EasyMerch

Sales force (field teams) automation system

# Elevator pitch

We help FMCG companies with three following things:

Control of field employees, increase of sales and eliminating loses through correct promo activity execution.

How we do this?

We use a state-of-the-art analytical system to gather all the information from the fields, enrich it with external data, matrices and plans of promo activities to provide you consolidated reports, predictions, and valuable insights to drive your business and make you a rock star.

We already provide services to L'Oréal in Eurozone and Israel, Coca-Cola Hellenic in Egypt and Russia, British American Tobacco, and many others.

More than **9** years of experience in the FMCG market and more than **100** active client companies, over **25,000** field employees use the system daily

*Independent audit of Coca-Cola Hellenic Russia has shown 6% sales increase after system launch.*

# Pains We Solve

## 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
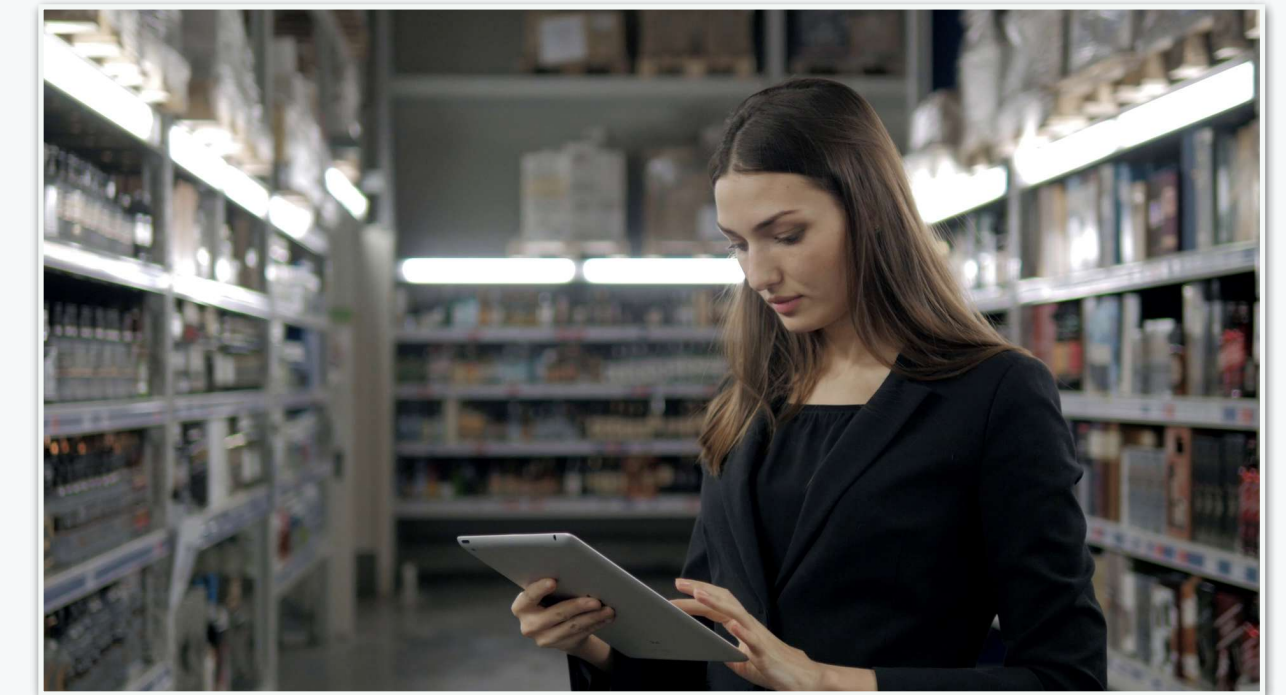
# Mobile app for goods manufacturers and retail outlets

**1** Imagine, a manager of Coca-Cola needs to know:
- 📍 Are products on shelves?
- 📍 Are promo activities okay?
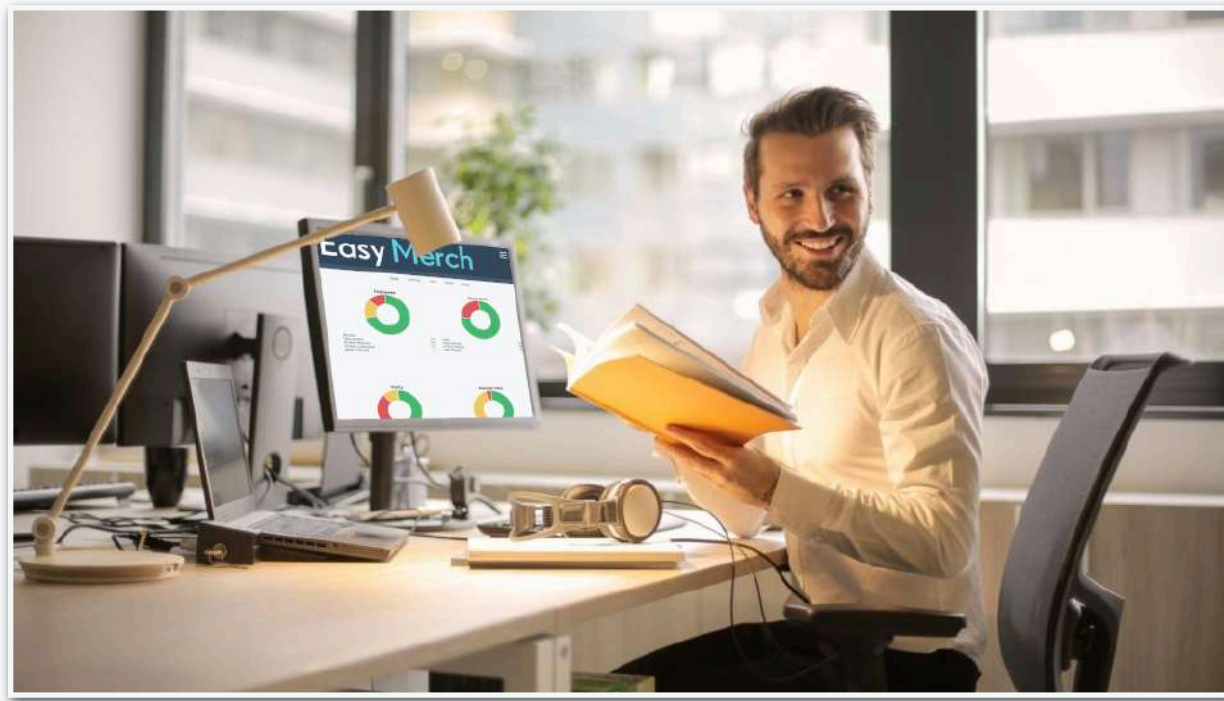


**2** Field employee in the shop answers:
- ✅ Fanta is okay
- 🕐 Schweppes is running out
- ❌ Promo stickers are missing



**Tasks**

**Reports**

**3** So, a Key Account Manager knows what to do next:
- 🚚 Order extra Schweppes delivery!
- 📞 Call retail for not executing contracted promo!

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.*
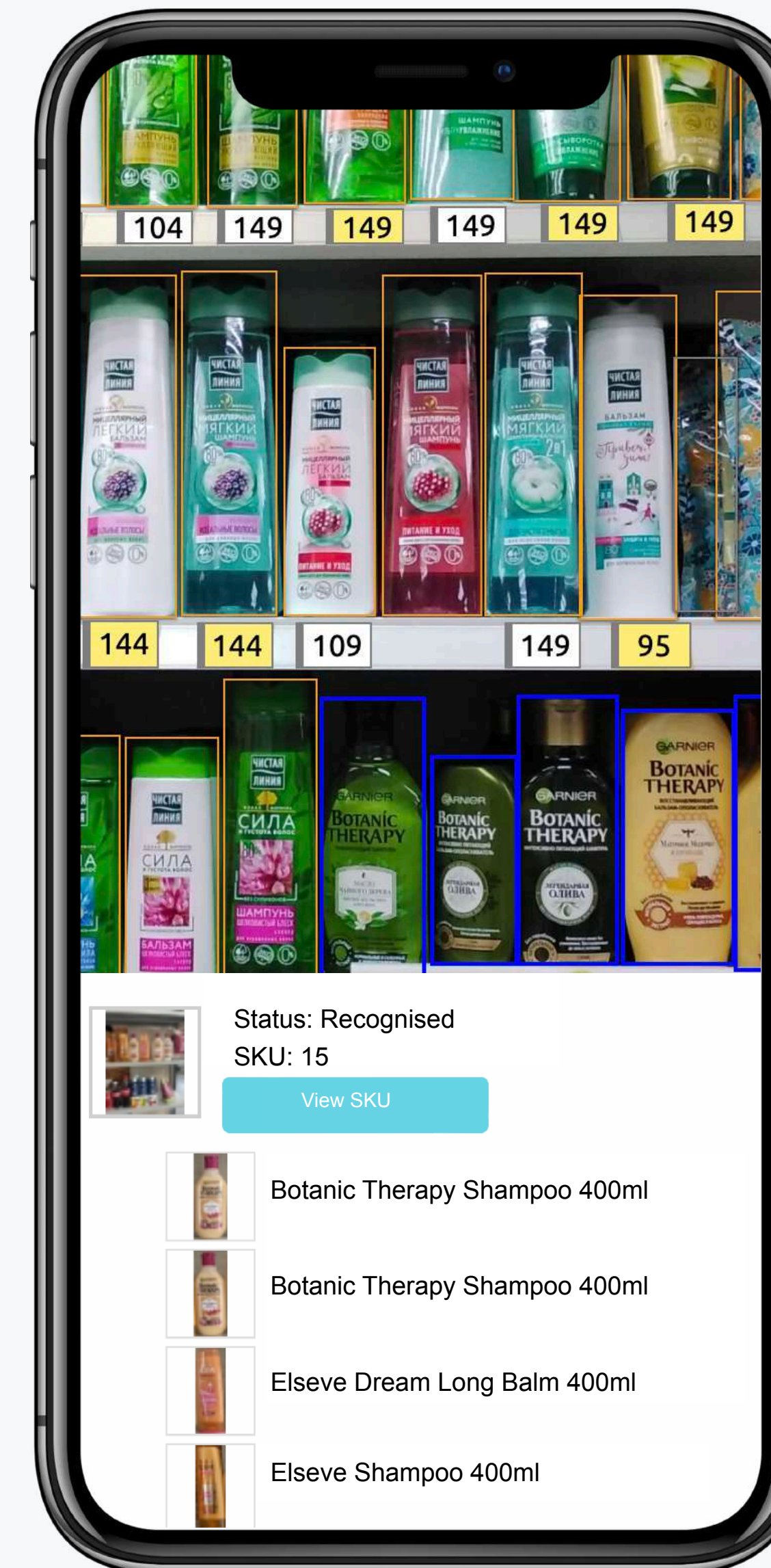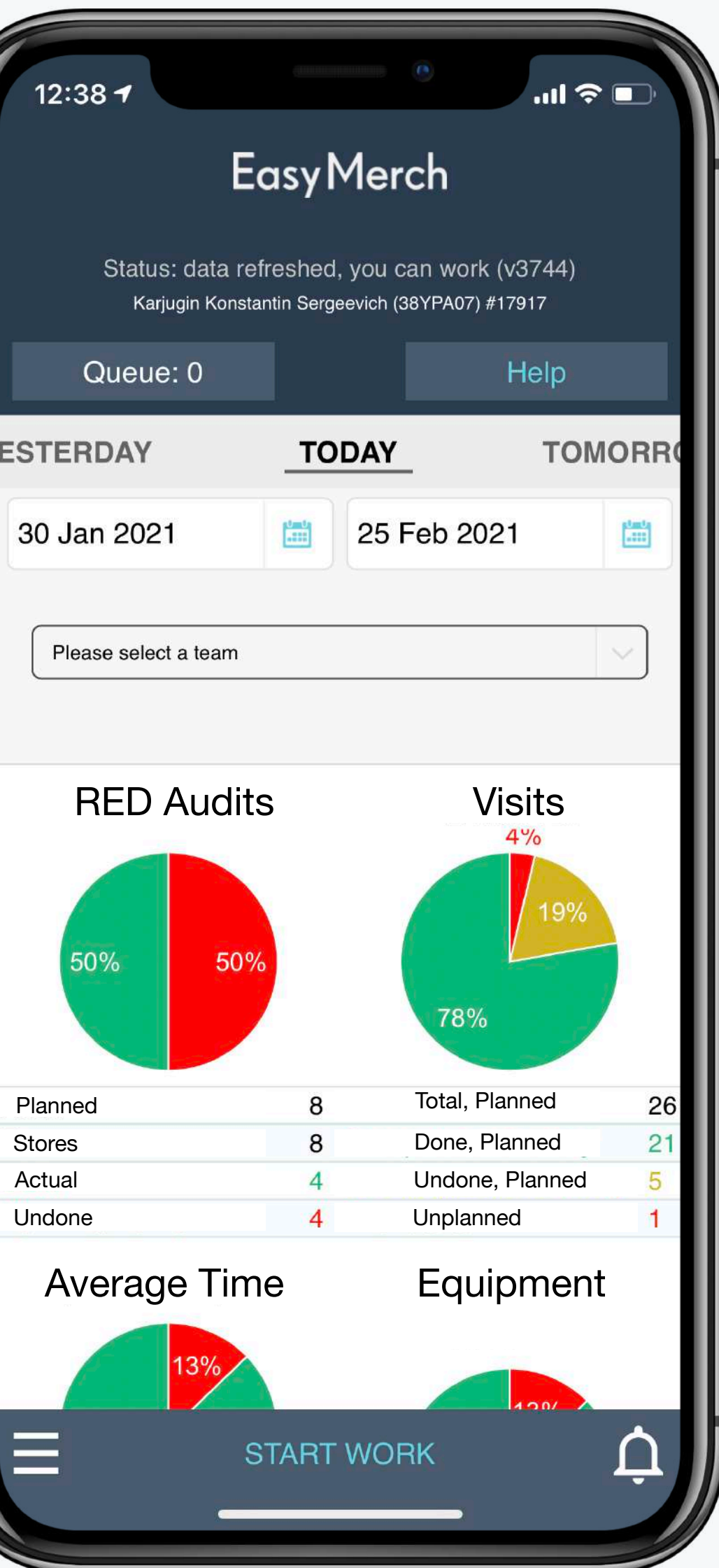
# Main Components



## 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
- **10 000** SKUs are already recognizable
- More than **96% accuracy**
- Price labels recognition
- Stitching photos into panorama
- Integration to analytics, **no additional costs**
- Planogram execution control
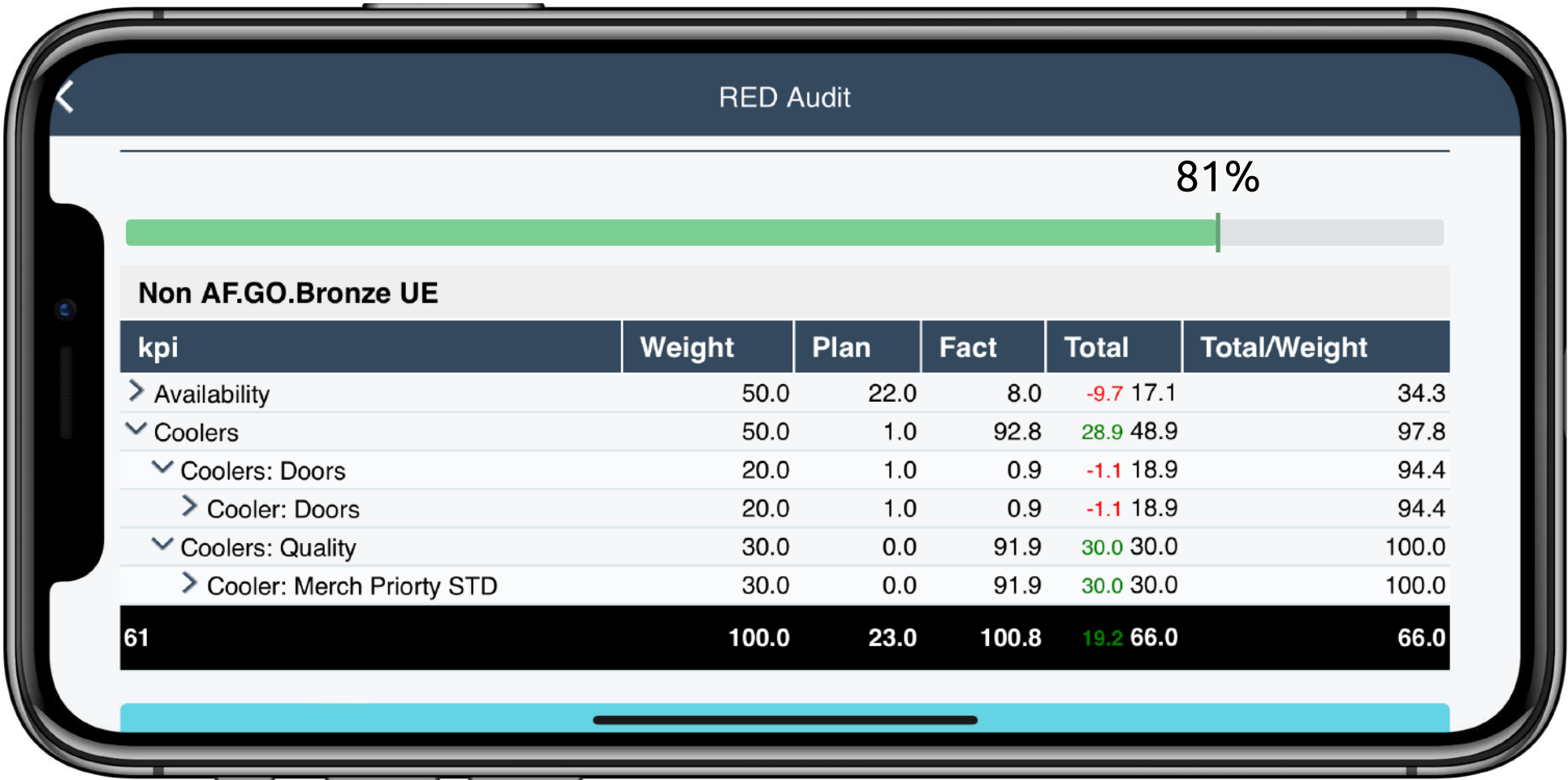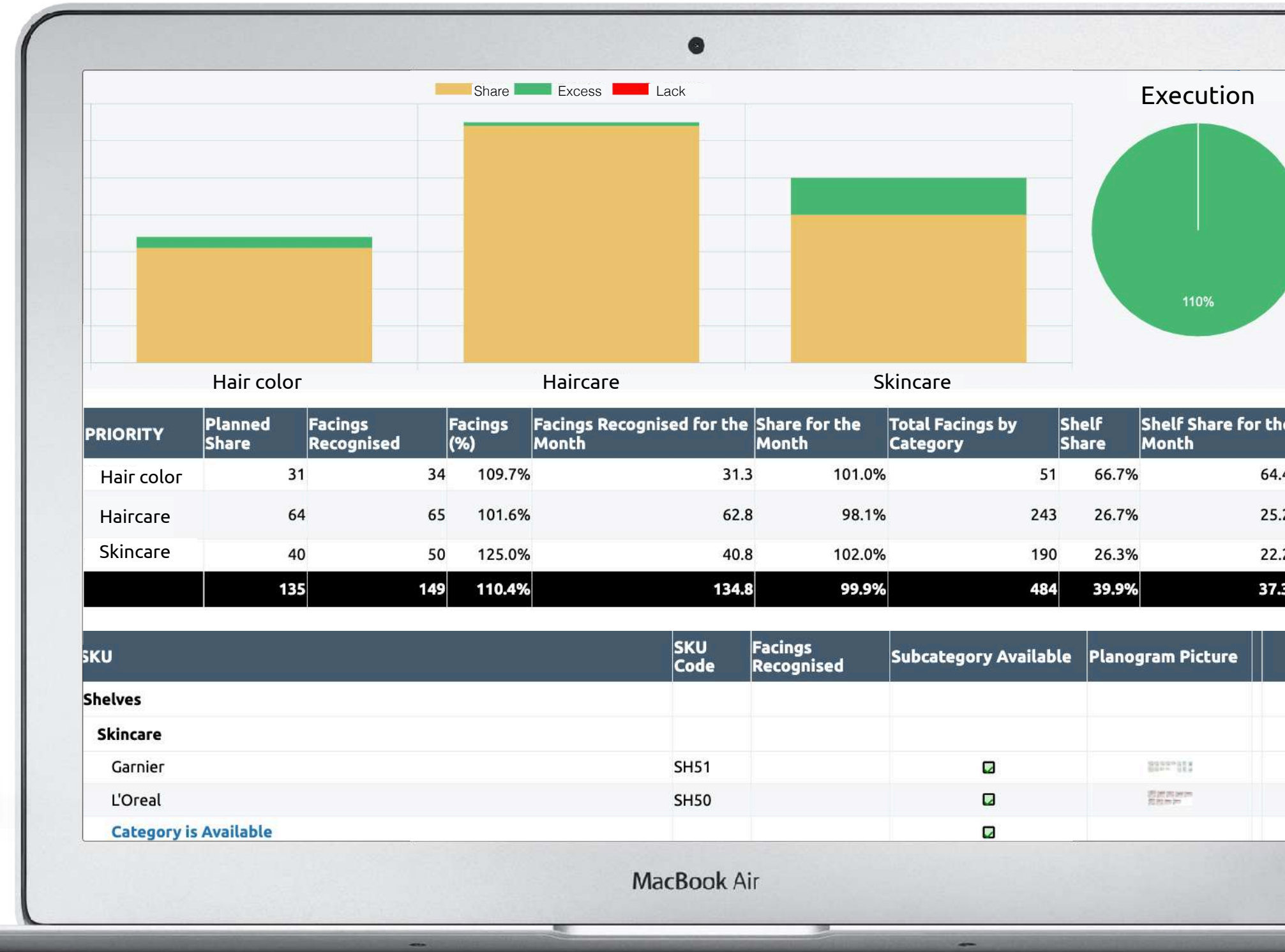- Right Execution Daily™, Perfect Store™ automated calculation

Get your recognition results online
right to your mobile device
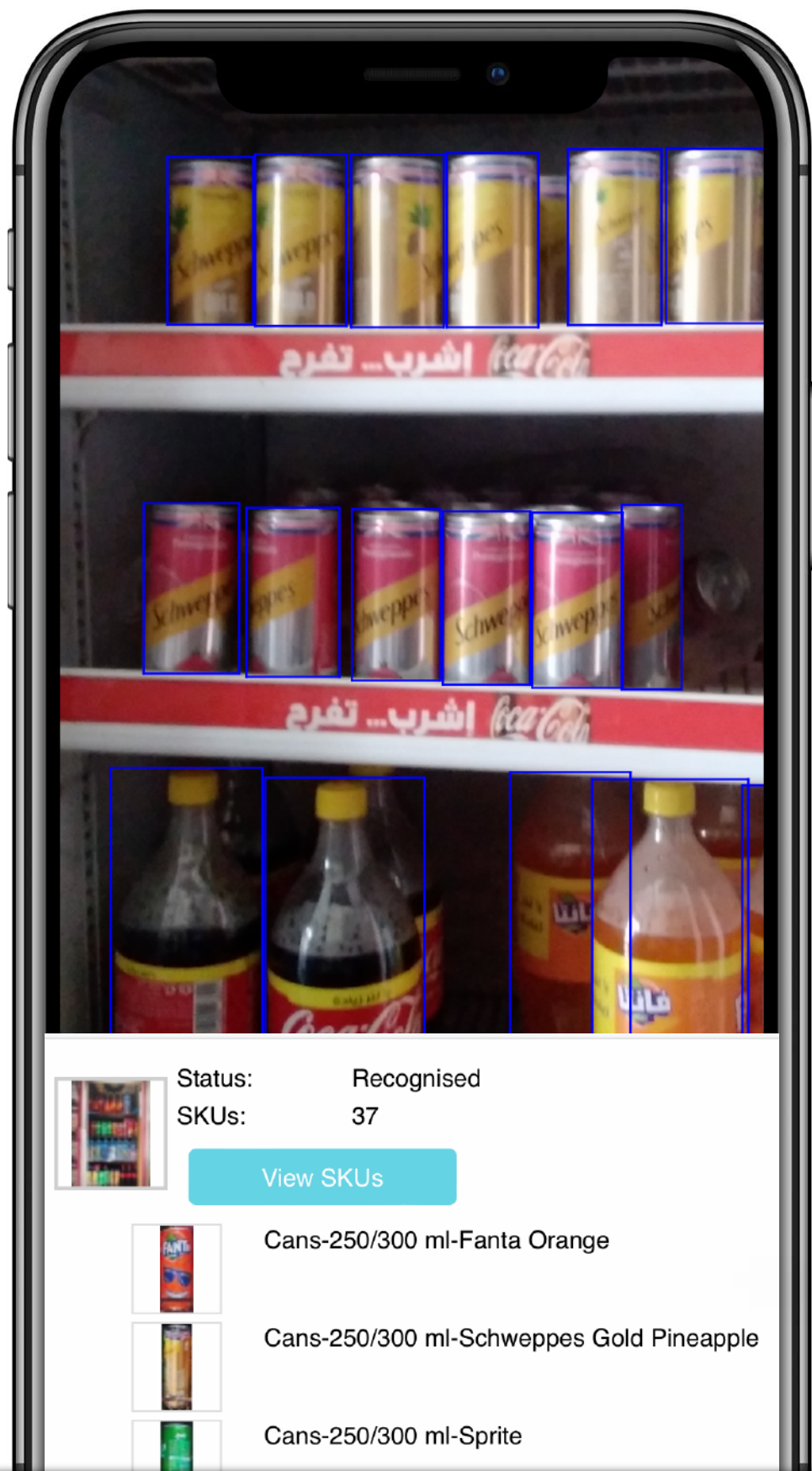
Execution and KPI calculation online,
tailored to your business needs, rules and objectives

Shelf Share and OSA Execution Calculation



**Status:** Recognised
**SKUs:** 37

View SKUs

Cans-250/300 ml-Fanta Orange

Cans-250/300 ml-Schweppes Gold Pineapple

Cans-250/300 ml-Sprite

### RED Audit

81%

**Non AF.GO.Bronze UE**

| kpi | Weight | Plan | Fact | Total | | Total/Weight |
|---|---|---|---|---|---|---|
| ˃ Availability | 50.0 | 22.0 | 8.0 | -9.7 | 17.1 | 34.3 |
| ˅ Coolers | 50.0 | 1.0 | 92.8 | 28.9 | 48.9 | 97.8 |
| ˅ Coolers: Doors | 20.0 | 1.0 | 0.9 | -1.1 | 18.9 | 94.4 |
| ˃ Cooler: Doors | 20.0 | 1.0 | 0.9 | -1.1 | 18.9 | 94.4 |
| ˅ Coolers: Quality | 30.0 | 0.0 | 91.9 | 30.0 | 30.0 | 100.0 |
| ˃ Cooler: Merch Priorty STD | 30.0 | 0.0 | 91.9 | 30.0 | 30.0 | 100.0 |
| **61** | **100.0** | **23.0** | **100.8** | **19.2** | **66.0** | **66.0** |

Execution

110%

Share   Excess   Lack

Hair color        Haircare        Skincare

| 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. |
| Haircare | 64 | 65 | 101.6% | 62.8 | 98.1% | 243 | 26.7% | 25. |
| Skincare | 40 | 50 | 125.0% | 40.8 | 102.0% | 190 | 26.3% | 22. |
| | **135** | **149** | **110.4%** | **134.8** | **99.9%** | **484** | **39.9%** | **37.** |

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

MacBook Air

# Widely used by

Coca-Cola

BRITISH AMERICAN TOBACCO

L'ORÉAL®

SPLAT

JTi

РУСАГРО
группа компаний

# Image Recognition: Mobile

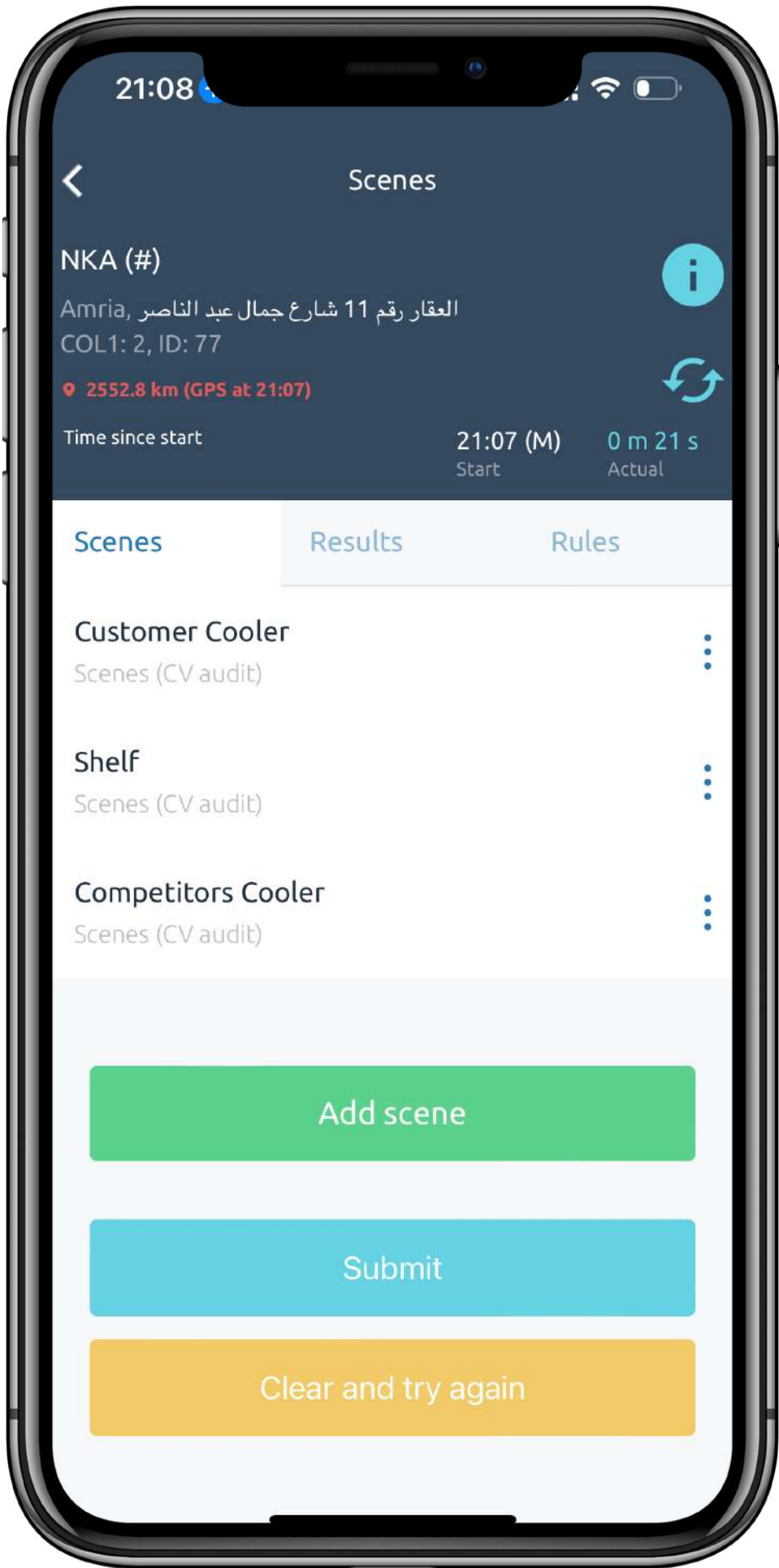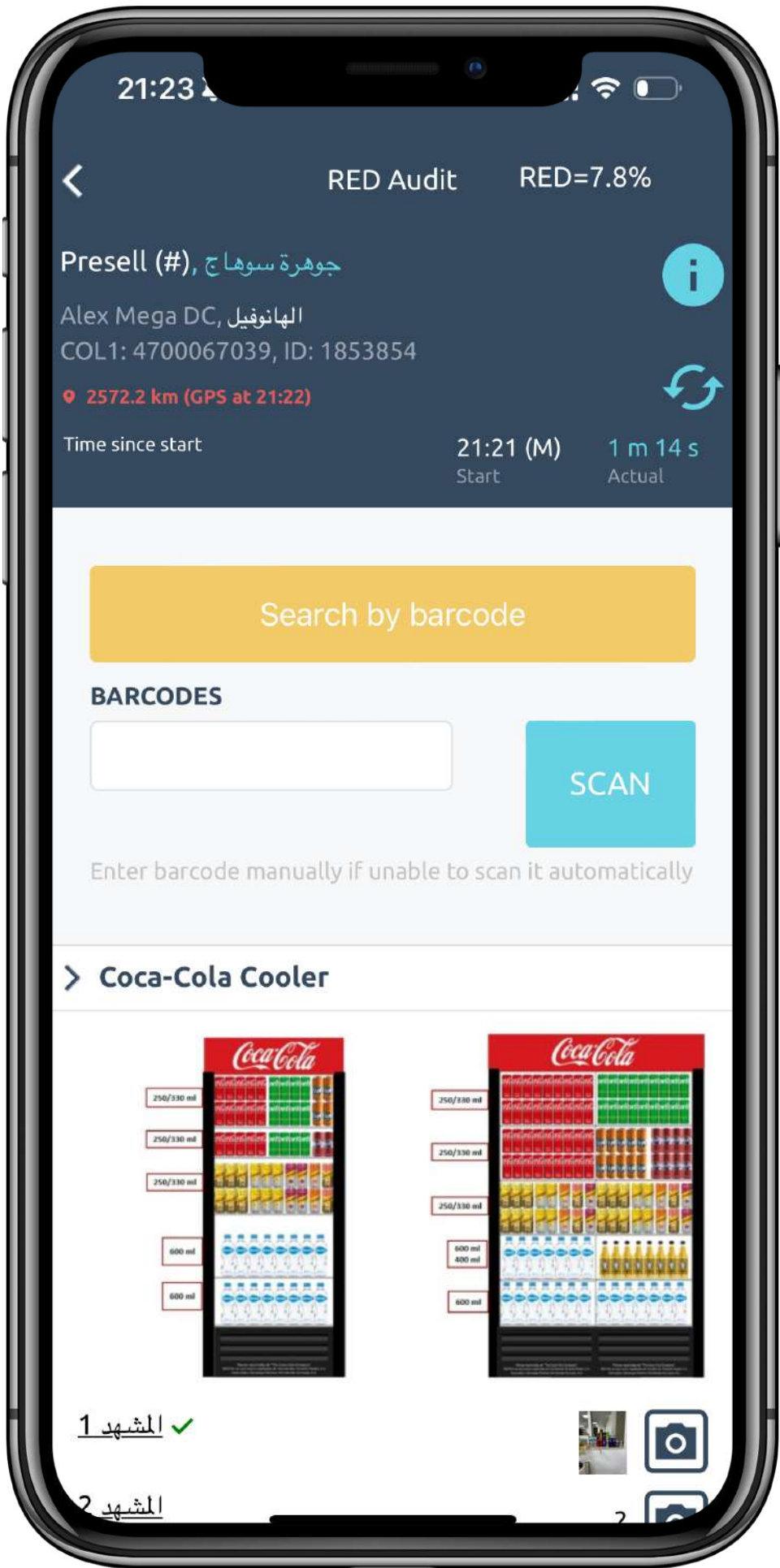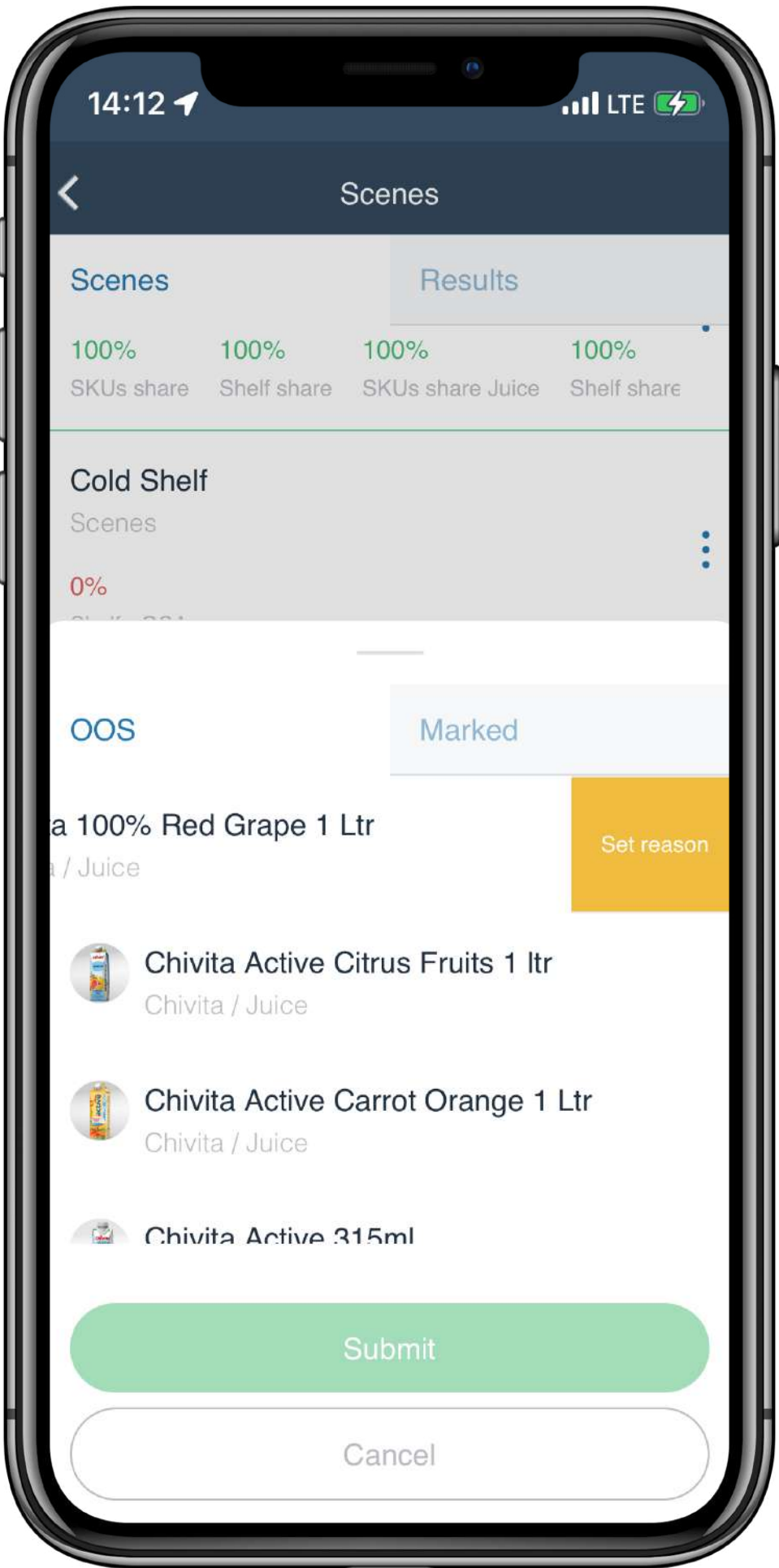Configurable per-store (or per chain/ channel) list of scenes to shoot

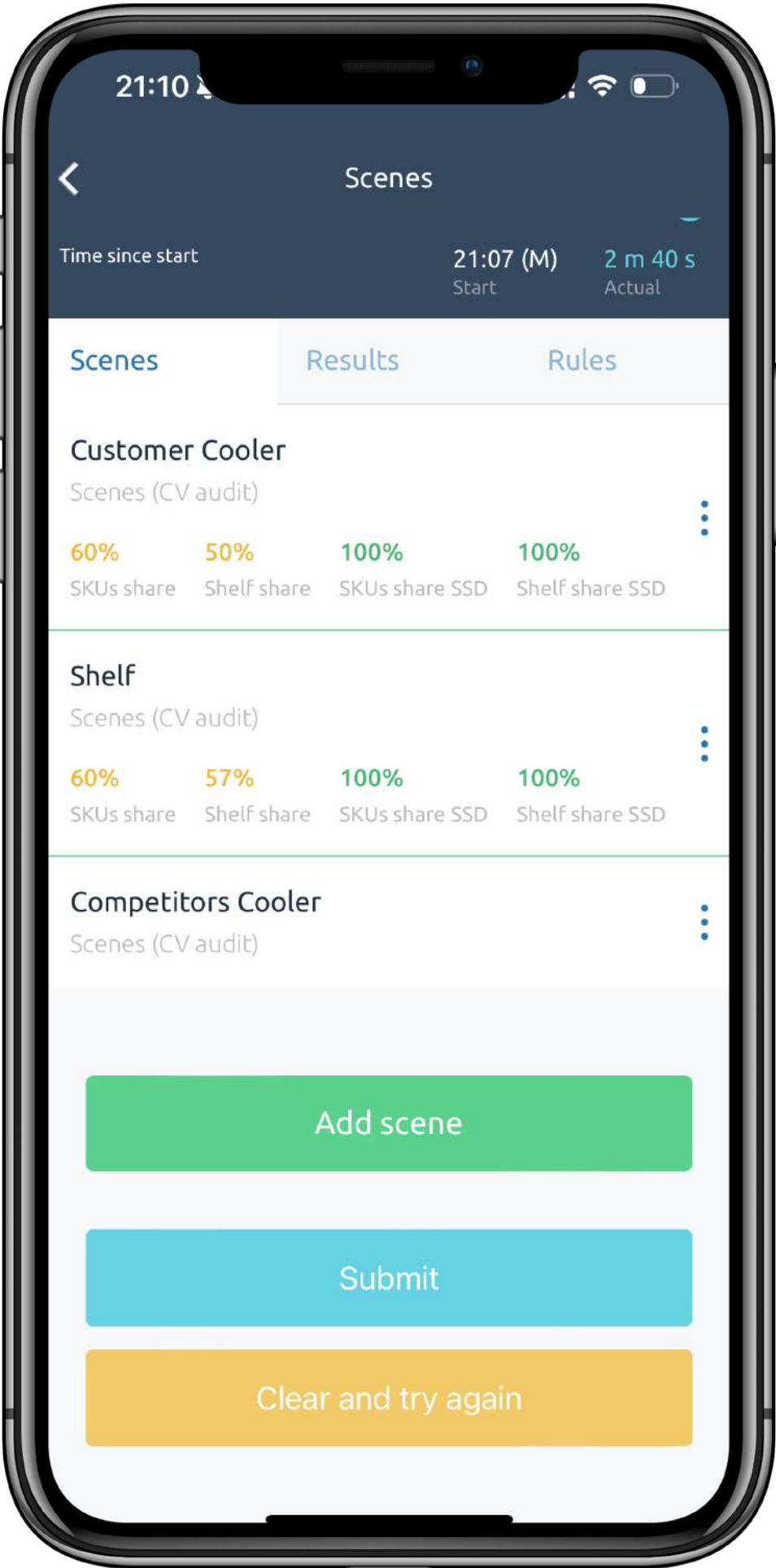Image recognition details in mobile application

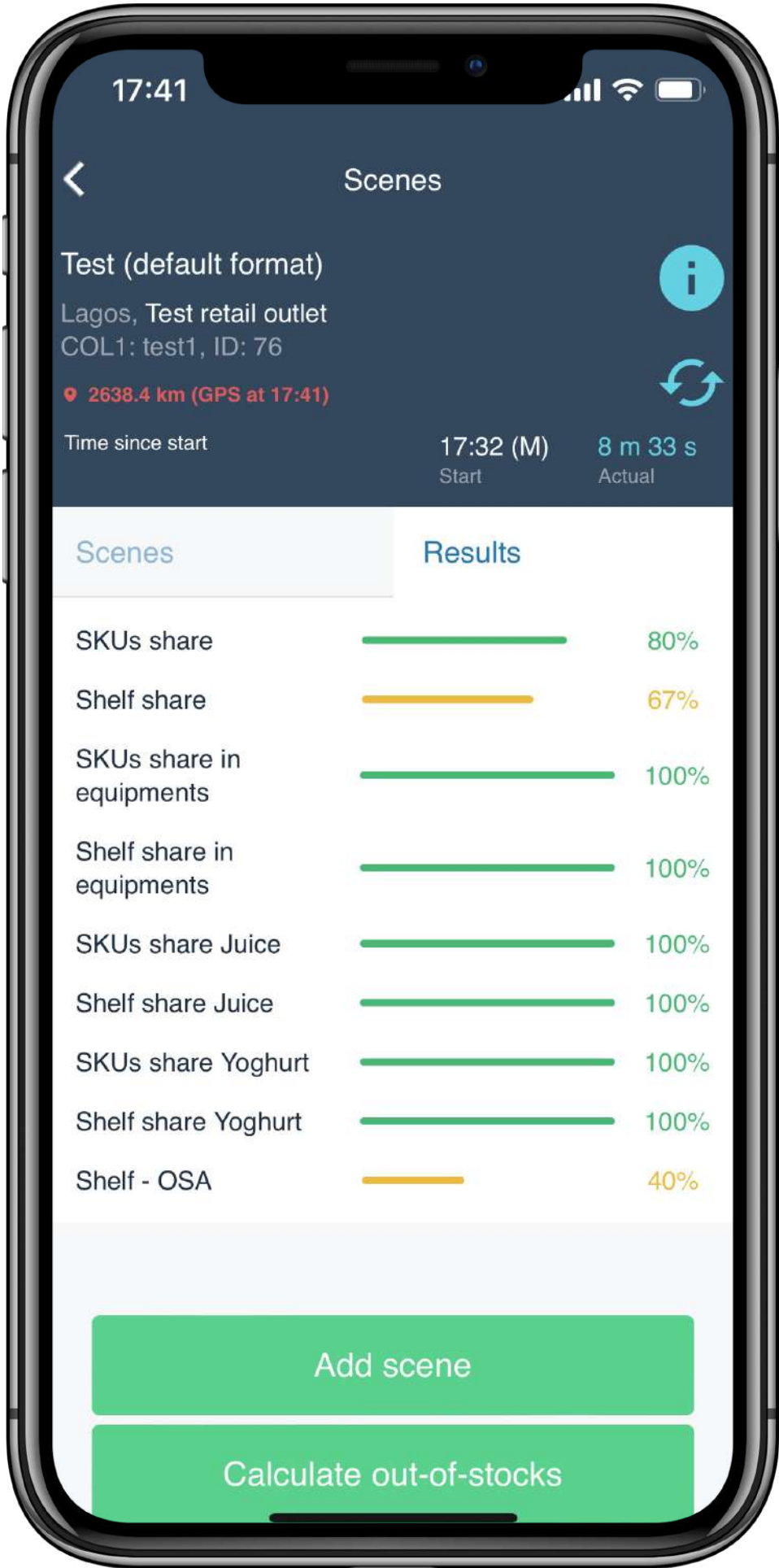Configurable design and reporting sequence due to business requirements

Choose out-of-stock reasons
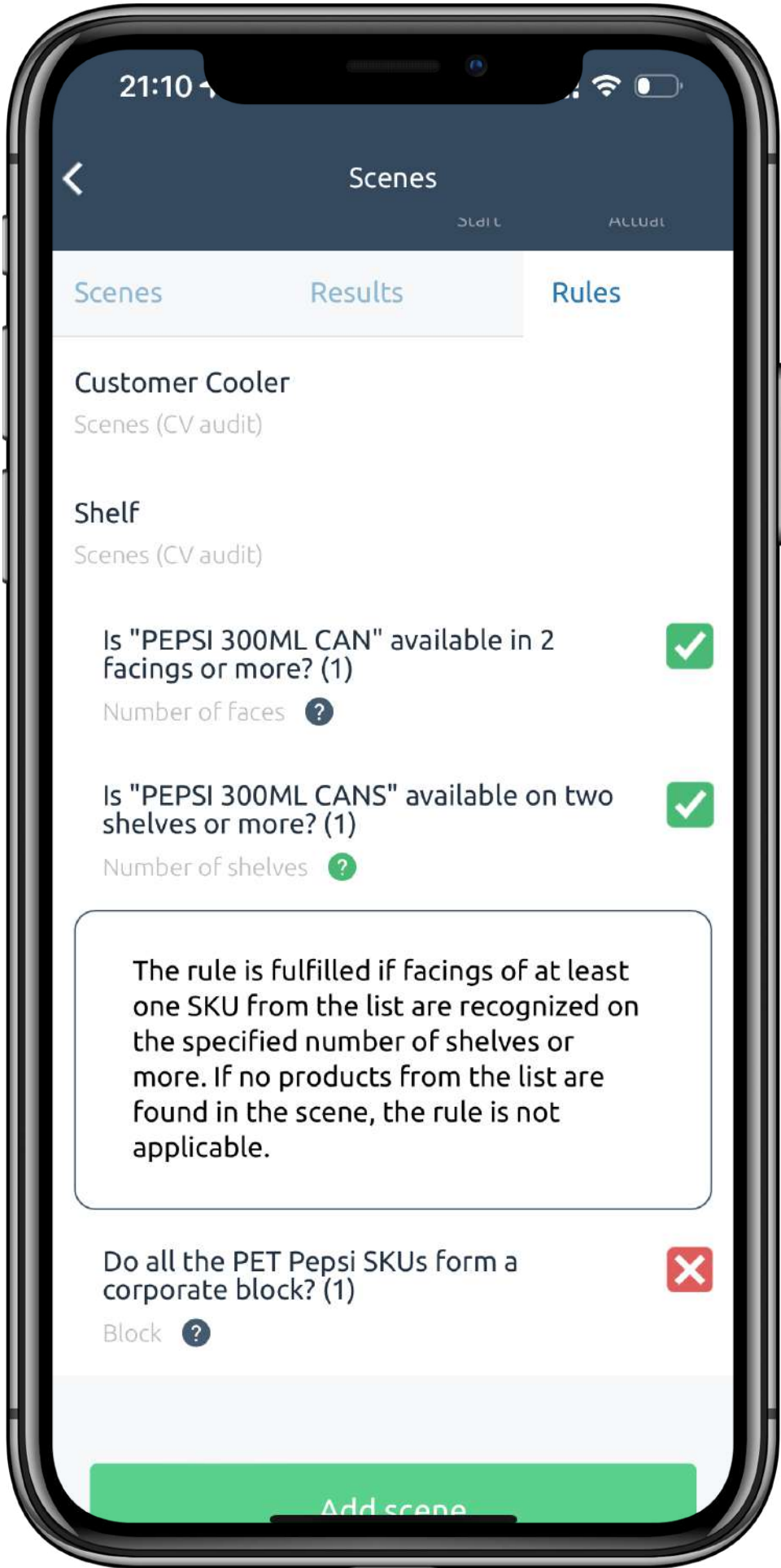
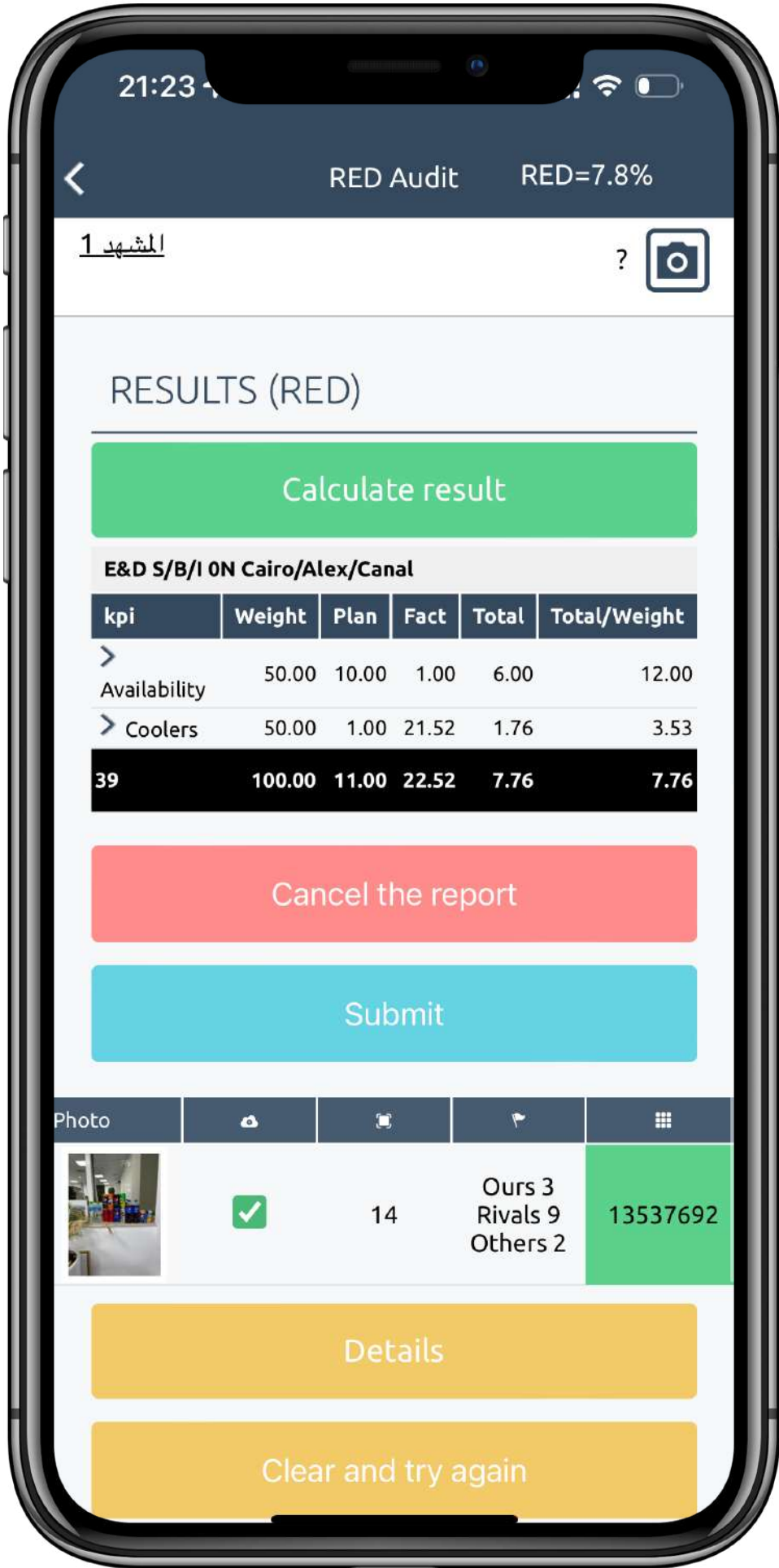# Image Recognition: Mobile

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

Generic store status information

Merchandising rules execution (planogram compliance)
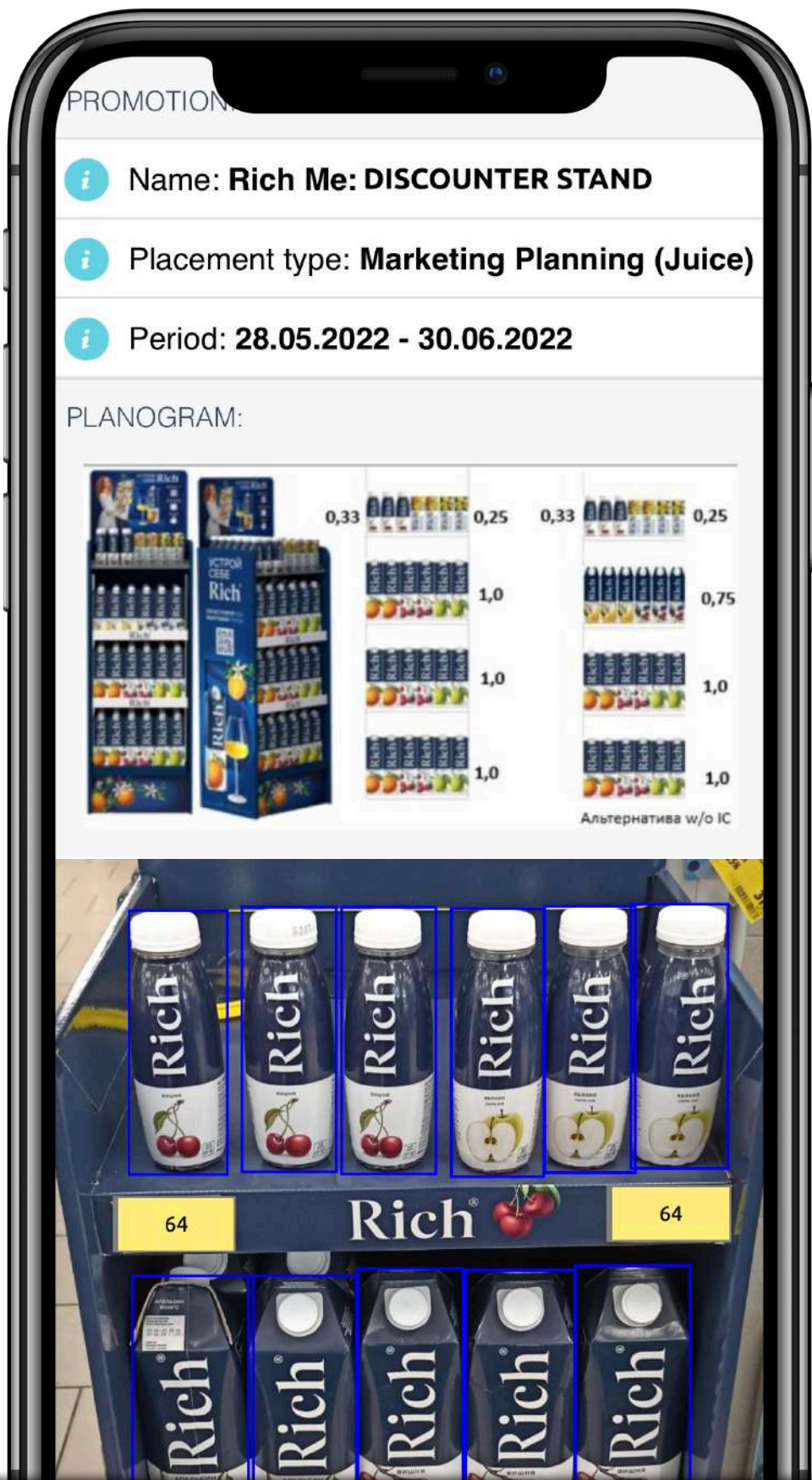
Detailed RED calculation

EasyMerch
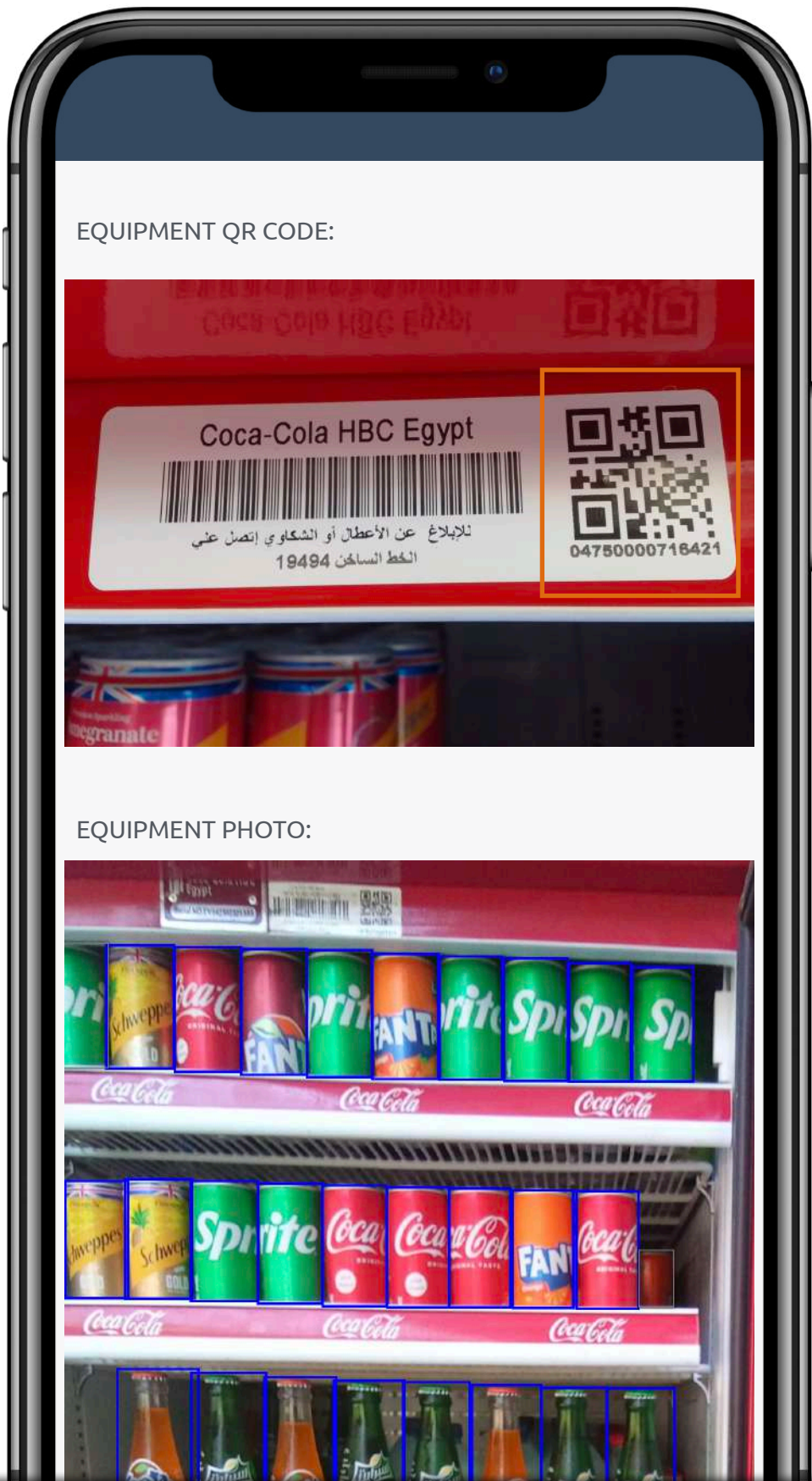


excellence cool creme 5.11 (1 face)
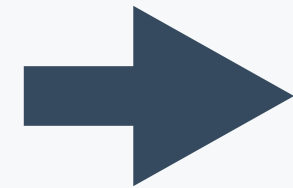
**EasyMerch**

## Merchandising Rules

| Merch rule type | Question |
|---|---|
| Golden shelf ❓ | All revitalift franchise is placed on eye or hand level |
| Number of shelves ❓ | |
| 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 |

> 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.

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 | ✅ |

# SFA: What data is collected
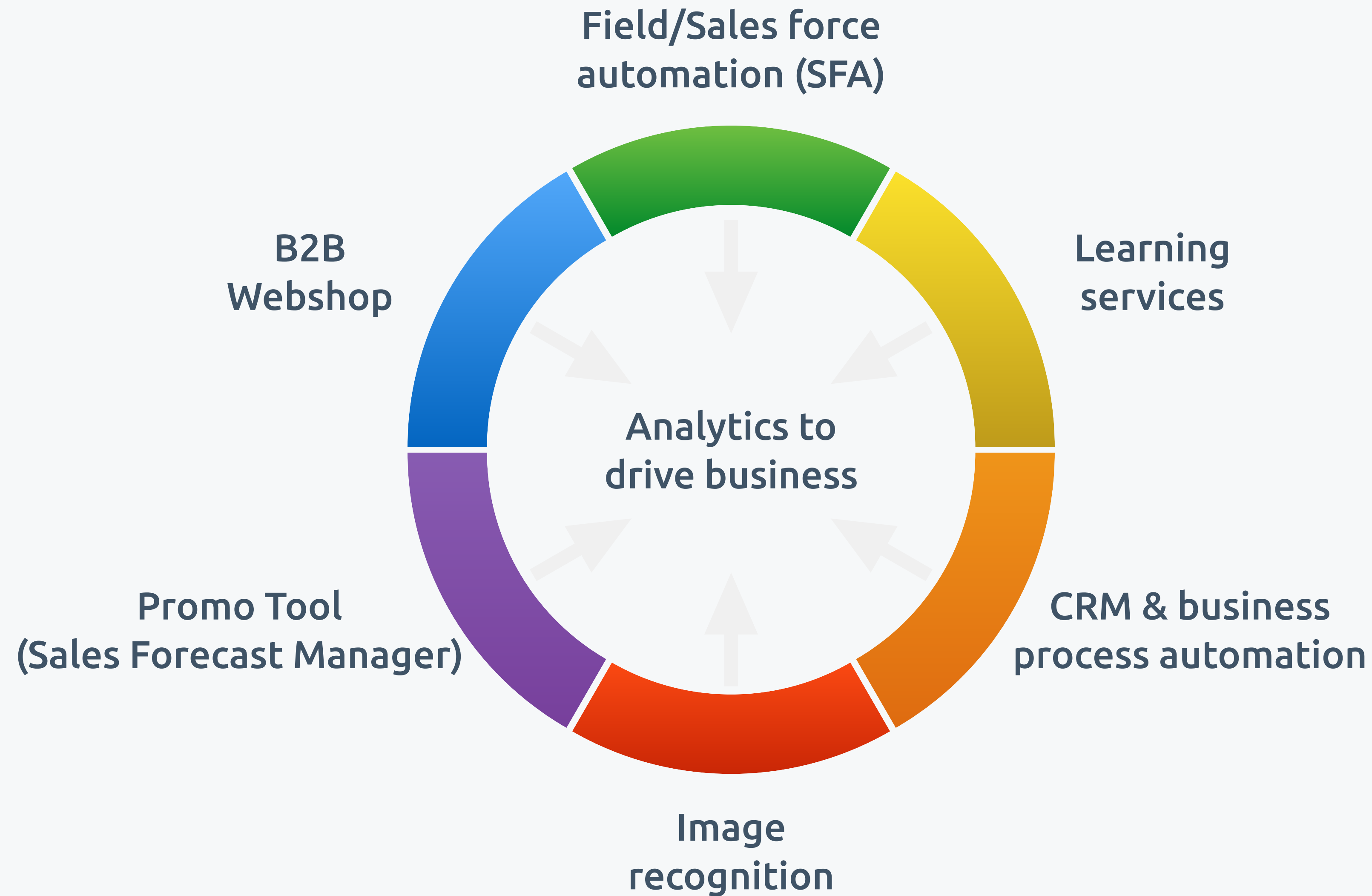
## System information

- 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

Easy Merch

**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**

During Q1 2023 we did a series of interviews with our existing clients to understand what they think about 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

**EasyMerch**

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.**

# Full list of EasyMerch modules

**EasyMerch**

### 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**

• 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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