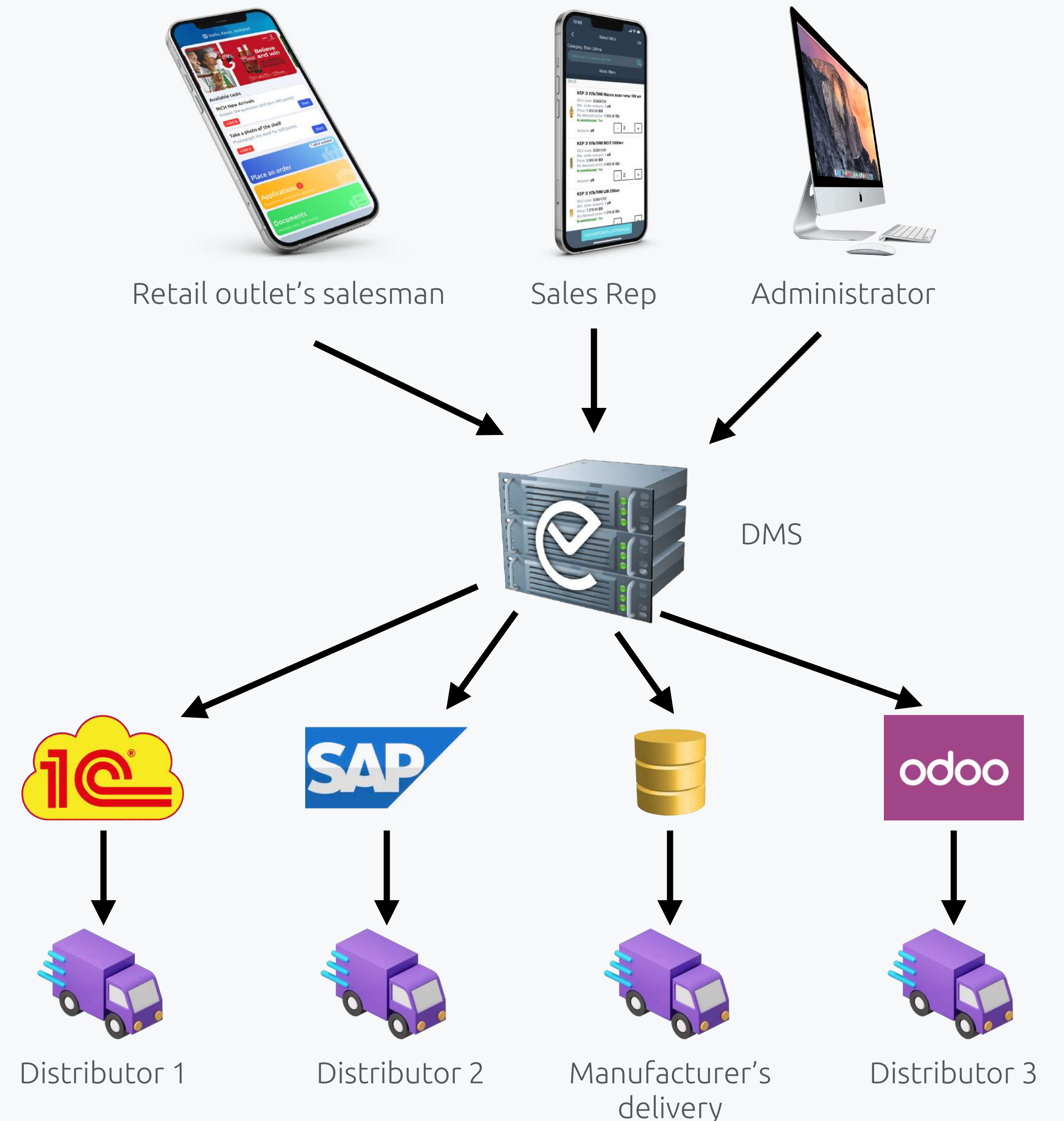


# Distributor Management System

Distributor Management System provides bi-directional integration with distributors:

- From distributor: Prices, Orders done by distributor, Invoices, Deliveries, Warehouse stocks, Equipment, etc
- To distributor: Orders pushed from manufacturer, Recommended prices etc

Overall, DMS allows full control over distributors, including monitoring over fraud attempts, OTIF and many other reports.



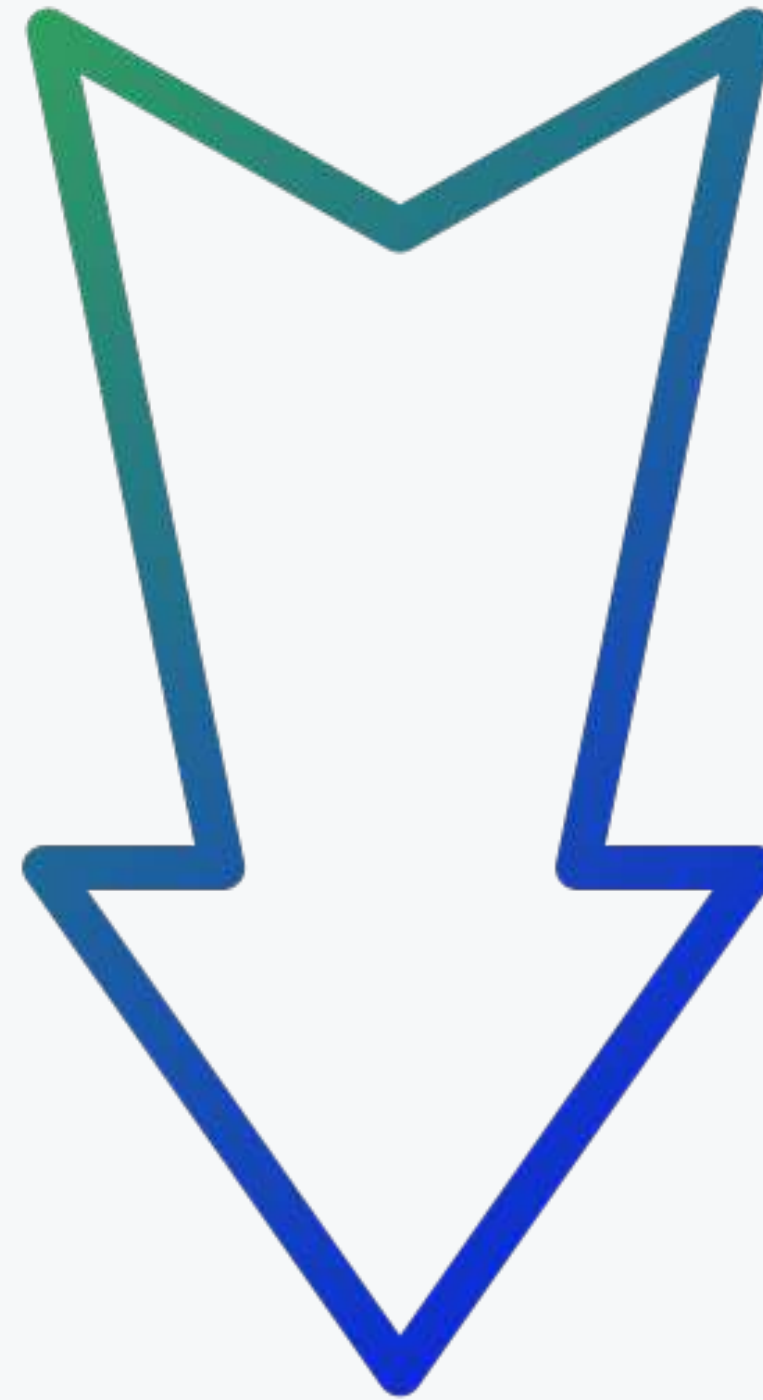


A quick glance over available reports in administration section, split into following groups:

- Generic distributors information
- SKU related masterdata
- Orders
- Sales turnover
- Equipment
- Documents and business process automation
- Detailed analytics
- Forecasting

Distributors	SKUs	Orders	Sales Turnover
<a href="#">Distributors</a>	<a href="#">SKUs</a>	<a href="#">Orders export</a>	<a href="#">Supply</a>
<a href="#">Cities</a>	<a href="#">Prices</a>	<a href="#">Order's SKUs export</a>	<a href="#">Return of goods</a>
<a href="#">Stores</a>	<a href="#">Stocks</a>	<a href="#">Summary report on orders</a>	<a href="#">Write-off of goods</a>
<a href="#">Receivables</a>		<a href="#">order_promo_types</a>	<a href="#">Invoice/bill</a>
<a href="#">Warehouses</a>			<a href="#">Correction documents</a>
<a href="#">Users</a>			<a href="#">Receipt at warehouse</a>
			<a href="#">Document items</a>
Equipments	ERP	Analytics	Forecasting
<a href="#">Equipments</a>	<a href="#">Application for claims on deliveries</a>	<a href="#">Shortages</a>	<a href="#">Category plan</a>
<a href="#">Equipment in stores</a>	<a href="#">Equipment relocation request</a>	<a href="#">Resupplies</a>	<a href="#">Distributor plan</a>
	<a href="#">Incidents</a>	<a href="#">Delays in deliveries according to invoices</a>	<a href="#">Implementation of the plan</a>
	<a href="#">Requests for order rejections</a>	<a href="#">OTIF</a>	
	<a href="#">Tender Application</a>	<a href="#">Checking the Stock Equation</a>	
		<a href="#">Stock in transit</a>	





Single, customizable analytics block



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	Of	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	Novoselova 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		

Vacant positions / time off / annual leave

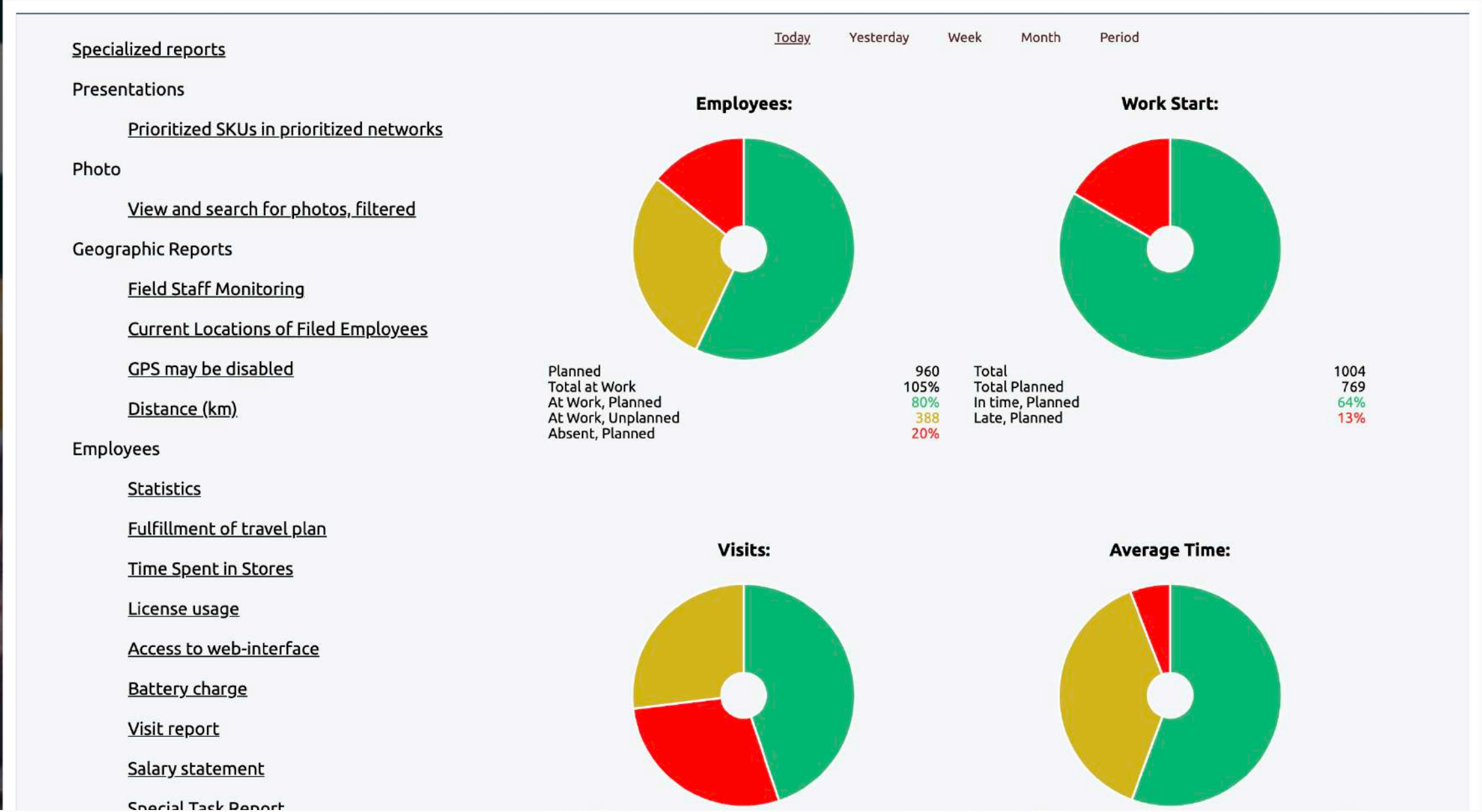
Username	FULL NAME	Type	November					
			amount	The shops	Visits	Users	A type	Types
ASM100	Sofia Stepanova	Output	26	1	26	1		OUT
ASM100	Sofia Stepanova	Working day	4	1	4	1		RD
Beauty Adv1	Altaikhanova Akerke	Working day	thirty	eleven	330	1		RD
Beauty Adv2	Belkova Rina	Working day	thirty	fourteen	420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

KPI

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



- 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




Analytical reports -> Specialized reports -> Merchandiser statistics

the date of the beginning 01.03.2020 expiration date 30.03.2020 OK

Show all filters

Wider / narrower



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%



Full KPI & RED score calculation



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)*

RED Audit details

RED Audit

COOLING EQUIPMENT

FRIGOGLASS FV 650 IN JUICE JUICE

0403N000250741

A COOLER IS IN THE STORE

A COOLER IS ON AND PROPERLY FUNCTIONING

PLACEMENT ZONE

MERCHANDISING STANDARD

PHOTO (SCENE)

Add a Photo

CLIENT'S COOLING EQUIPMENT

Scene 1

WARM SHELF

Scene 1

SECONDARY PLACEMENTS

A display/rack

Checkout Area

Scene 1

Scene 2



finishing words



EasyMerch projects spans for more than **90** physical servers, located in datacenters in 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

Starting 2022, a regular **penetration tests** are done  
**Compliance control.**

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

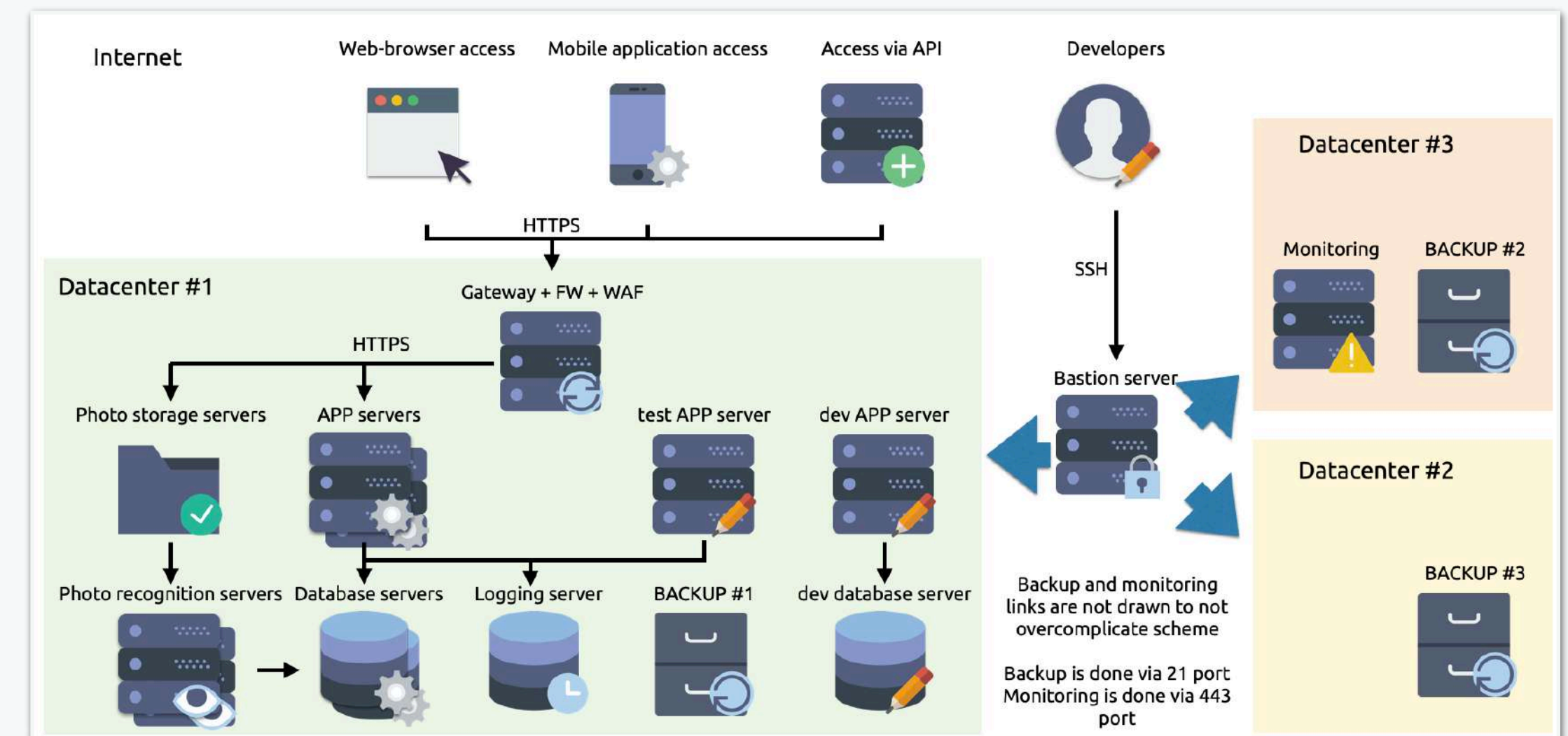


Diagram of the company's infrastructure



- System is supplied as a cloud solution (SaaS)
- Prices are calculated as a subscription, per month per employee \*
- Image Recognition prices are calculated either per-visit or per-photo
- 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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