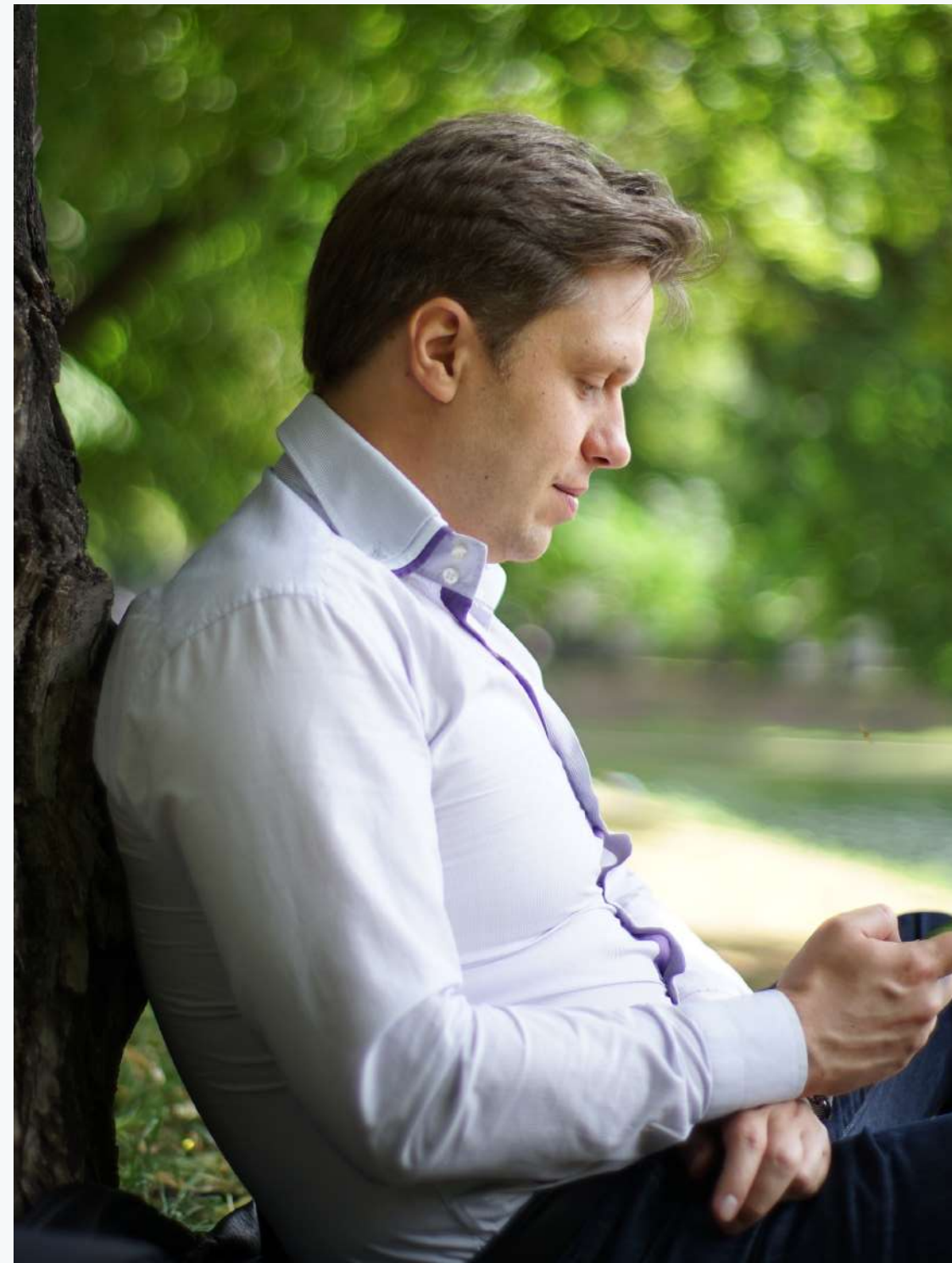


EasyMerch

Sales force (field teams) automation system

About the Company



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

More than **9** years of experience in the FMCG market and more than **100** active client companies in different regions, 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

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.

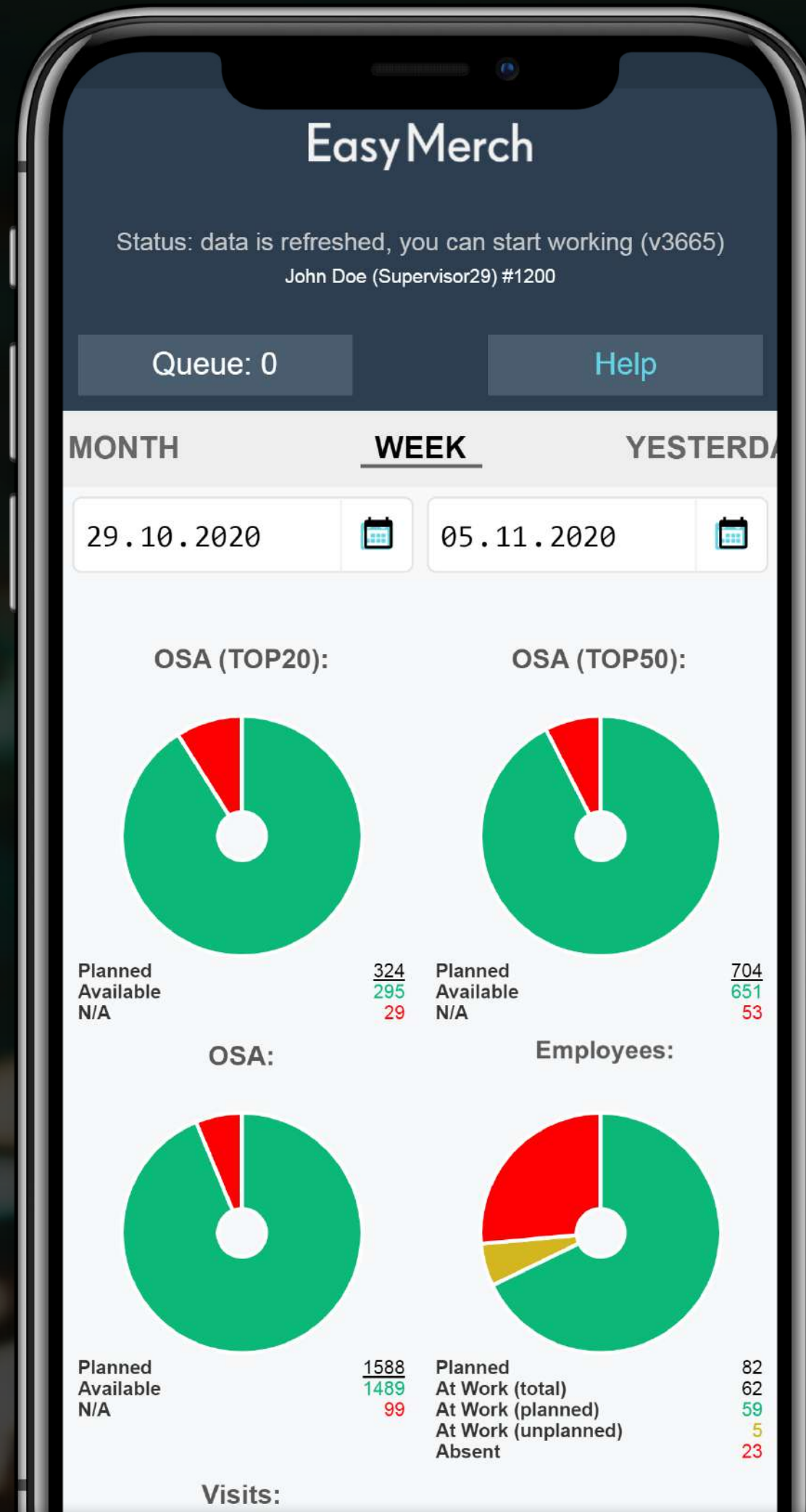
List of main tasks: Managing employees who repair cell towers. Setting tasks, checklists, control of scheduled and unscheduled repairs. Collection of analytics and reporting materials for customers (cell tower owner - Beeline, MTS, Megafon).



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)



Empowering brands:



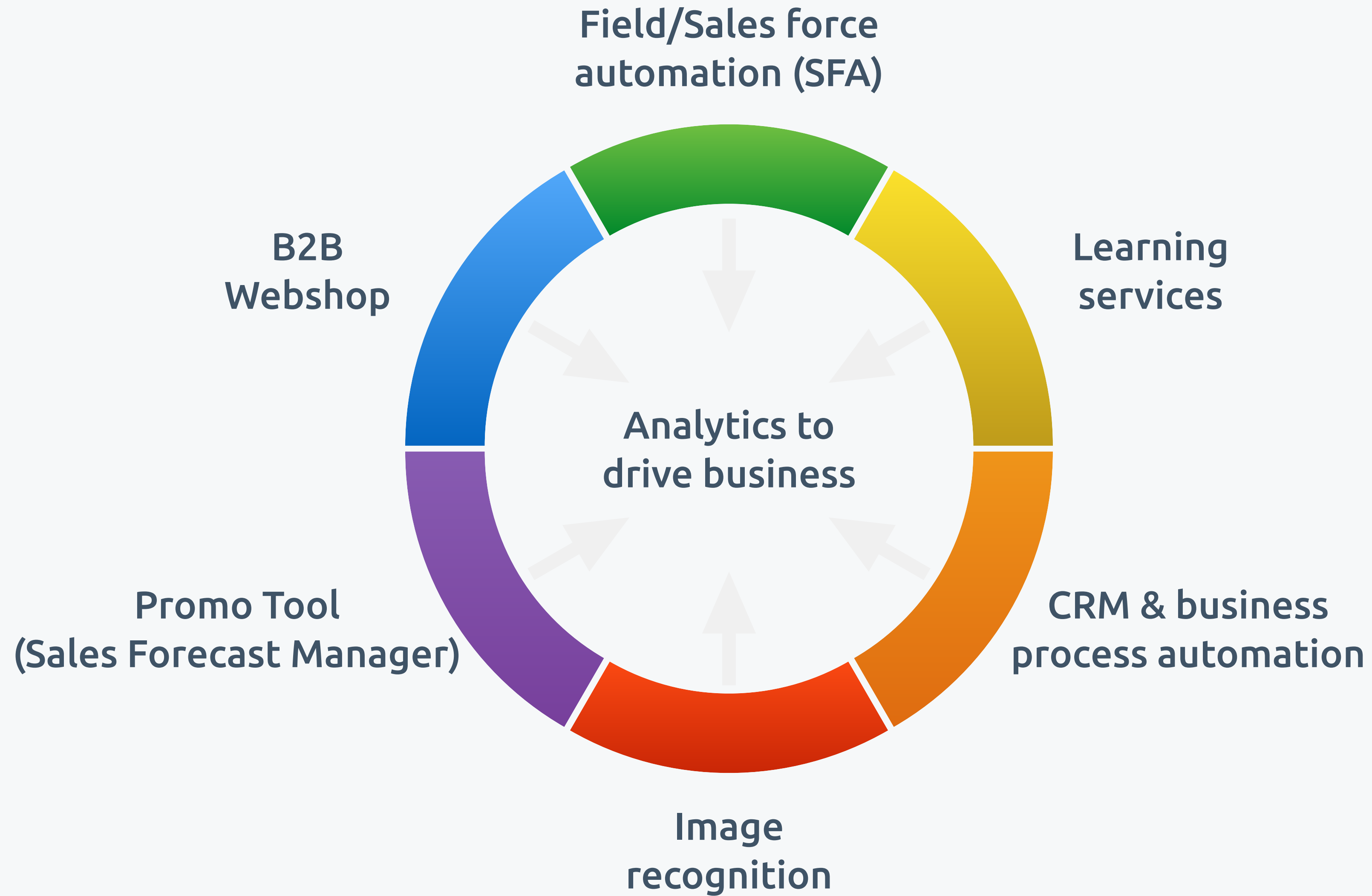
During Q1 2023 we did a series of interviews with our existing clients to understand what they think about us and what are our strengths according to them:

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

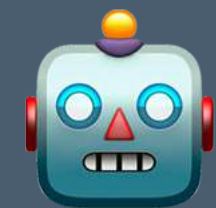


Helping Businesses Grow



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

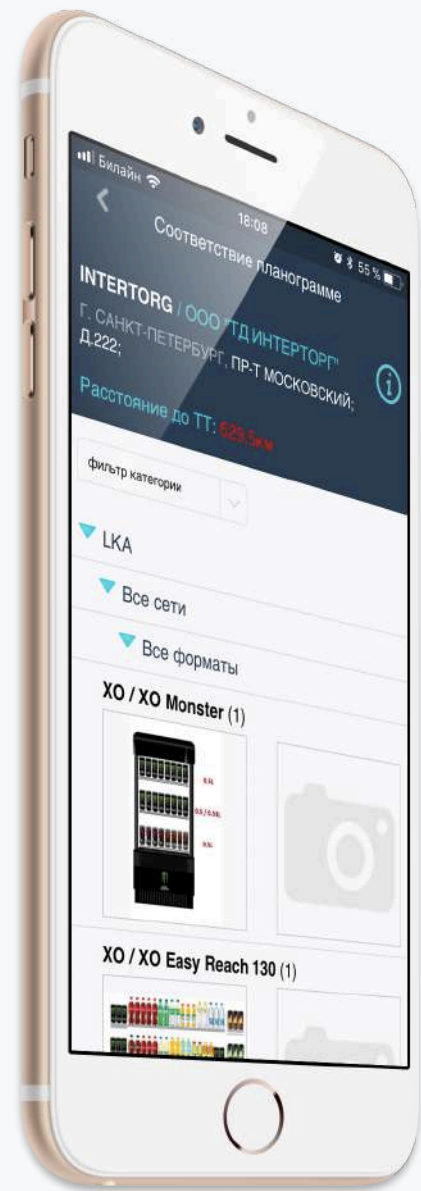
Targeted delivery of alert reports, rapid response to Out-Of-Stock, KPI misses and Promotion failures



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

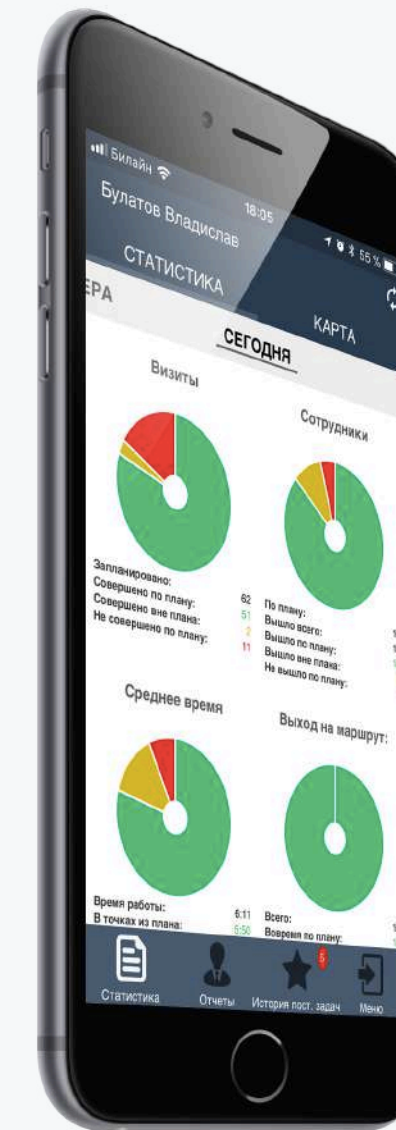
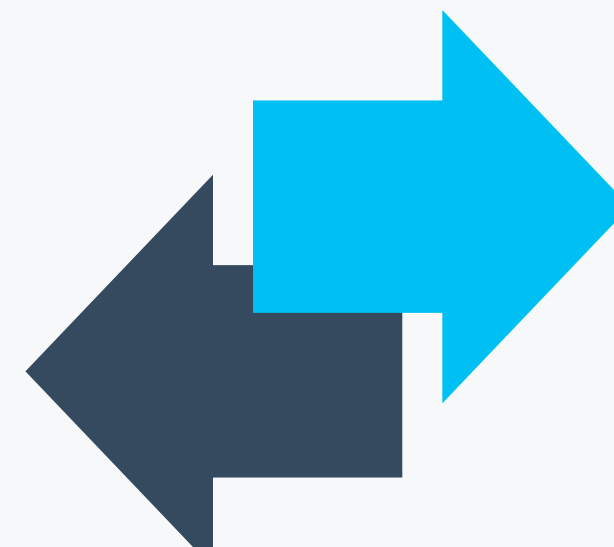
Our extensive experience with TOP-companies of the market

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

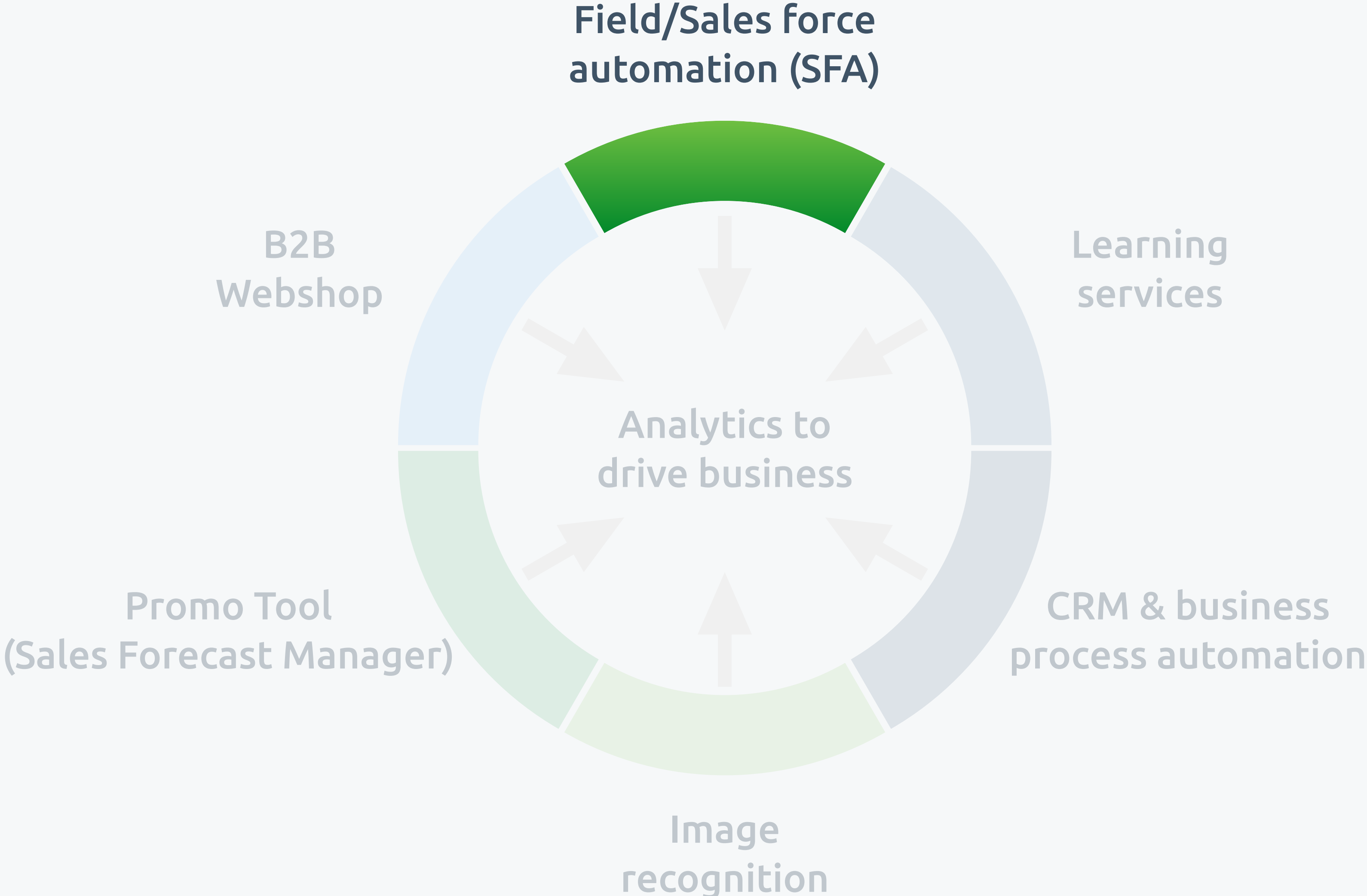


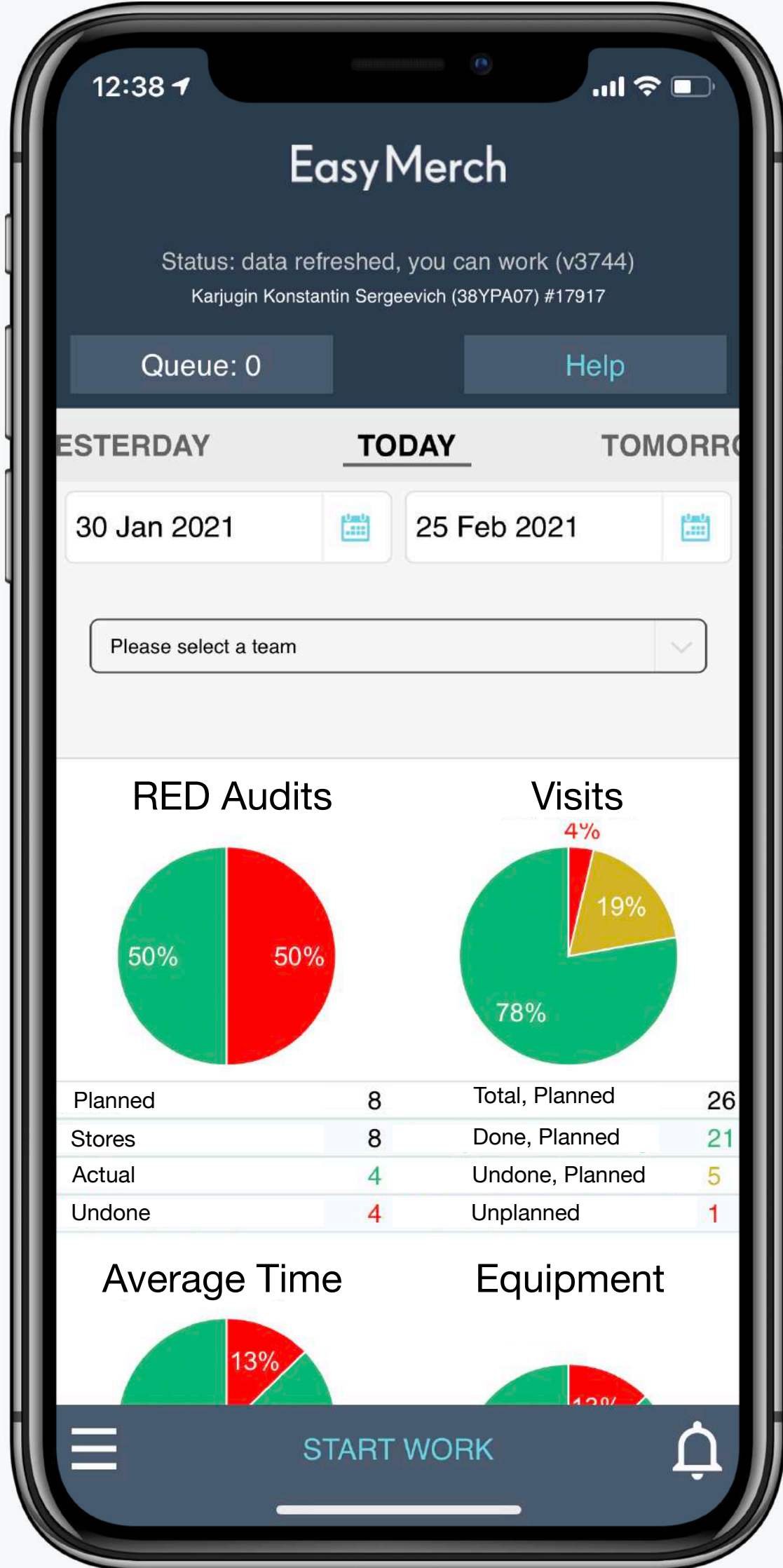
Web Portal for Managing Staff

- 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:





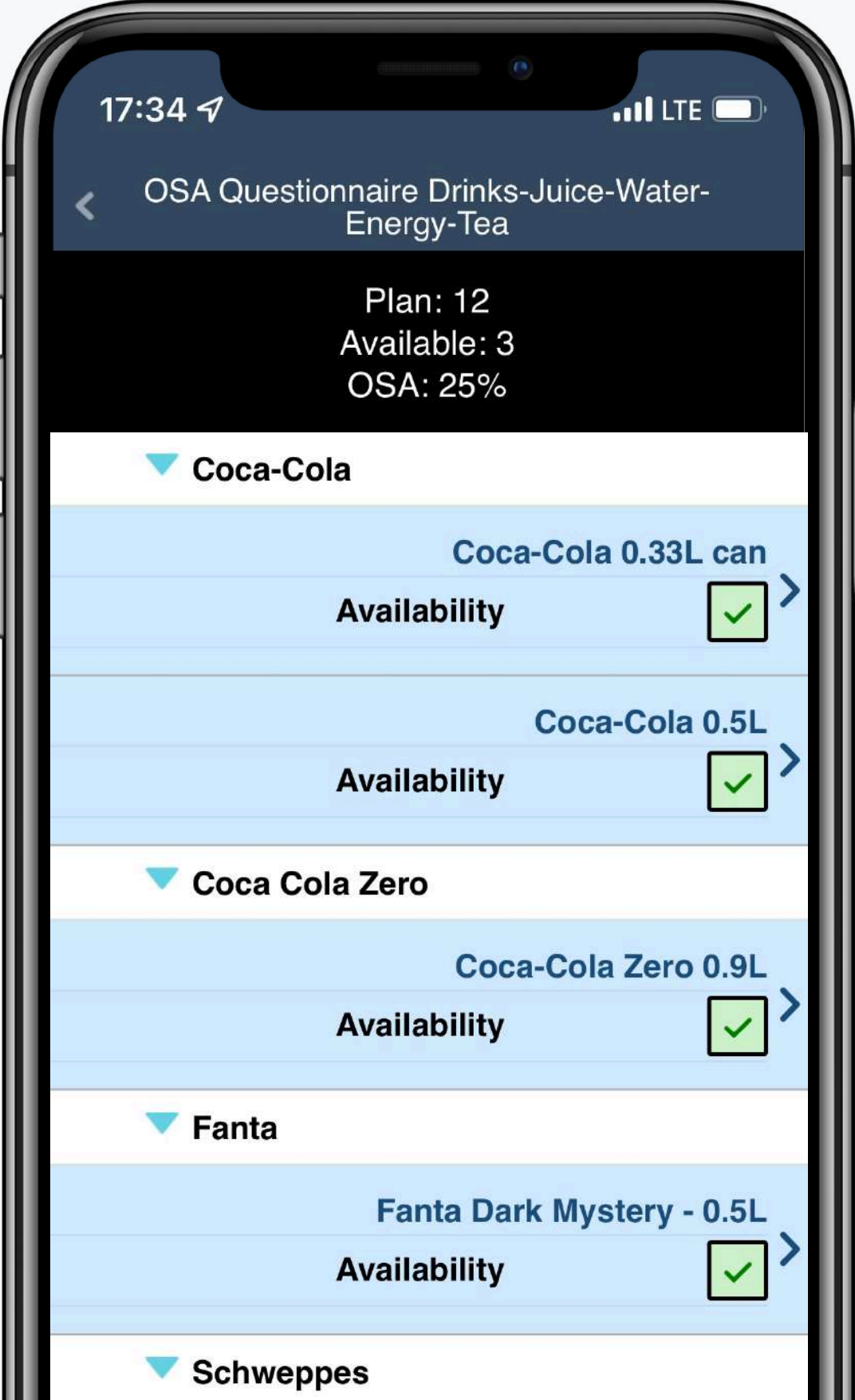
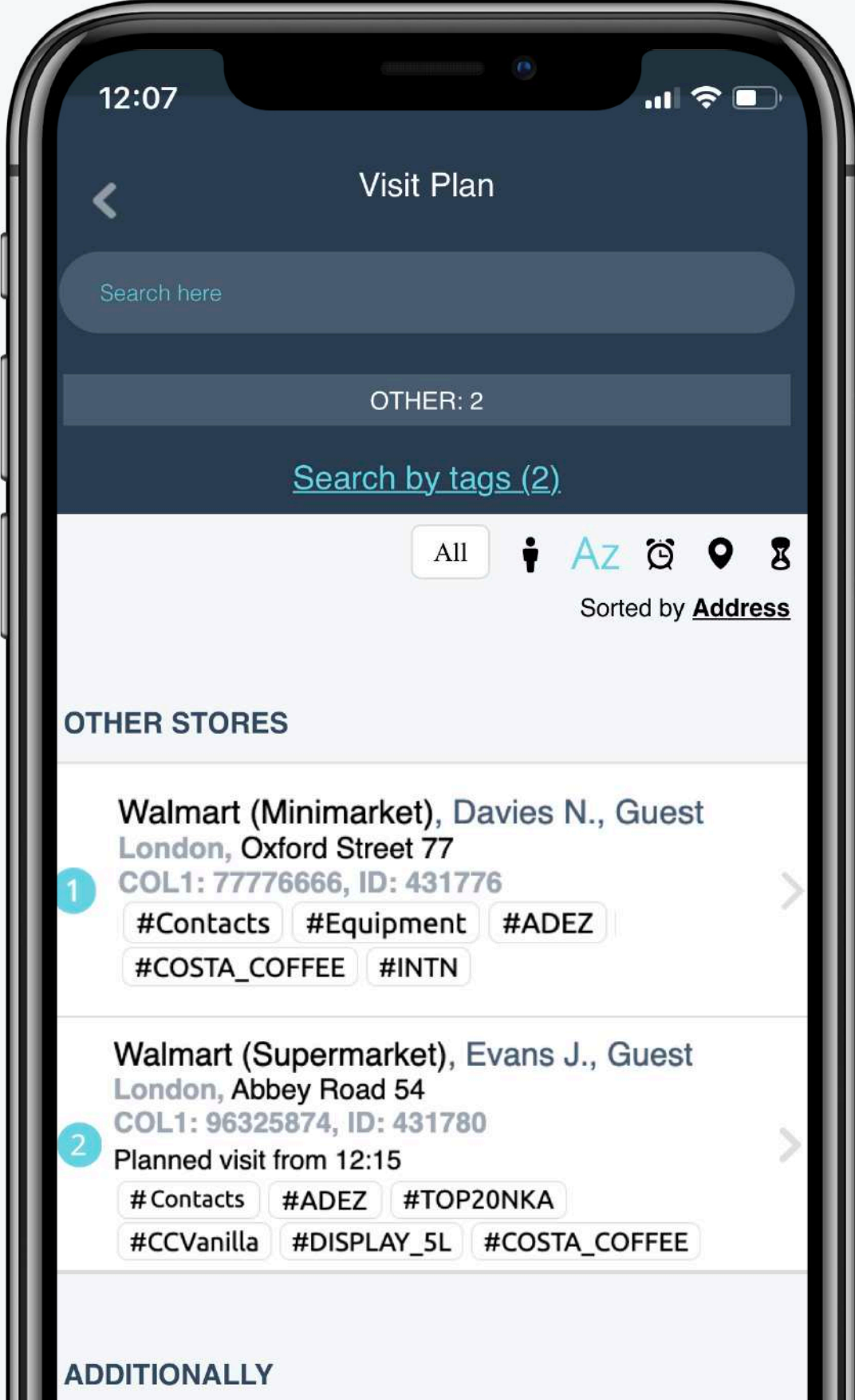


Open the app and tap START WORK from the home screen

Select a store from the list

Choose reports from available to fill in, submit results

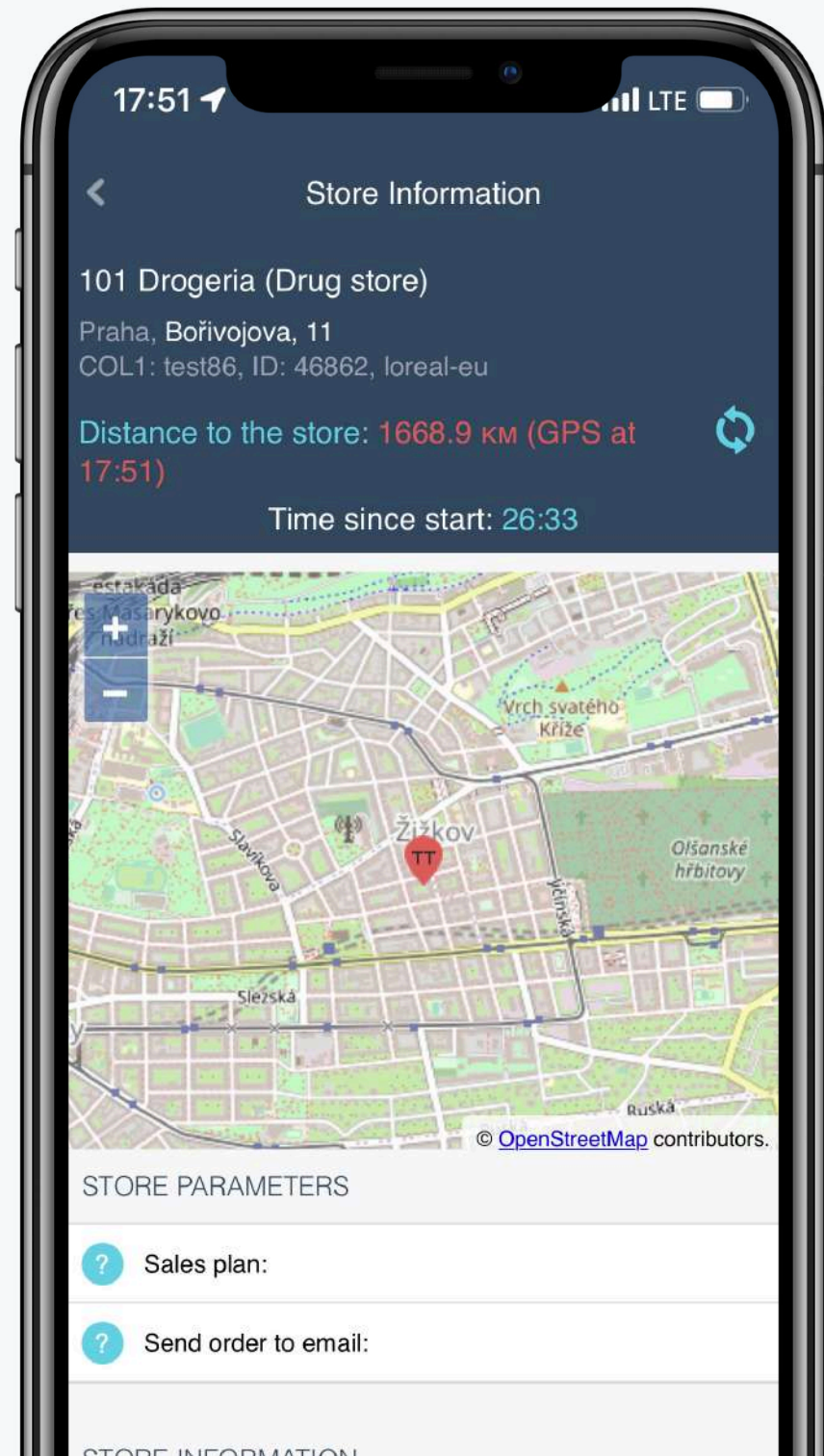
View previous reports and analytics



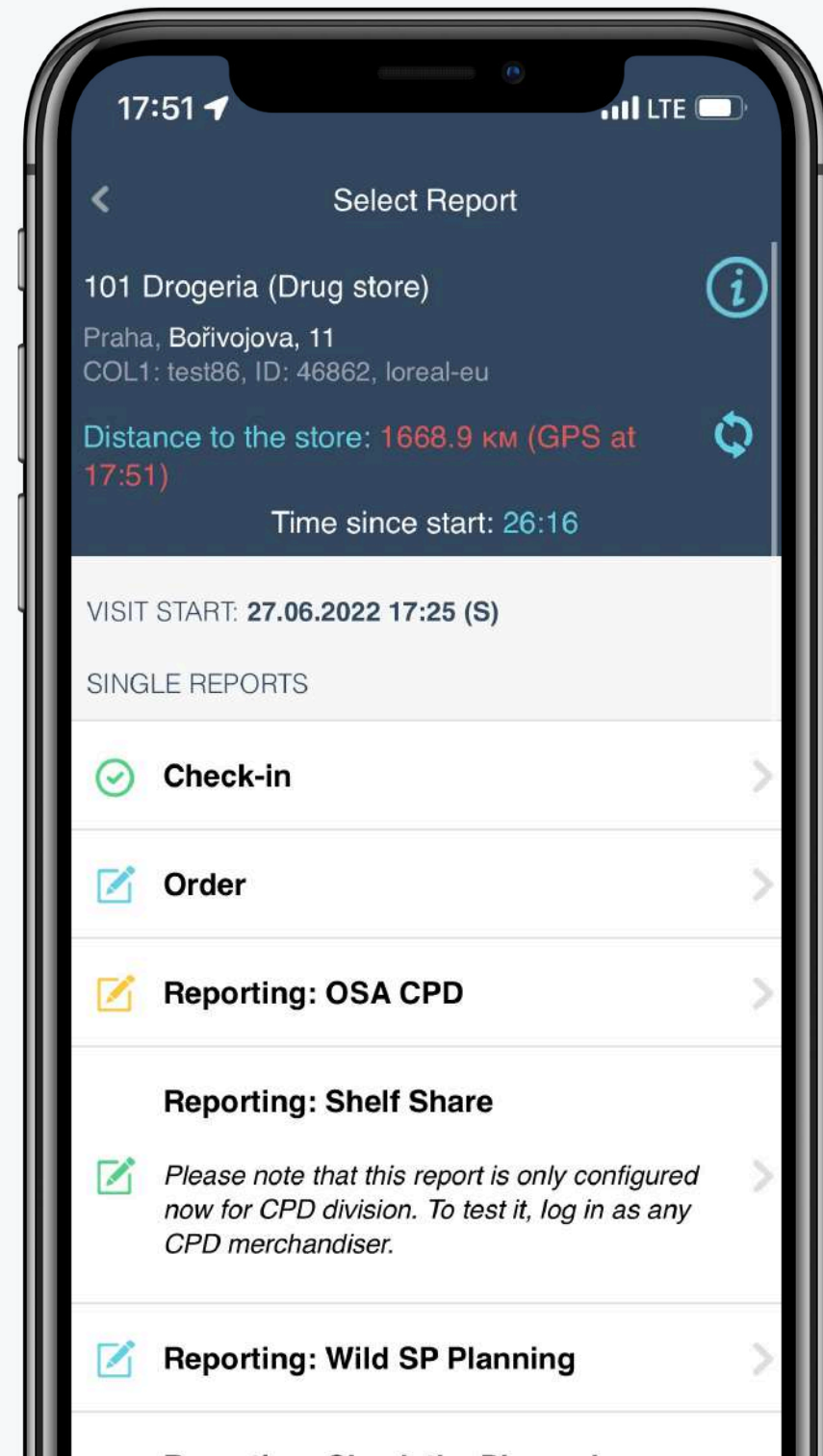
SFA

- 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

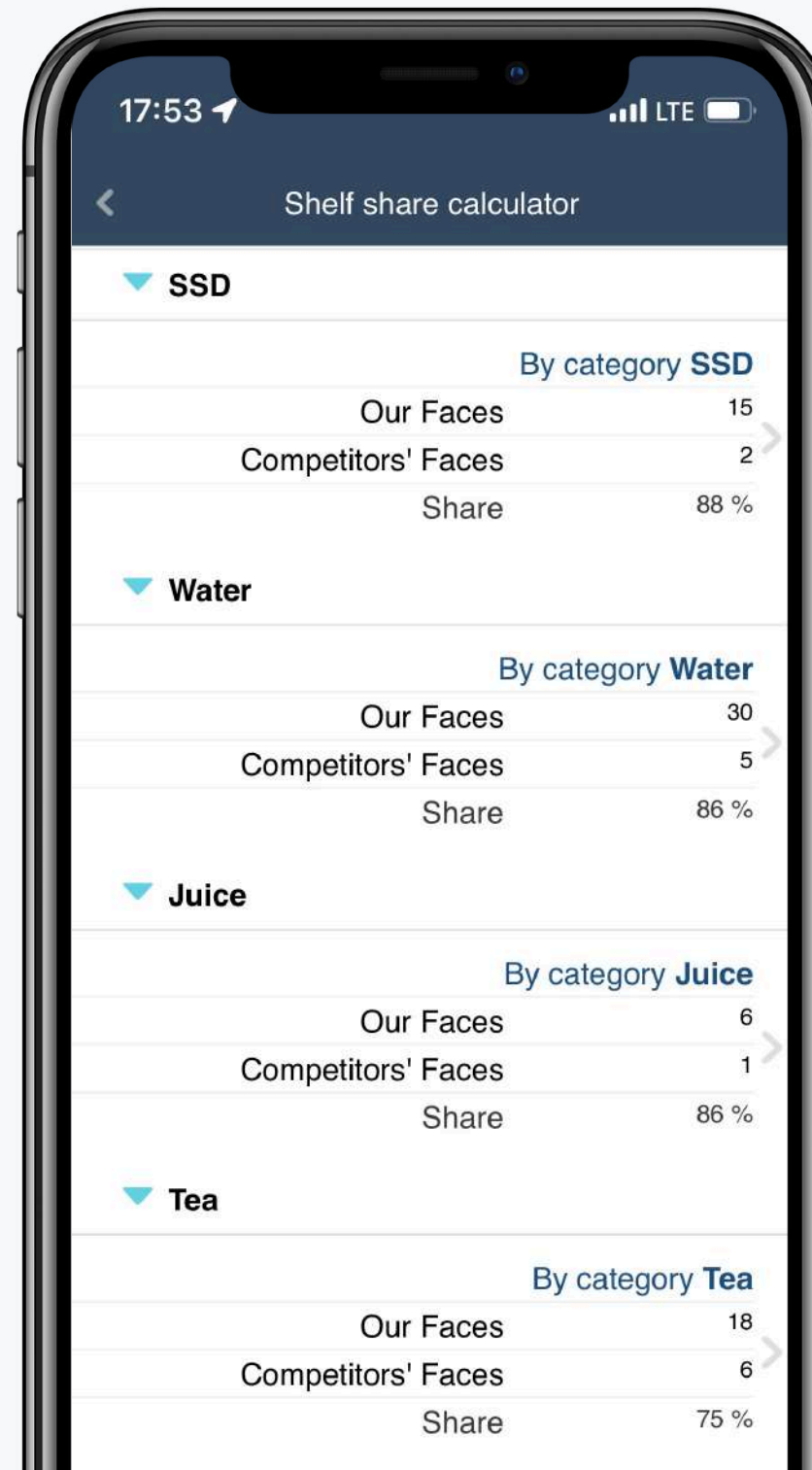
Information about stores



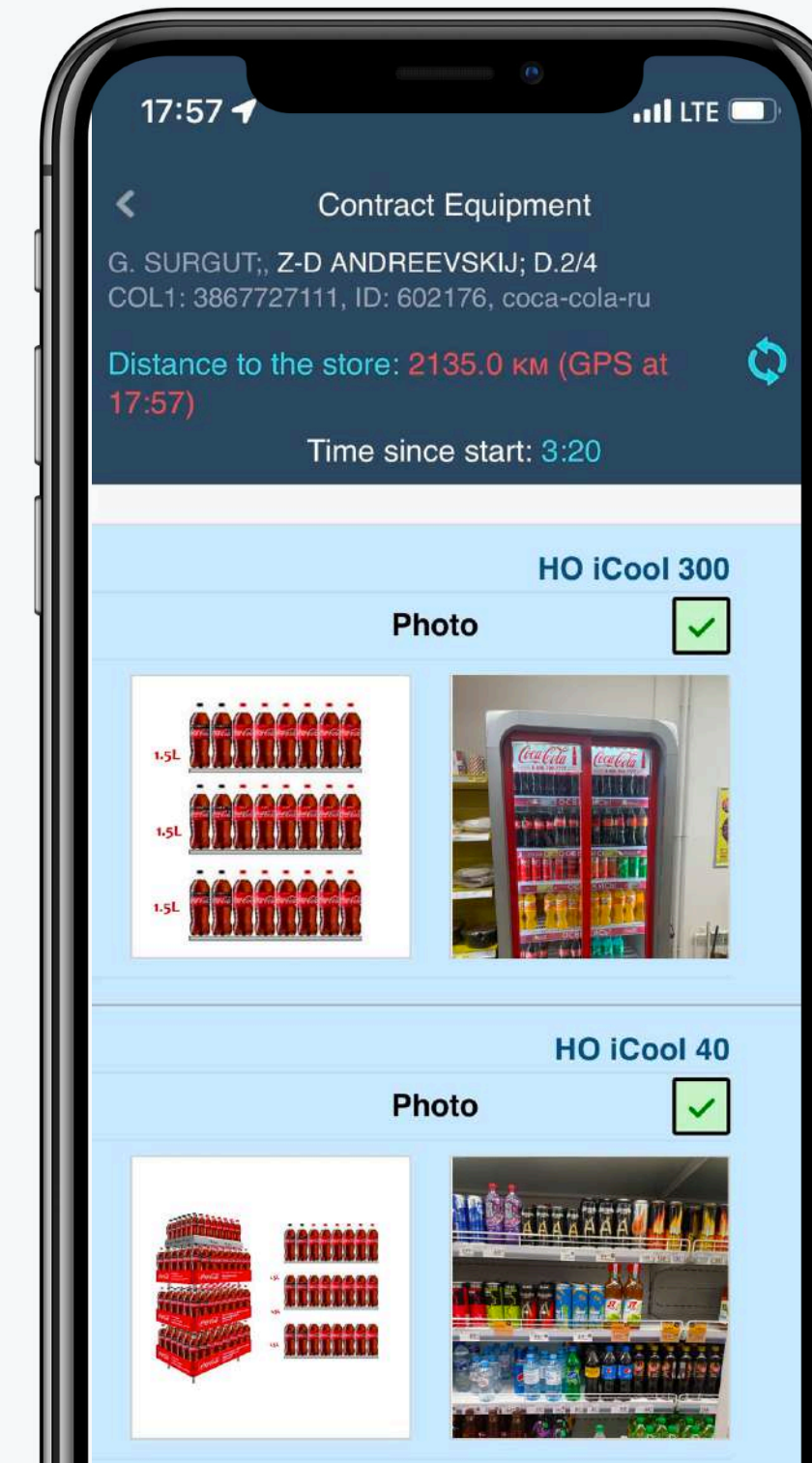
A list of reports which meets exactly your needs



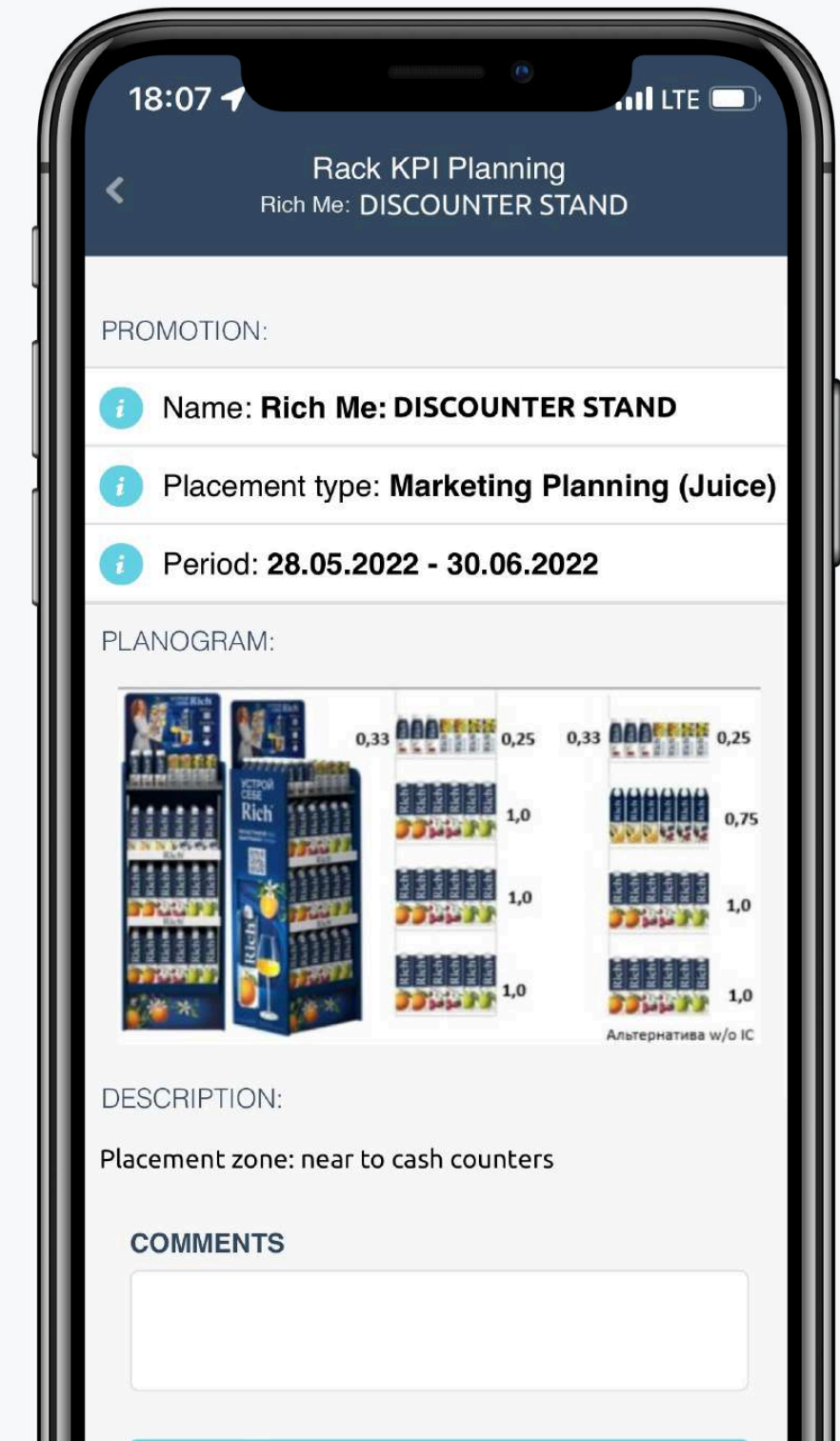
Planned VS Actual values calculation



Contract equipment attached to retail chains or stores



Planning promotion activity



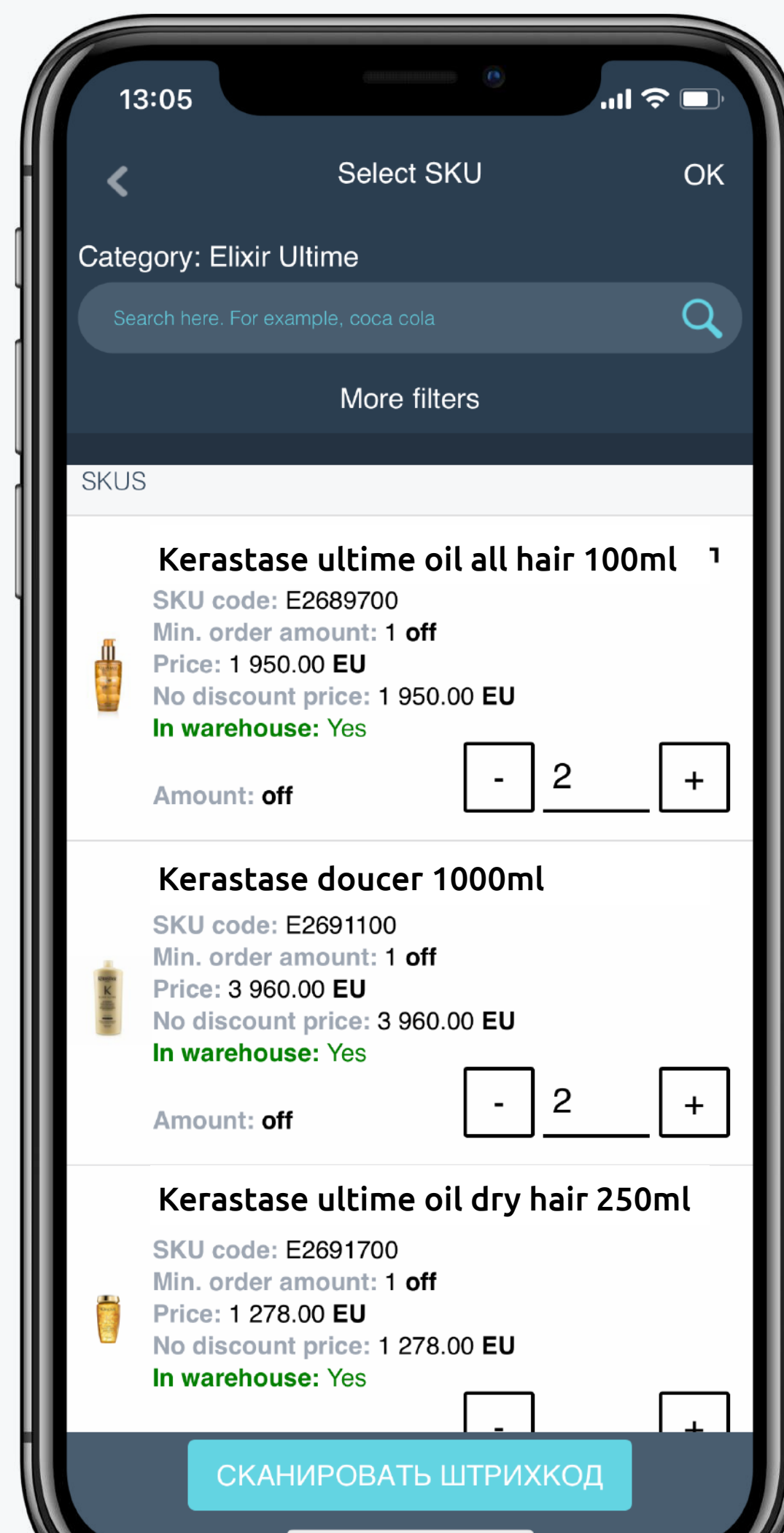
With EasyMerch you can create various promotional conditions for product orders.

- 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 get as a bonus(es) if all the conditions are fulfilled (for example, «get the third one for free»)

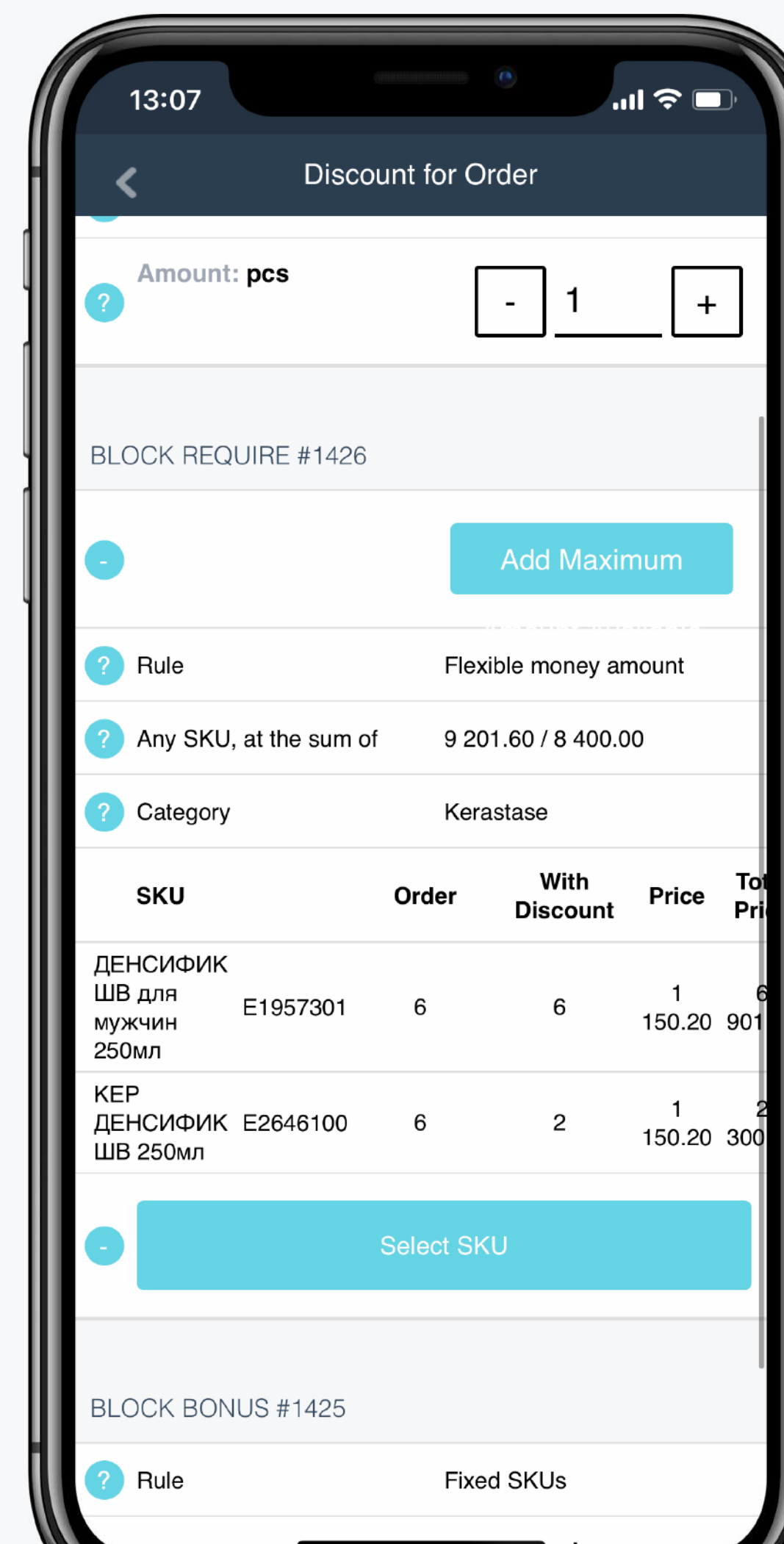
Requirements can be:

- 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.

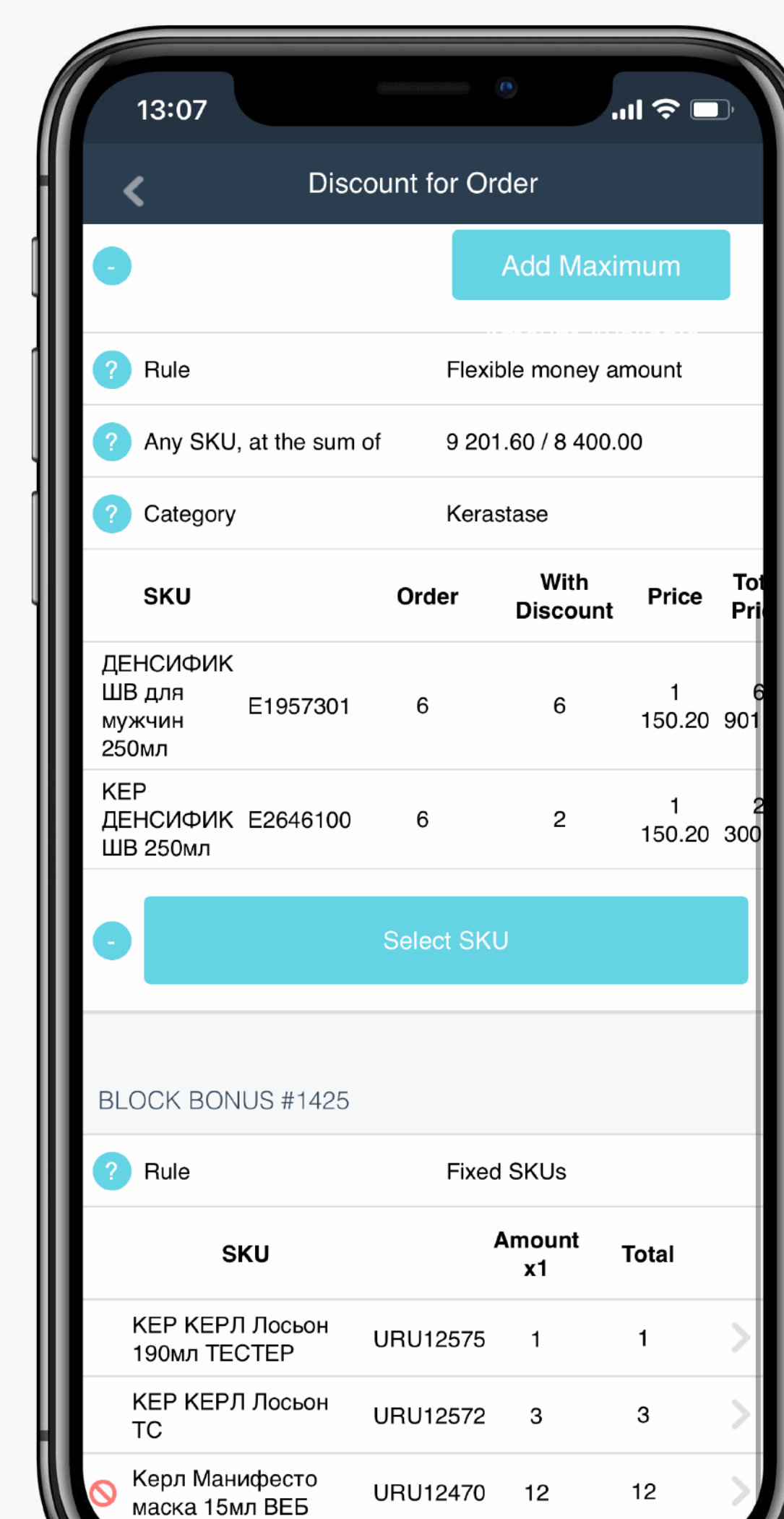
Order taking
(includes warehouse info)



Require blocks
(must be fulfilled)



Bonus blocks
(what client gets)



System information

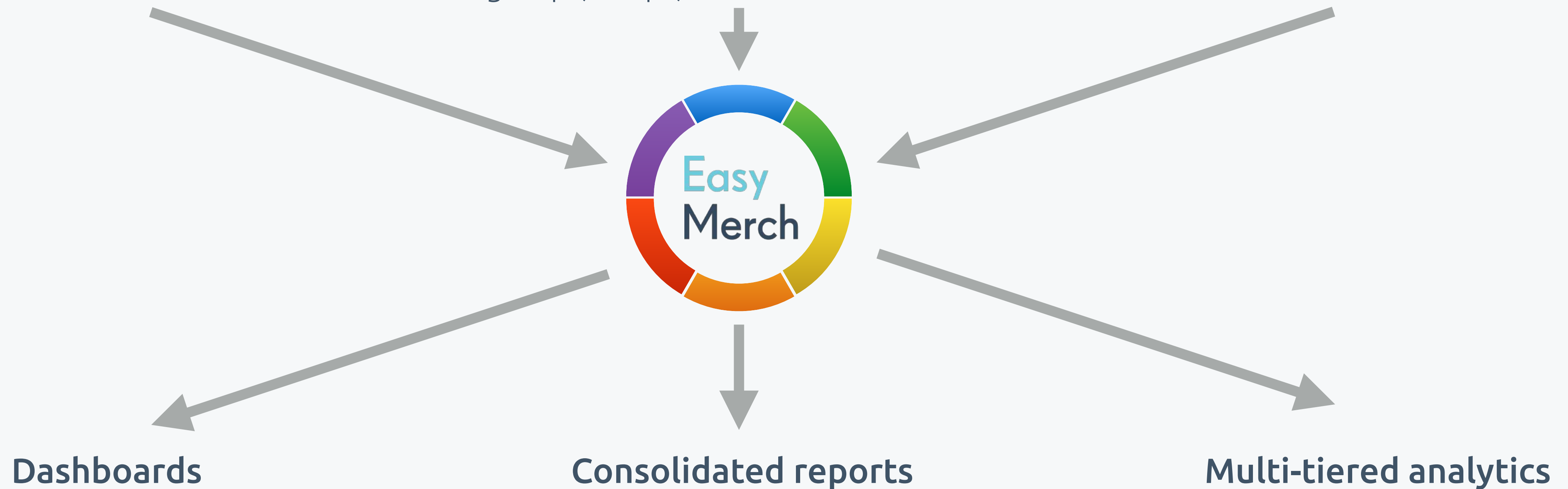
- Geolocation
- Battery charge
- Device information
- Hacking and fraud attempts

Generic reporting

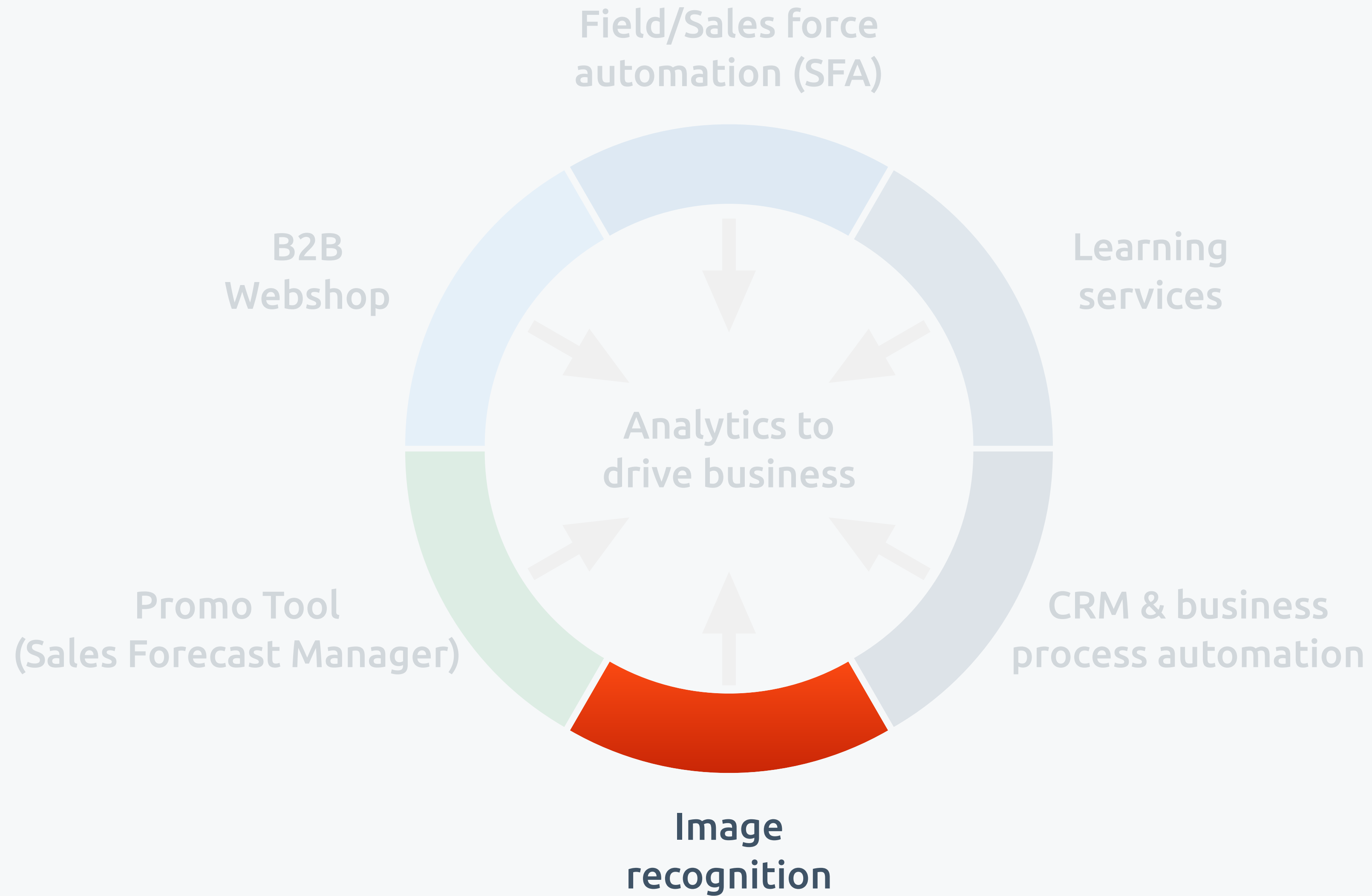
- Reports can have any number of fields of various datatypes (*text, selection, numeric, image, audio, etc*)
- Reports can be assigned by users, groups, shops, retail networks

Advanced reporting

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

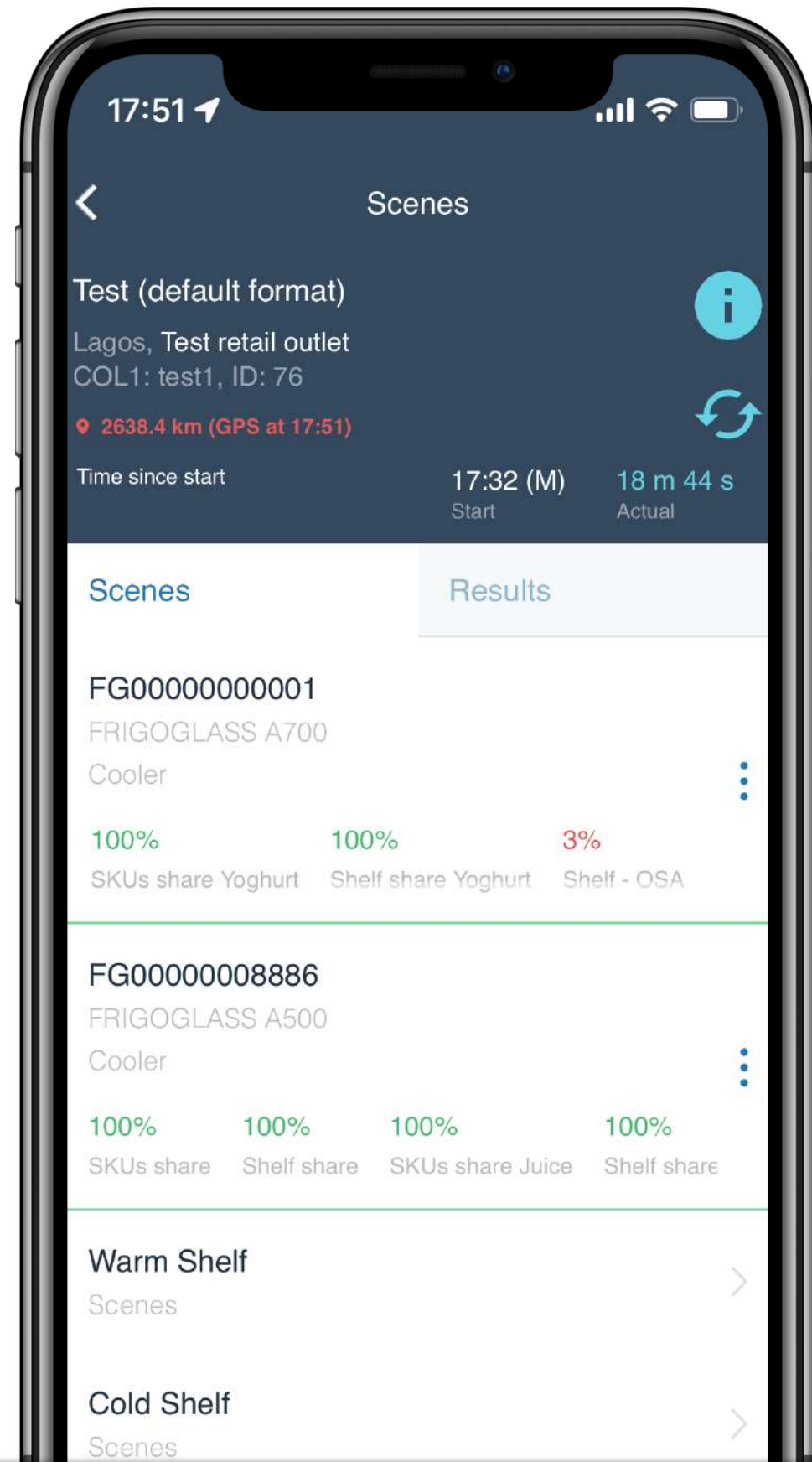


Access to all data is secured, based on access rights, access to shops, retail networks and divisions, and chain of command. All reports allow filtering, ordering and data manipulation. «Heavy» analytics is developed on request with no additional charge.

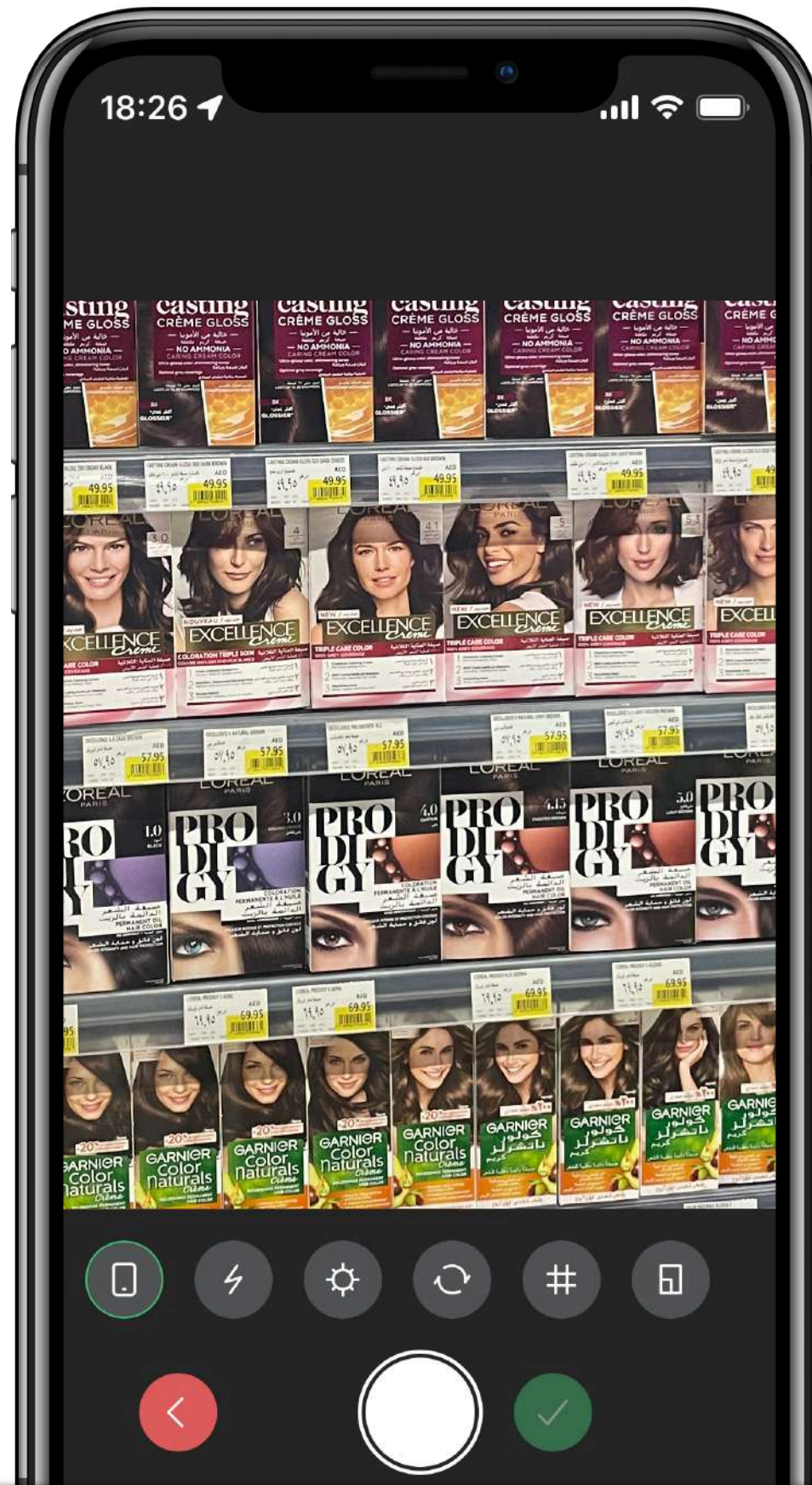


EasyMerch Image Recognition (Shelf Recognition)

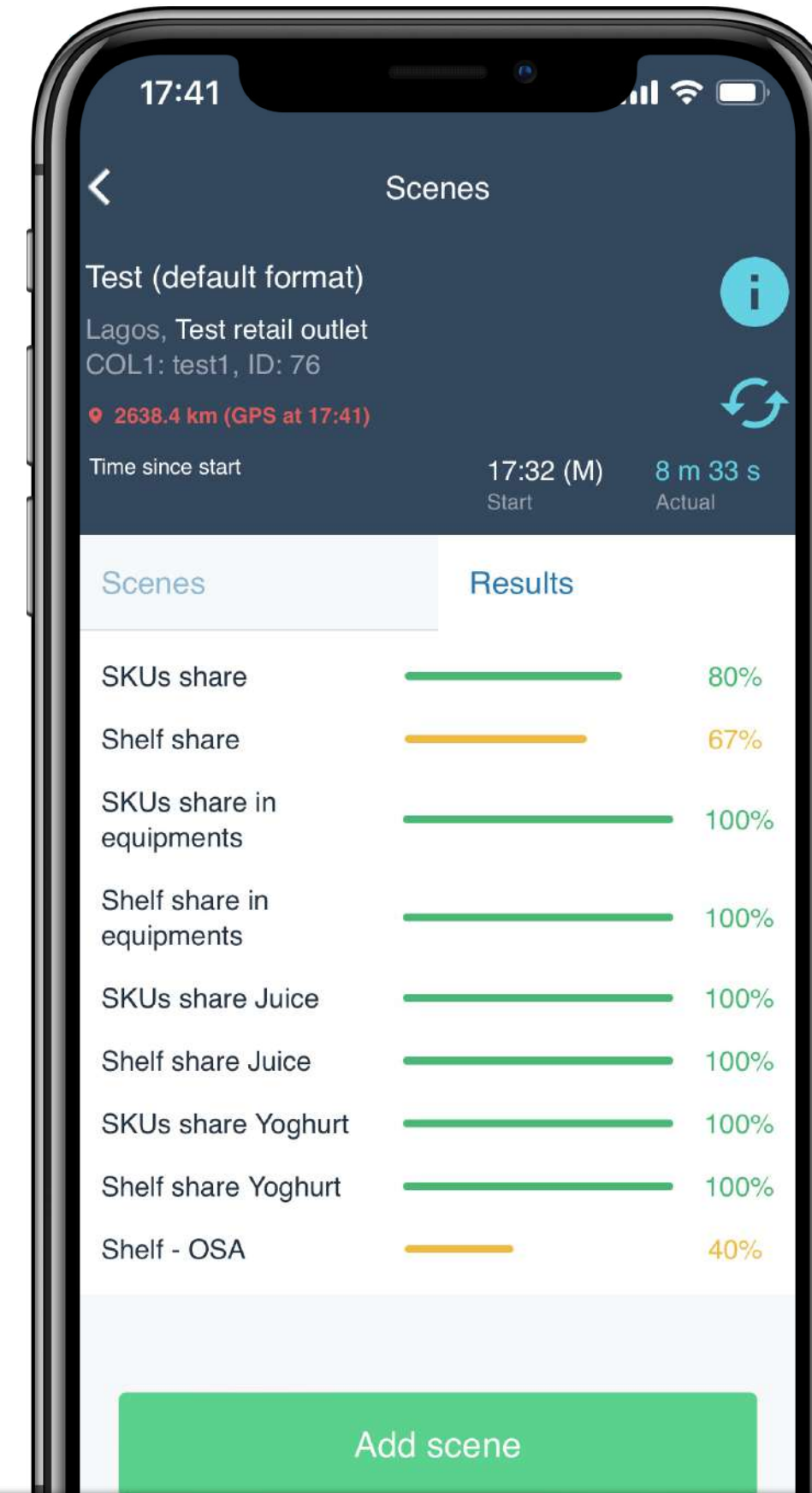
Choose category, secondary placement or equipment



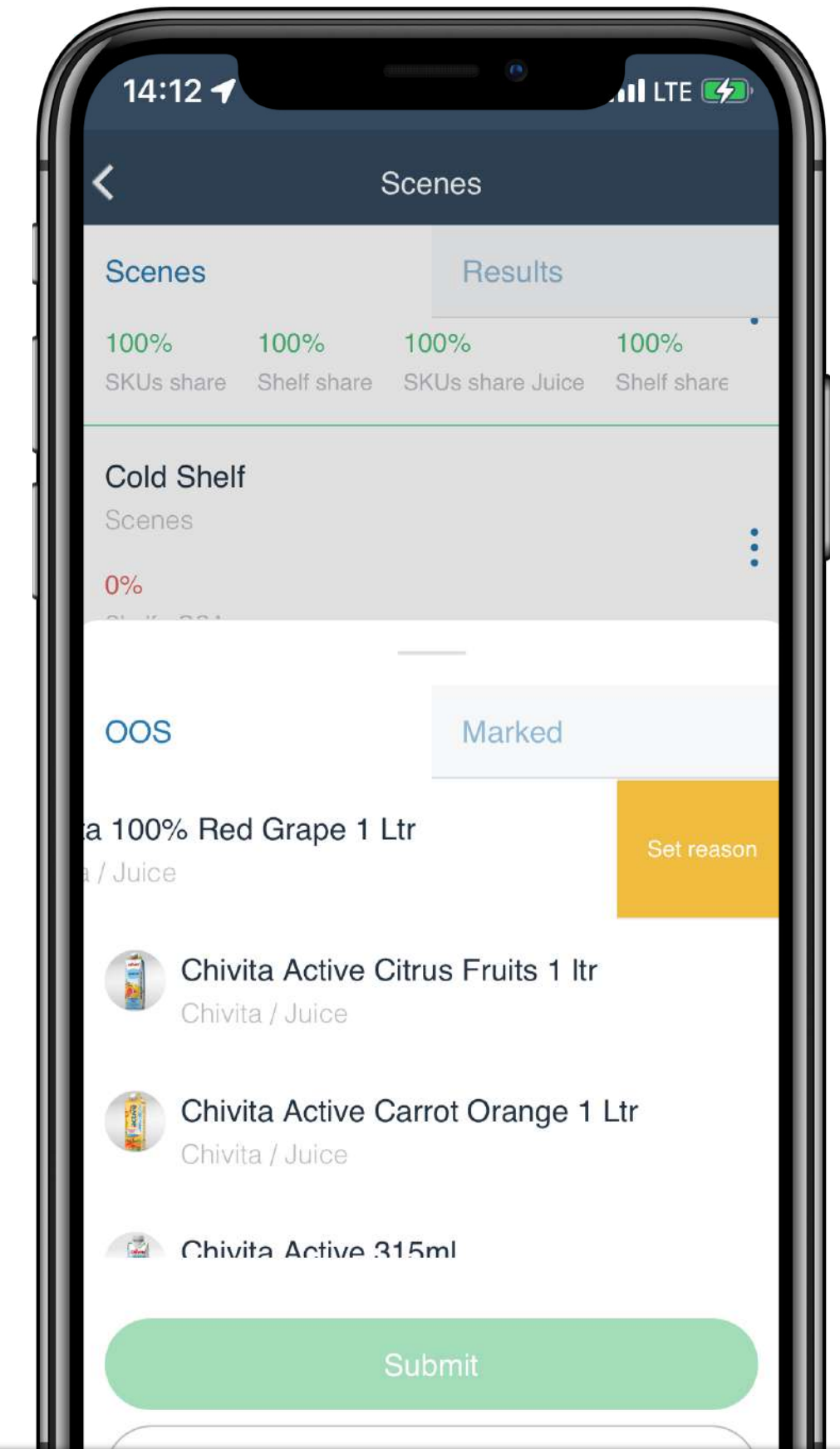
Shoot scene



See KPI results



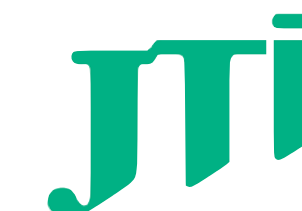
Choose Out-Of-Stock reasons



Widely used by



L'ORÉAL®



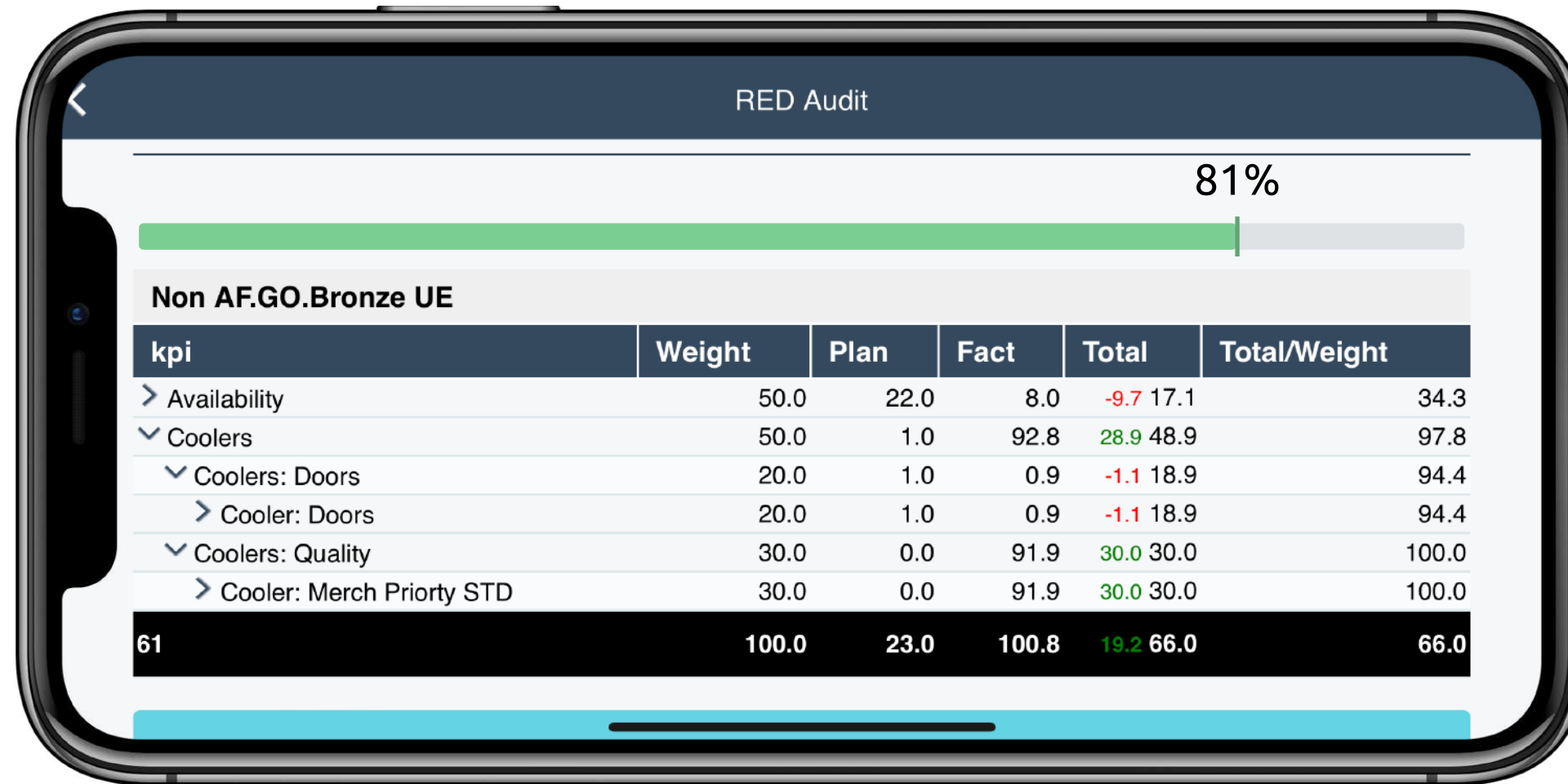
and others

EasyMerch Image Recognition (Shelf Recognition)

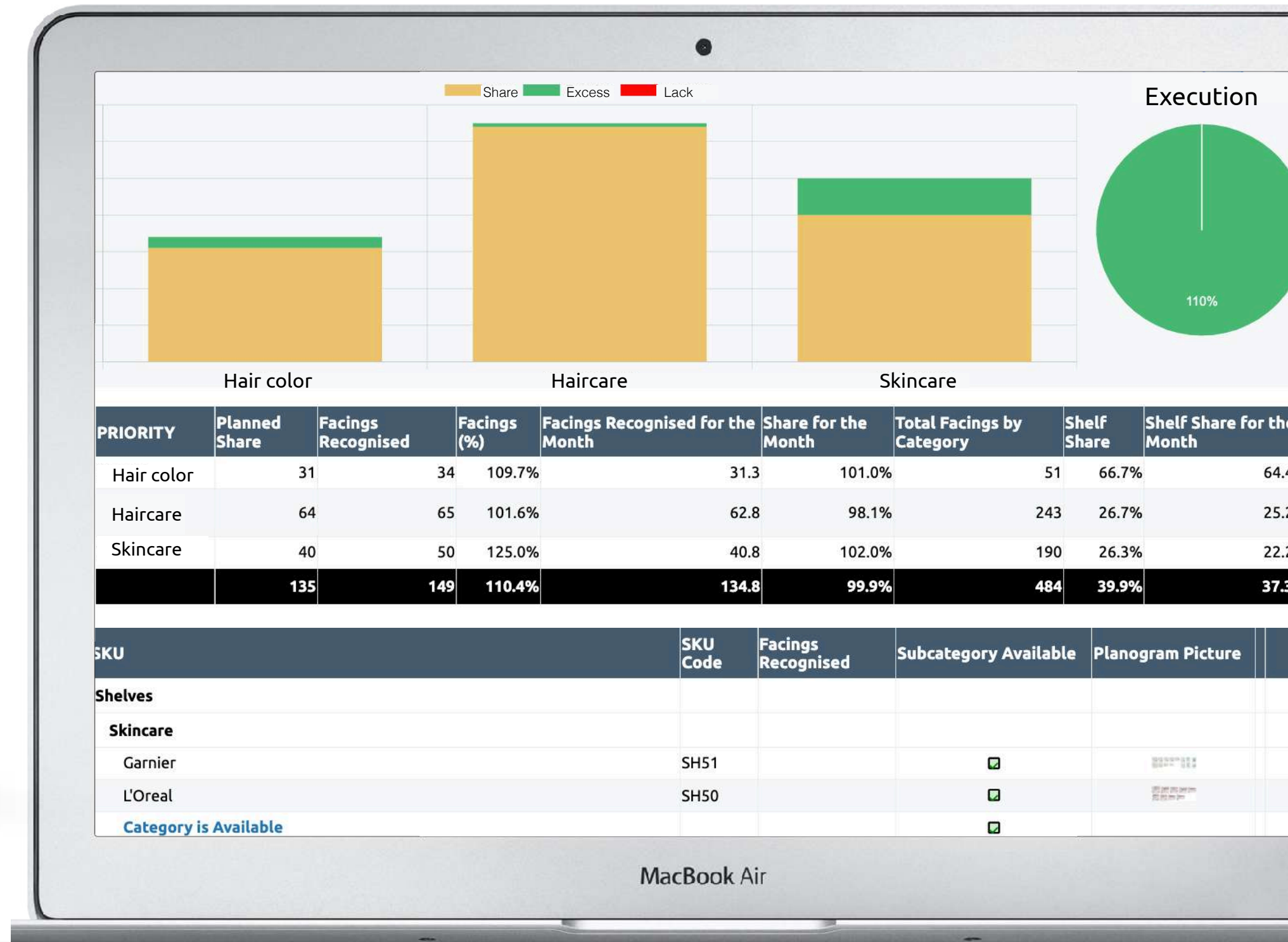
Get your recognition results online right to your mobile device



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



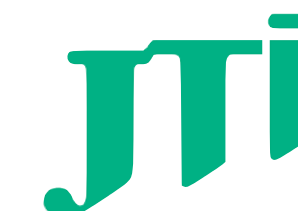
Shelf Share and OSA Execution Calculation



Widely used by

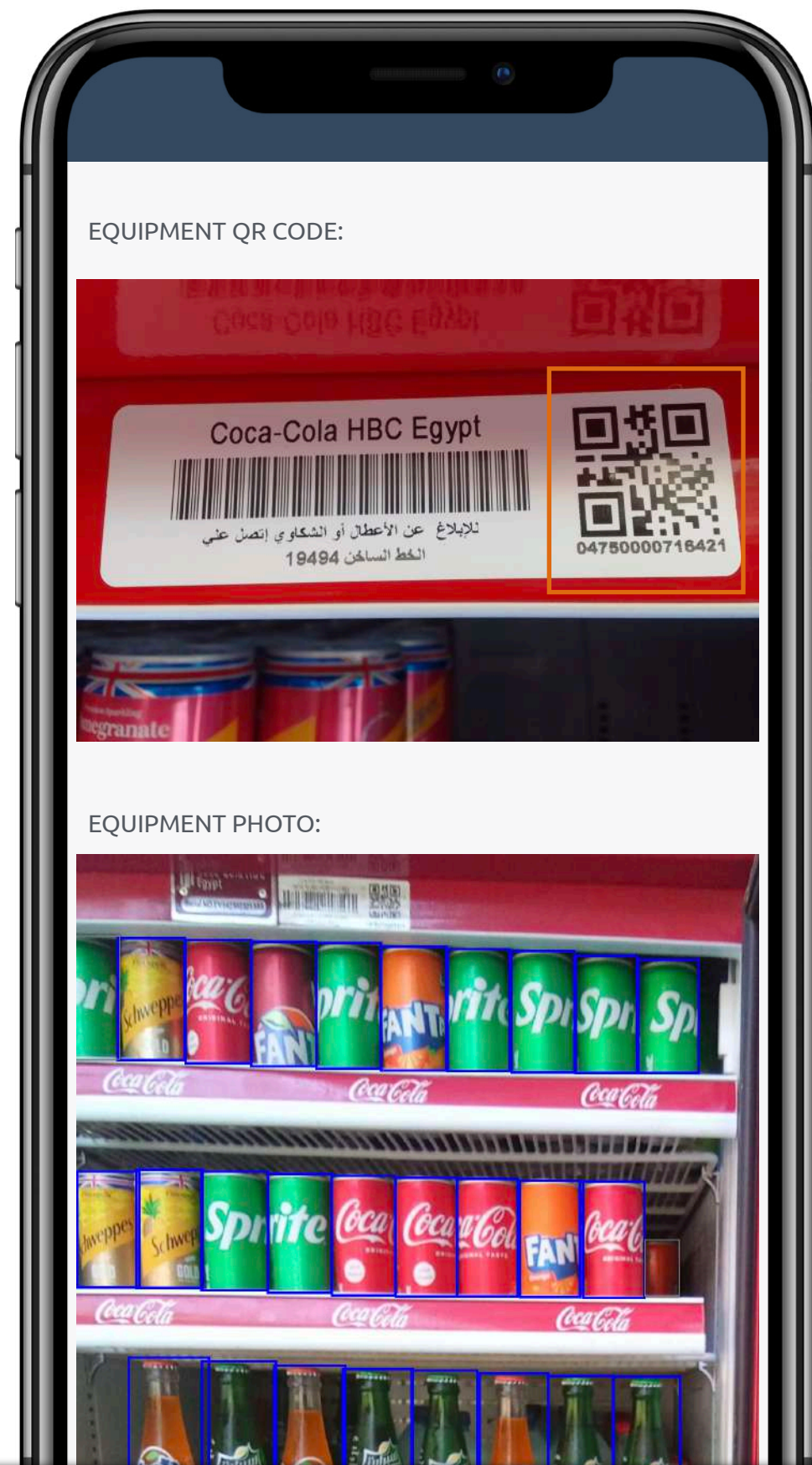


L'ORÉAL®

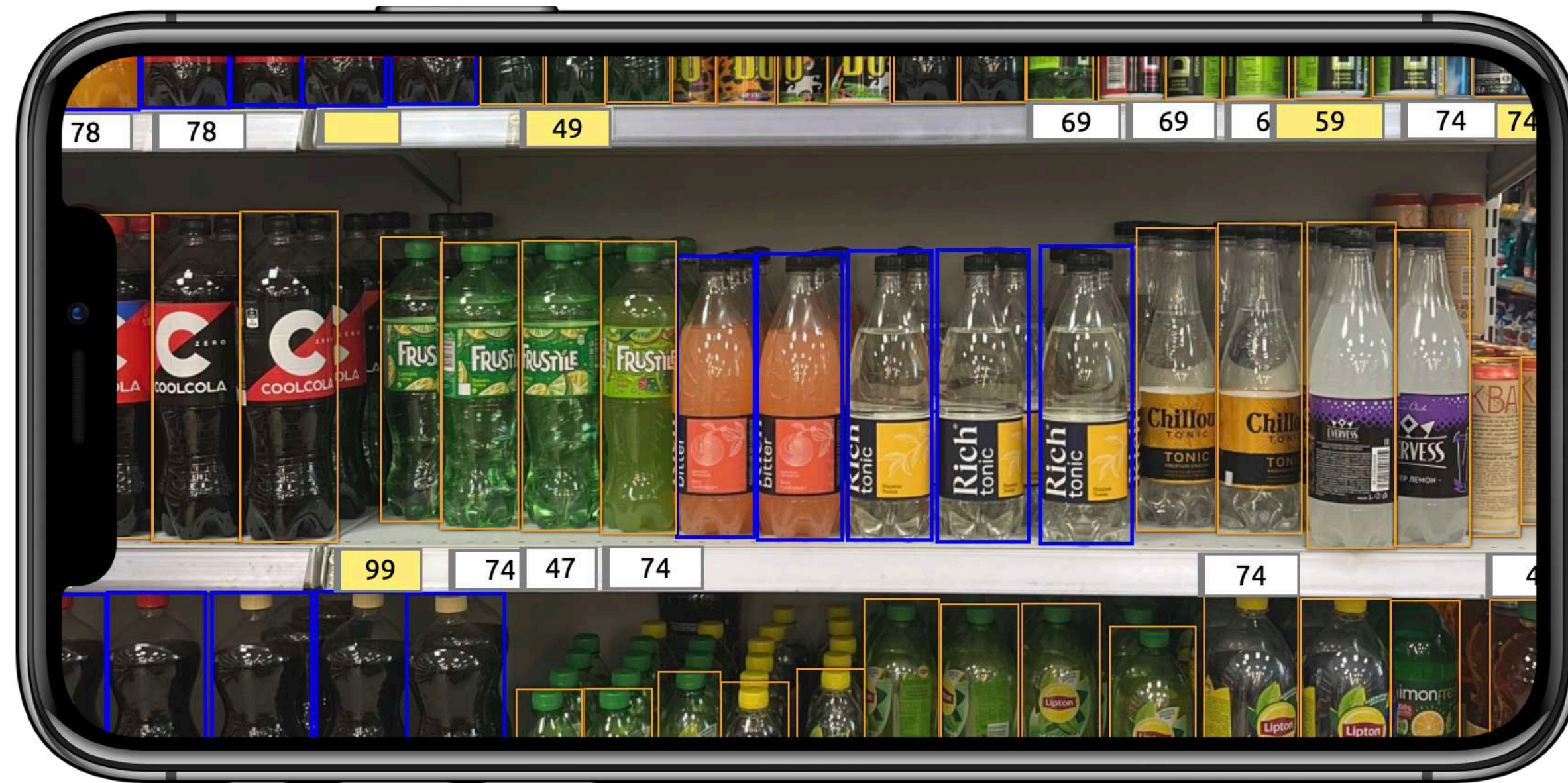


and others

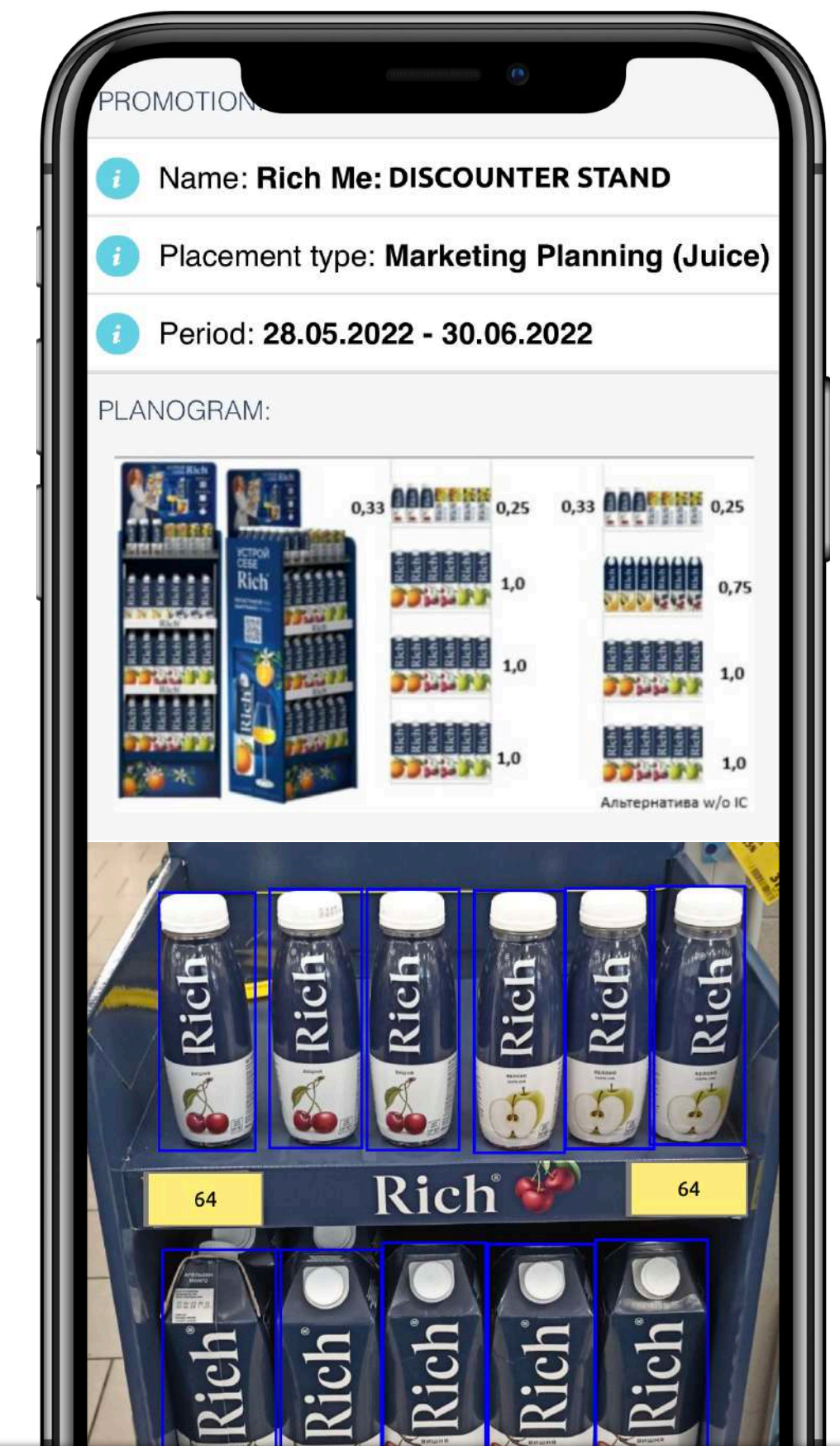
Equipment Recognition and Monitoring



Pricetags recognition



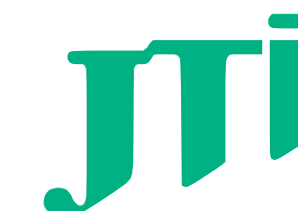
Promo and Secondary Placement control



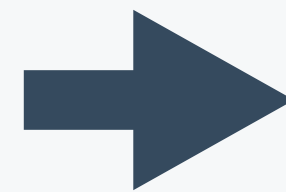
Widely used by



L'ORÉAL®



and others



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

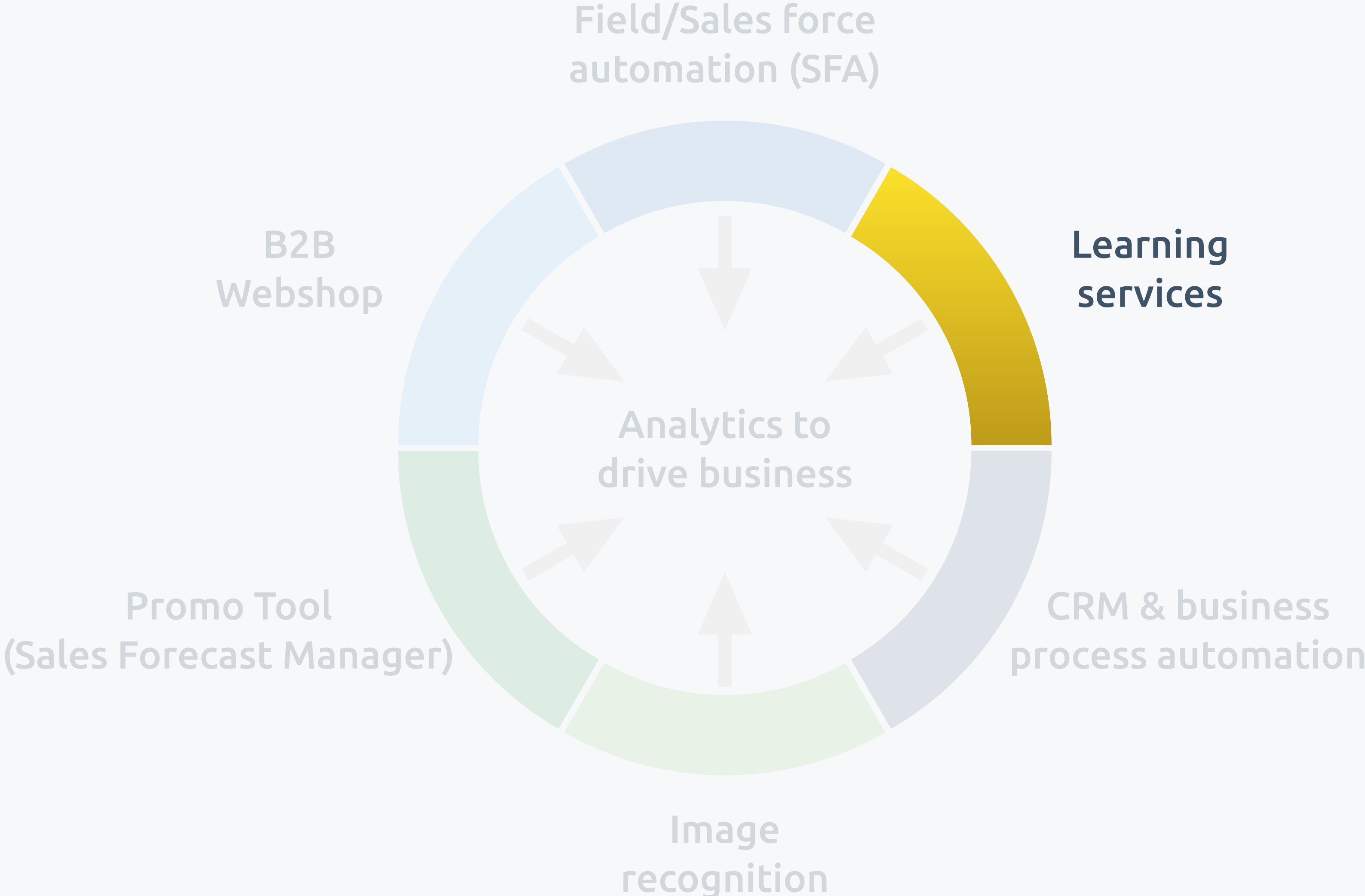
Planograms are set as a set of merch rules, for example:

“SKU X must be at eye level”

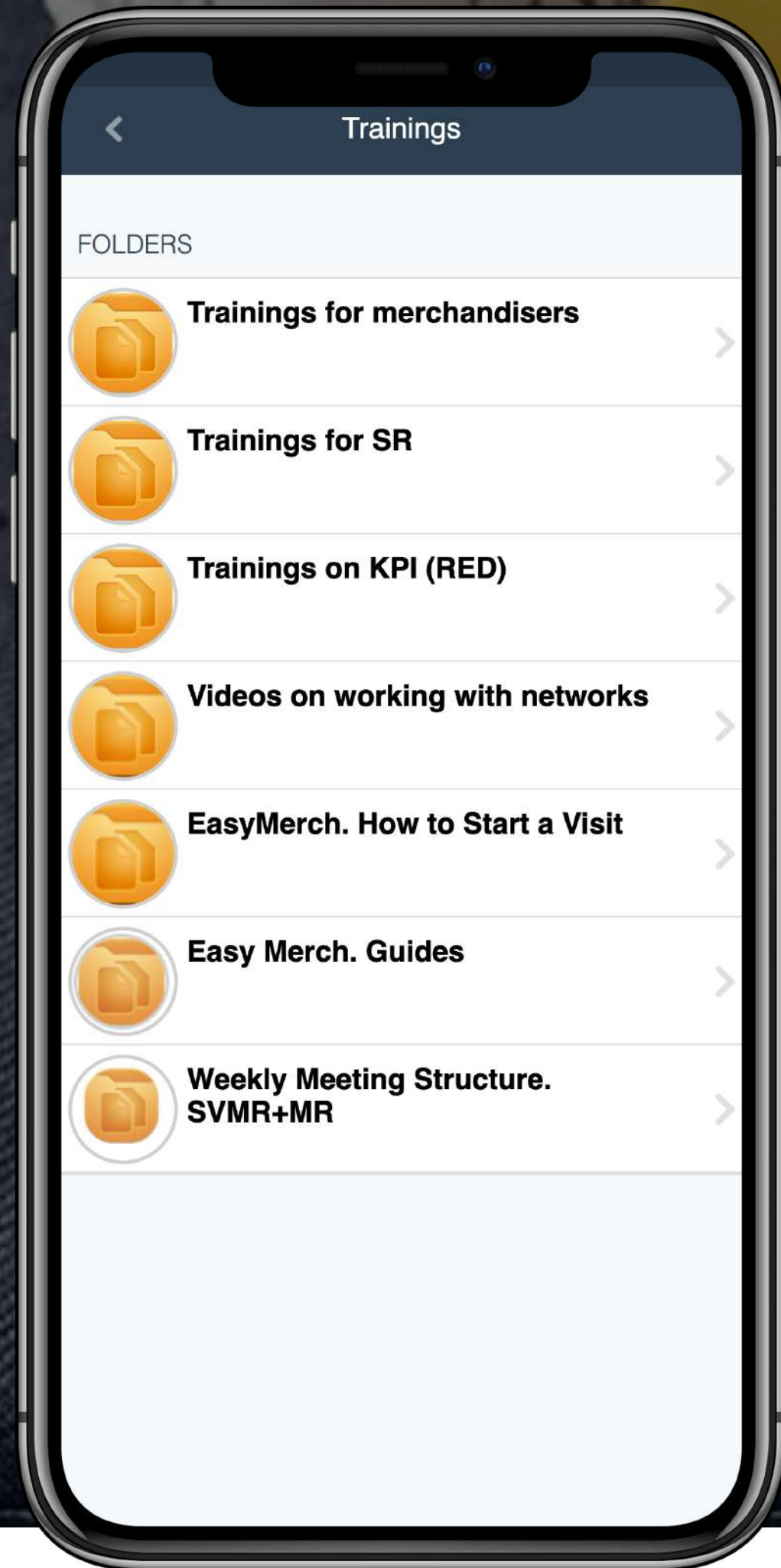
“SKU Y must be on 2 or more shelves”



SKU	Merchandising Rules														
	<table border="1"> <thead> <tr> <th>Question</th> <th>Result</th> </tr> </thead> <tbody> <tr> <td>Superfood block built (shampoo, balm, mask)</td> <td>✗</td> </tr> <tr> <td>Fructis SOS Recovery laid out at eye or hand level</td> <td>✓</td> </tr> <tr> <td>Fructis Superfood papaya laid out at eye or hand level</td> <td>✓</td> </tr> <tr> <td>Superfood masks are on the same shelf as shampoo balms</td> <td>✓</td> </tr> <tr> <td>More Elseve faces than Pantene</td> <td>✓</td> </tr> <tr> <td>Fructis has more faces than Pantene</td> <td>✓</td> </tr> </tbody> </table>	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	✓
Question	Result														
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Superfood masks are on the same shelf as shampoo balms	✓														
More Elseve faces than Pantene	✓														
Fructis has more faces than Pantene	✓														



List of documents available



Test



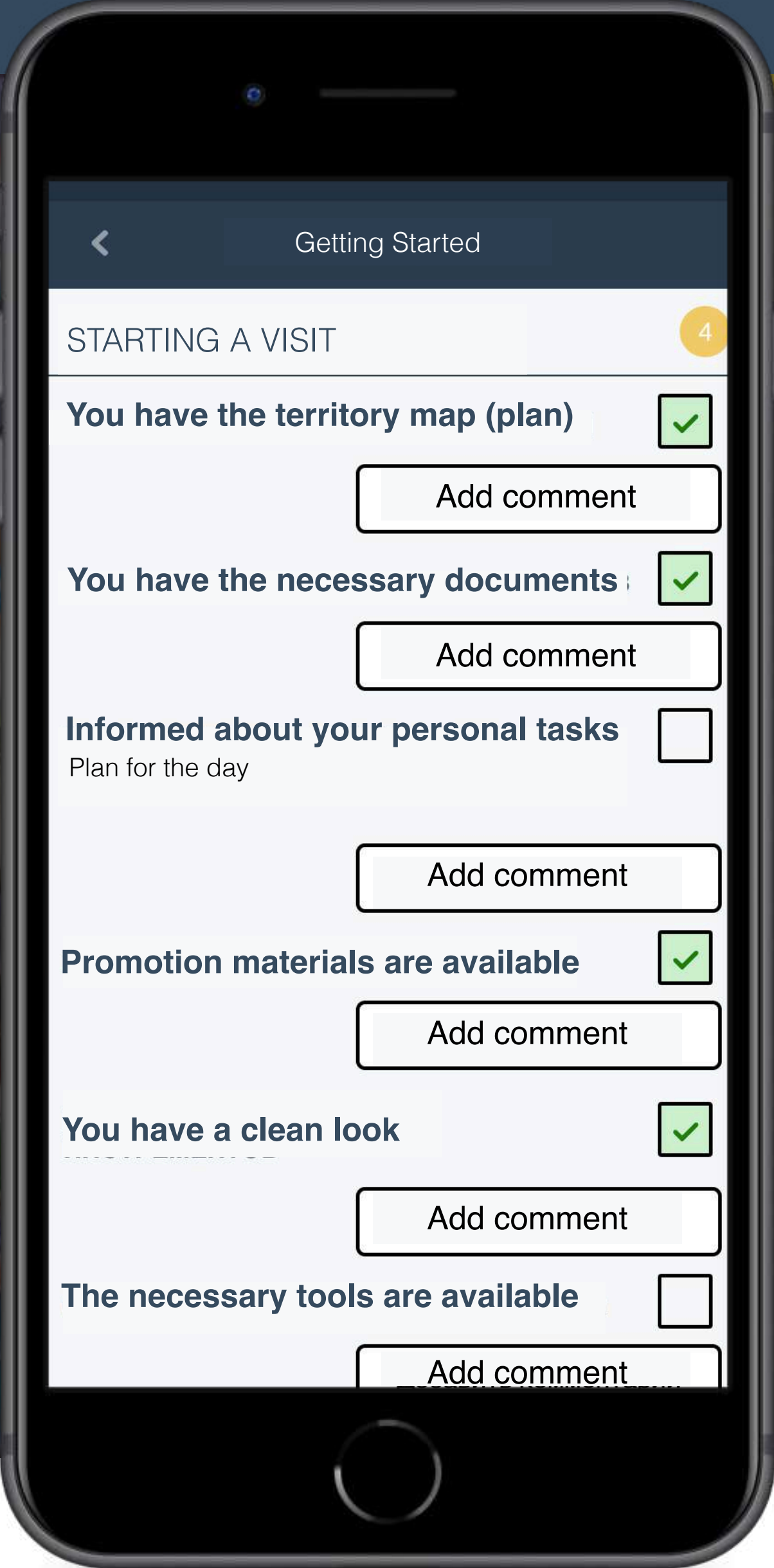
New Product Information



SCORM Document



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



Coaching Session Plan

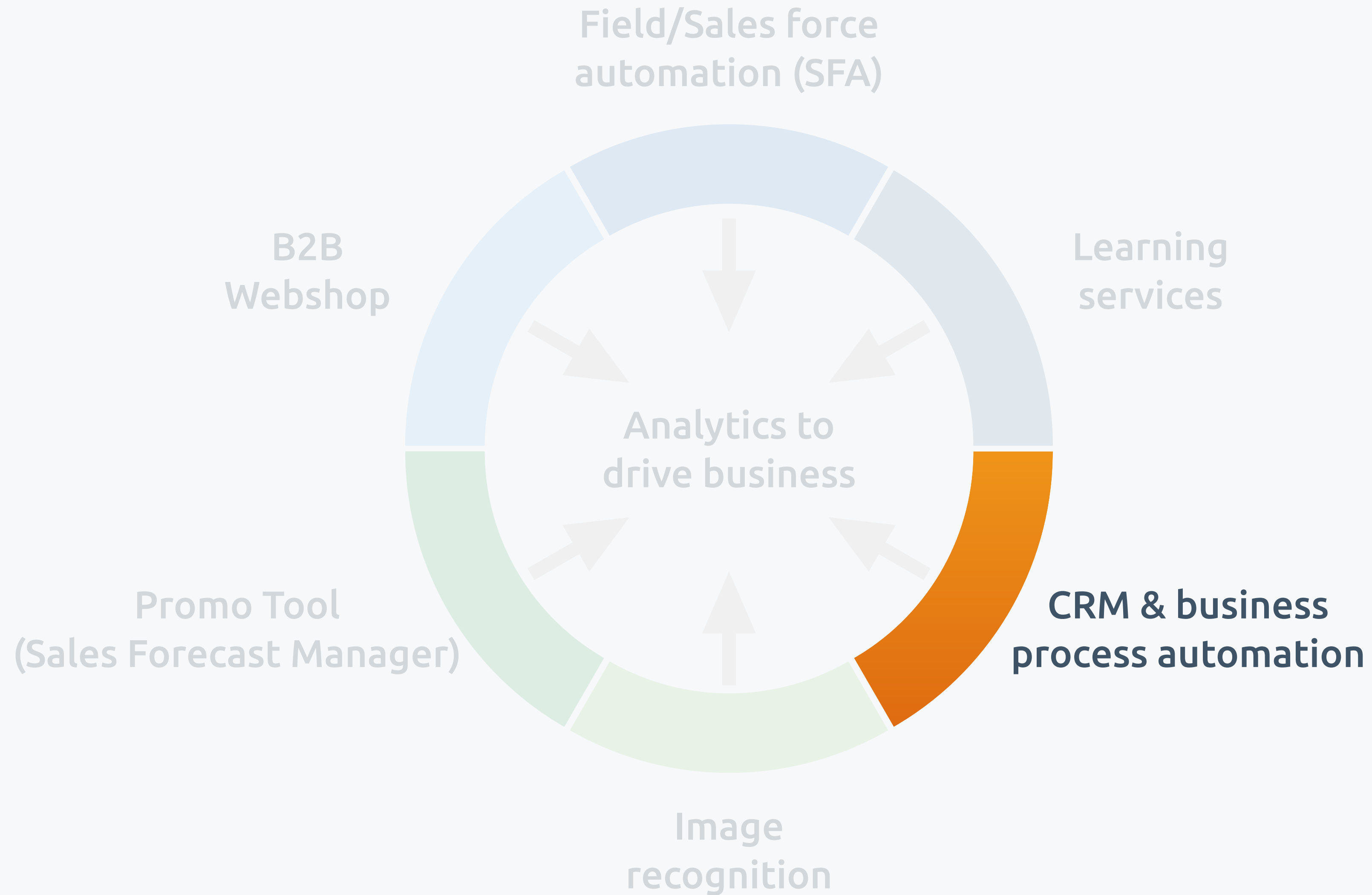
[Back to the main page](#)

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 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

Merchandiser's Learning Session Statistics (Period Average)

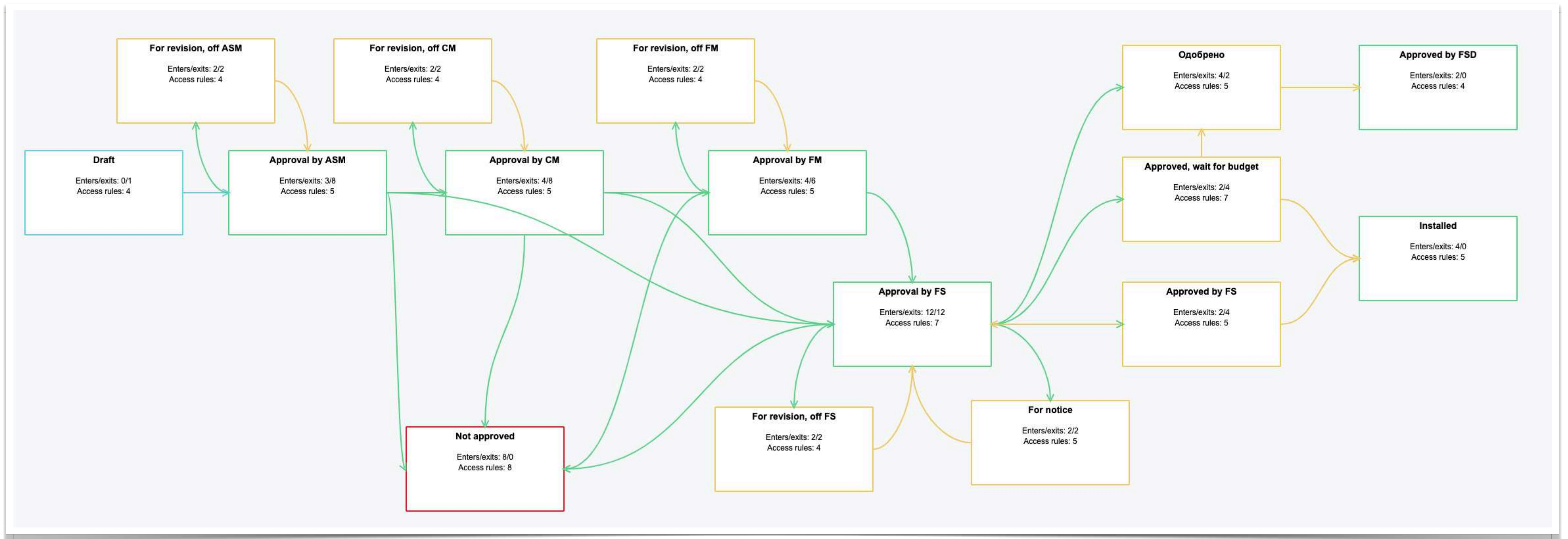
Region	KAM	KAM	KAM	ASM	ASM	ASM	SV	SV	SV	SV	Merchandiser	Merchandiser	Merchandiser	Sessions	Total Score	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Latest training	Next training
RSM Eastern Siberia				ASM2	Frolov Sergey	smerch1966	Radionova Nadezhda Viktorovna	merch255	Radionova Nadezhda Vasilievna					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	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	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	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	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	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	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	0.00	28.10.2019

6188 coaching sessions per month



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

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

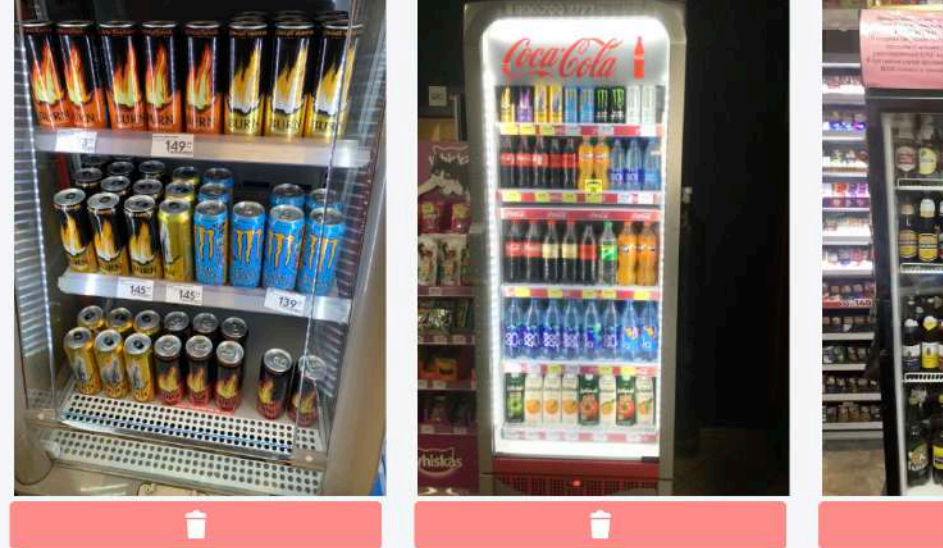
HEATER
No

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)



Add Photo

COOLER PHOTO (LATERAL SIDE)

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 0SW, 76 Graham Road, Chesterfield

S41 0SW, 78 Graham Road, Chesterfield

POST CODE
S41 0SW

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

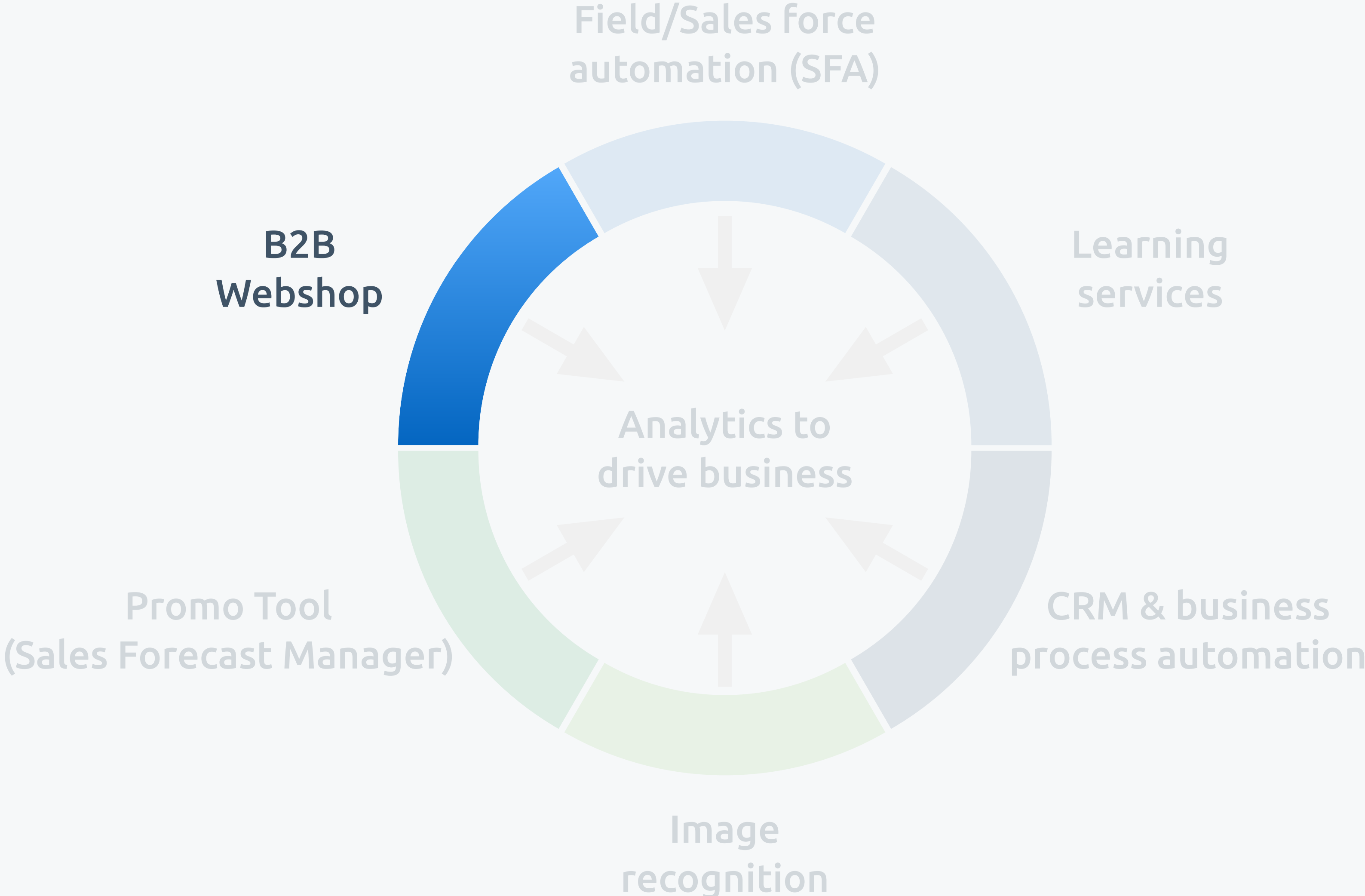
CONSUMPTION REASON

PHONE NUMBER
enter a phone number

BD CODE
387M7

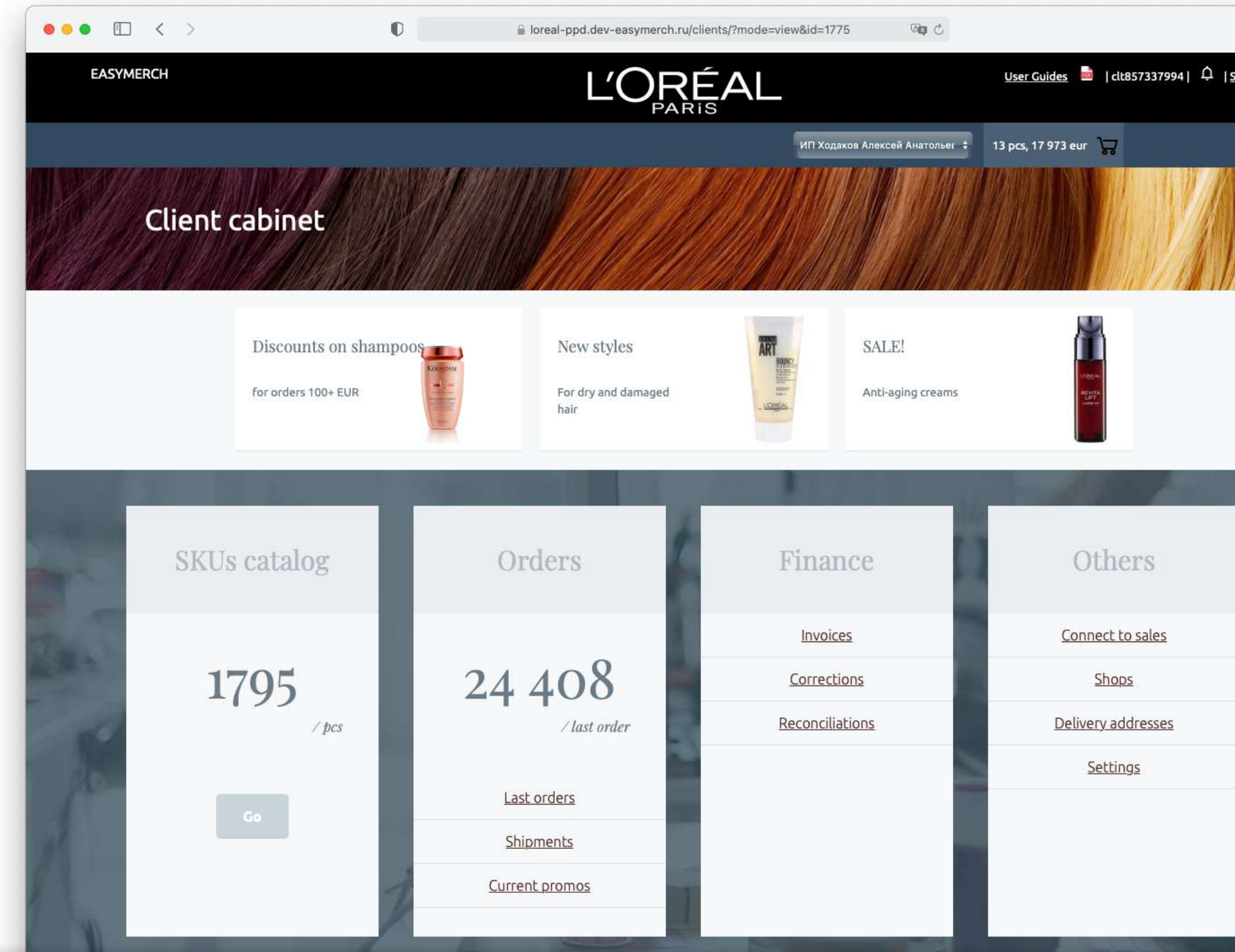
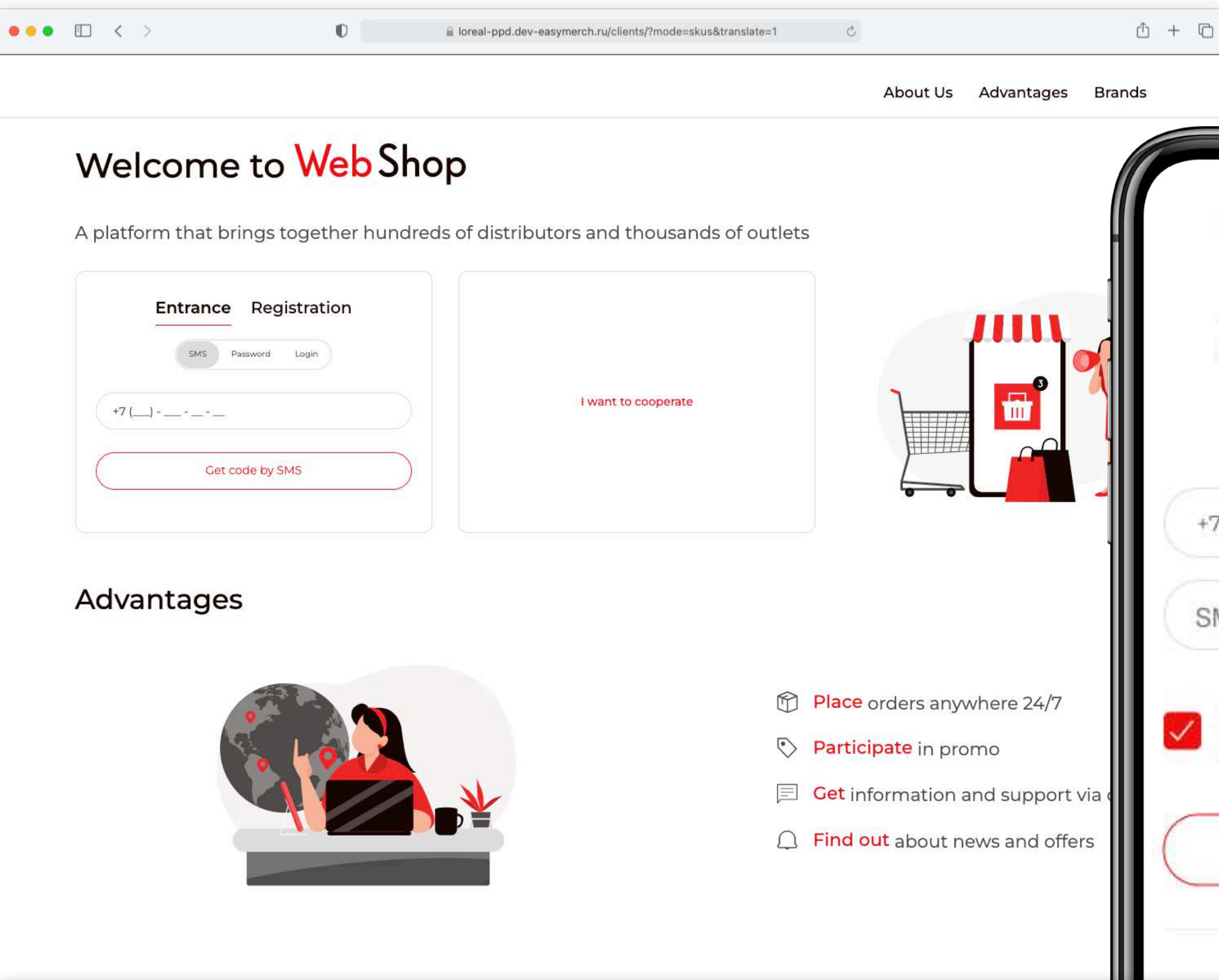
REGION
East Midlands_8

STRATA



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

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

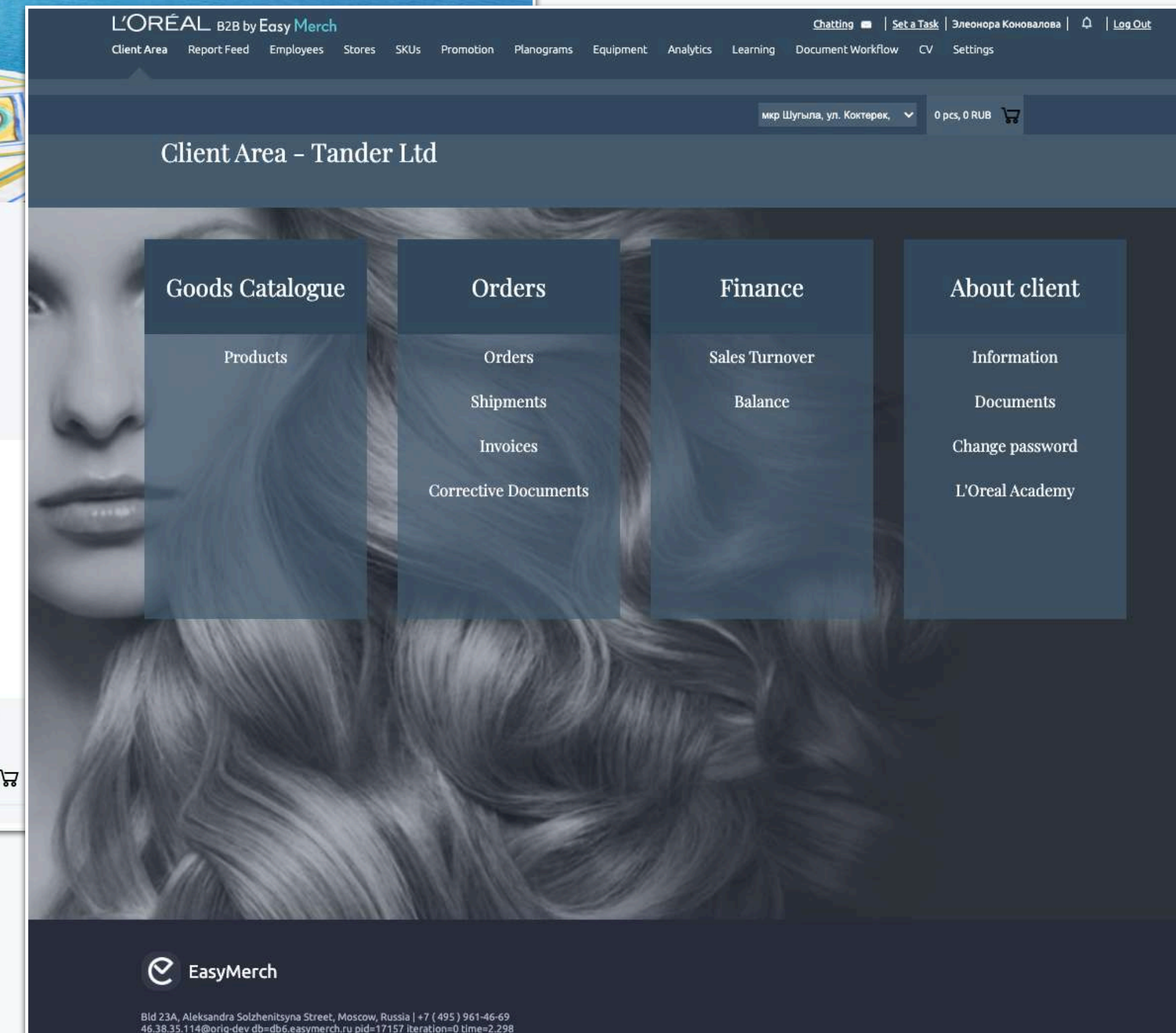
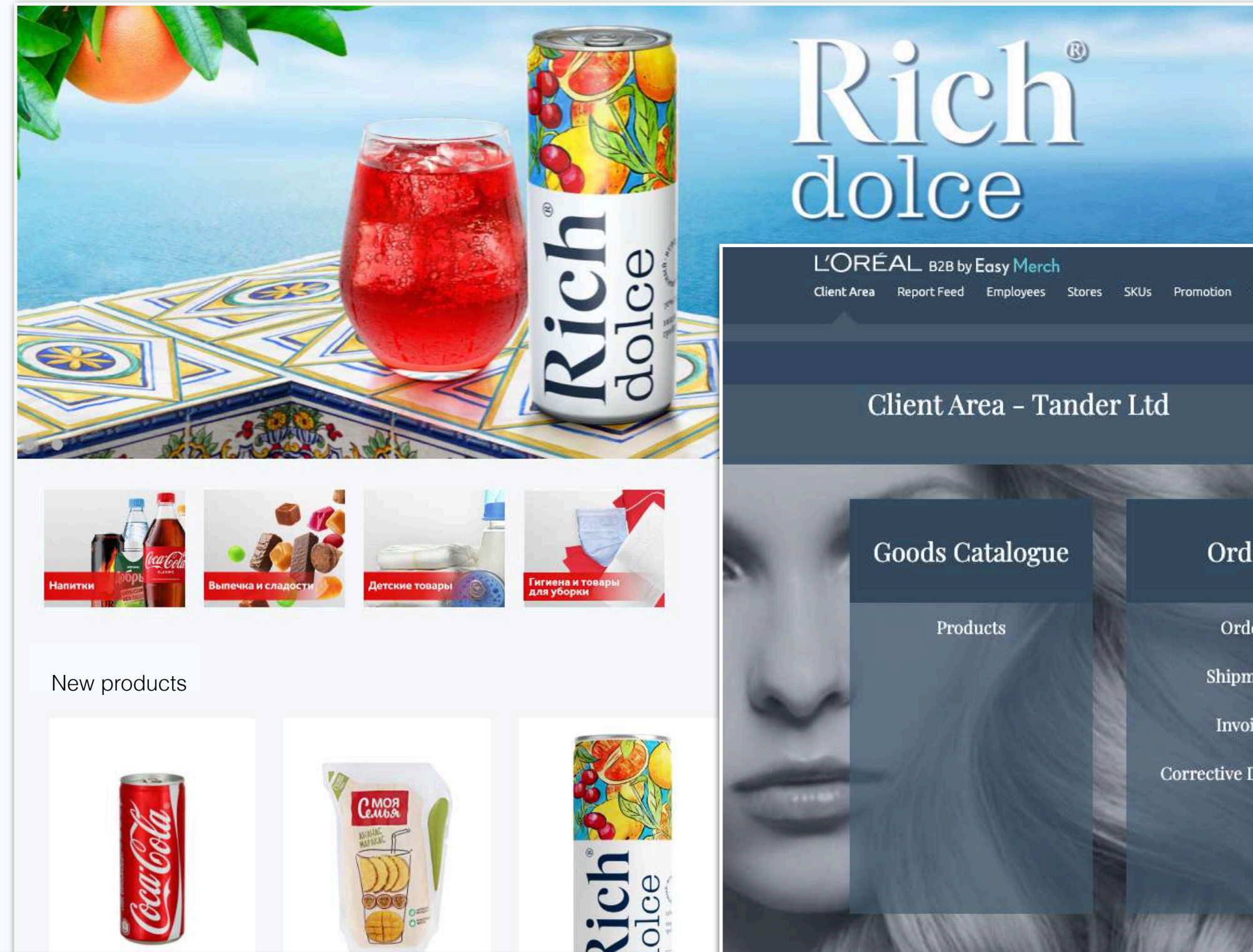


In launch with



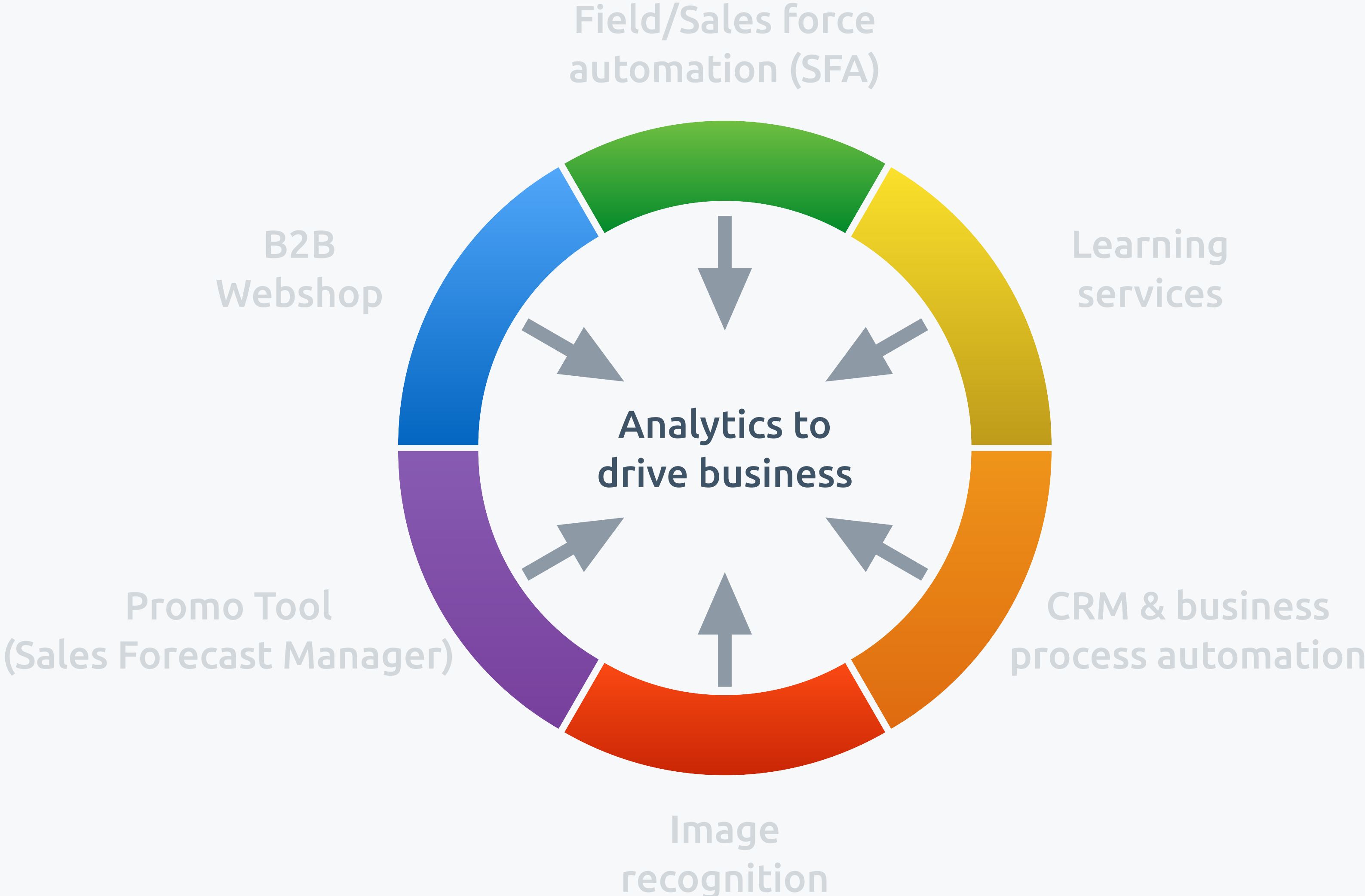
B2B WebShop Features

- 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	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



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							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	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	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	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	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	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	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	0	five	40.00	five	five	0.0	0.0		
SV	MSDS015	Odi																																

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

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%	--	View Store	
			RED contract	97,0%	--	null	60,0%				null
38AX102	18.11.2020	25.11.2020	goal	Fact	Performance	Indicator weight	Subtotal	0,0%	97,7%	View Store	
			RED contract	97,0%	97,4%	102,6%	60,0%				61,6%
38AX103	18.11.2020	25.11.2020	goal	Fact	Performance	Indicator weight	Subtotal	0,0%	--	View Store	
			RED contract	97,0%	--	null	60,0%				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

Specialized reports

Presentations

- [Prioritized SKUs in prioritized networks](#)
- [View and search for photos, filtered](#)

Geographic Reports

- [Field Staff Monitoring](#)
- [Current Locations of Filed Employees](#)
- [GPS may be disabled](#)
- [Distance \(km\)](#)

Employees

- [Statistics](#)
- [Fulfillment of travel plan](#)
- [Time Spent in Stores](#)
- [License usage](#)
- [Access to web-interface](#)
- [Battery charge](#)
- [Visit report](#)
- [Salary statement](#)
- [Special Task Report](#)

Today Yesterday Week Month Period

Employees:

Planned
Total at Work
At Work, Planned
At Work, Unplanned
Absent, Planned

960
105%
80%
388
20%

Work Start:

Total
Total Planned
In time, Planned
Late, Planned

1004
769
64%
13%

Visits:

Average Time:

Analytical reports -> Specialized reports -> Merchandiser statistics

the date of the beginning expiration date

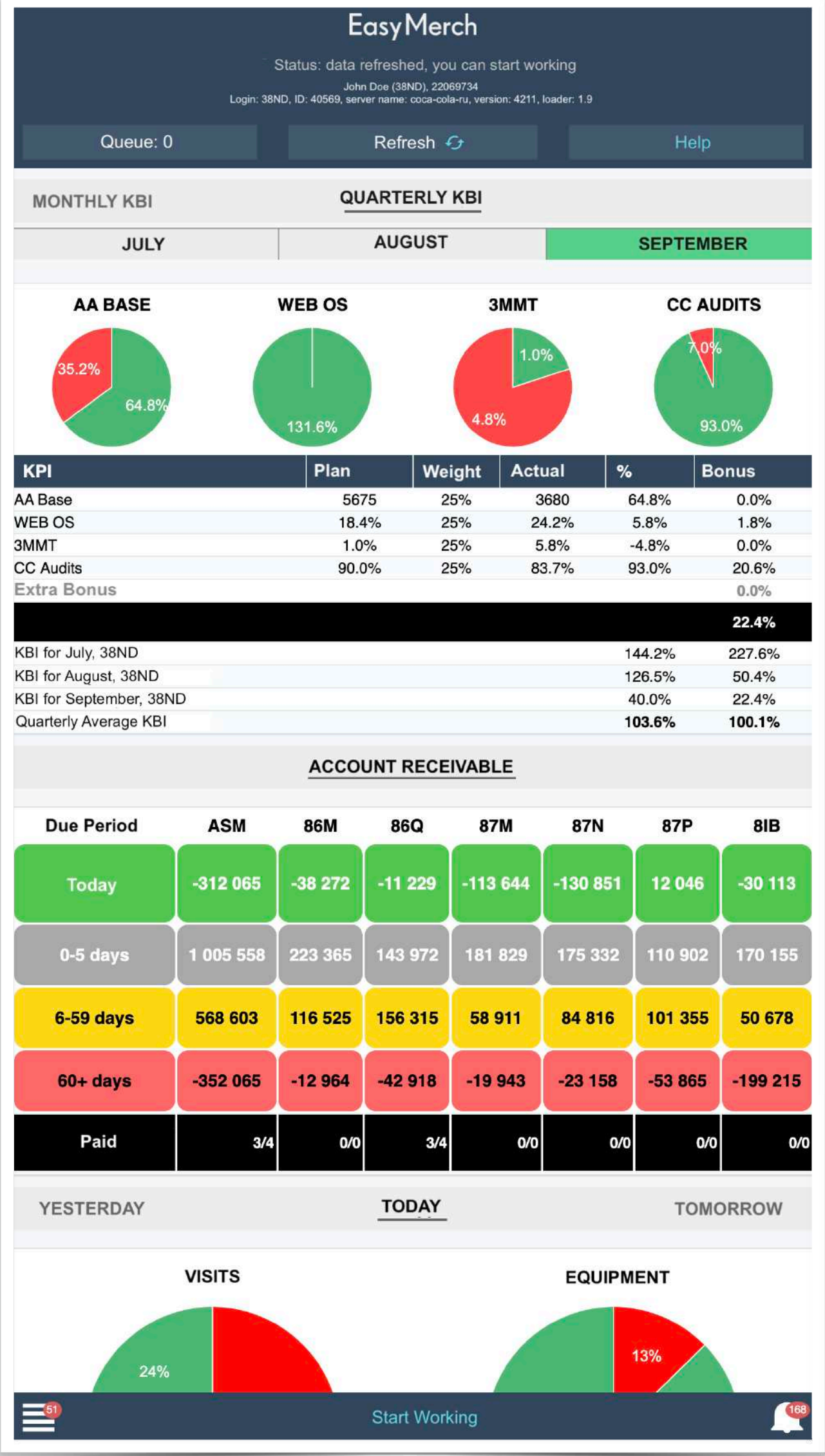
[Show all filters](#)

Wider / narrower

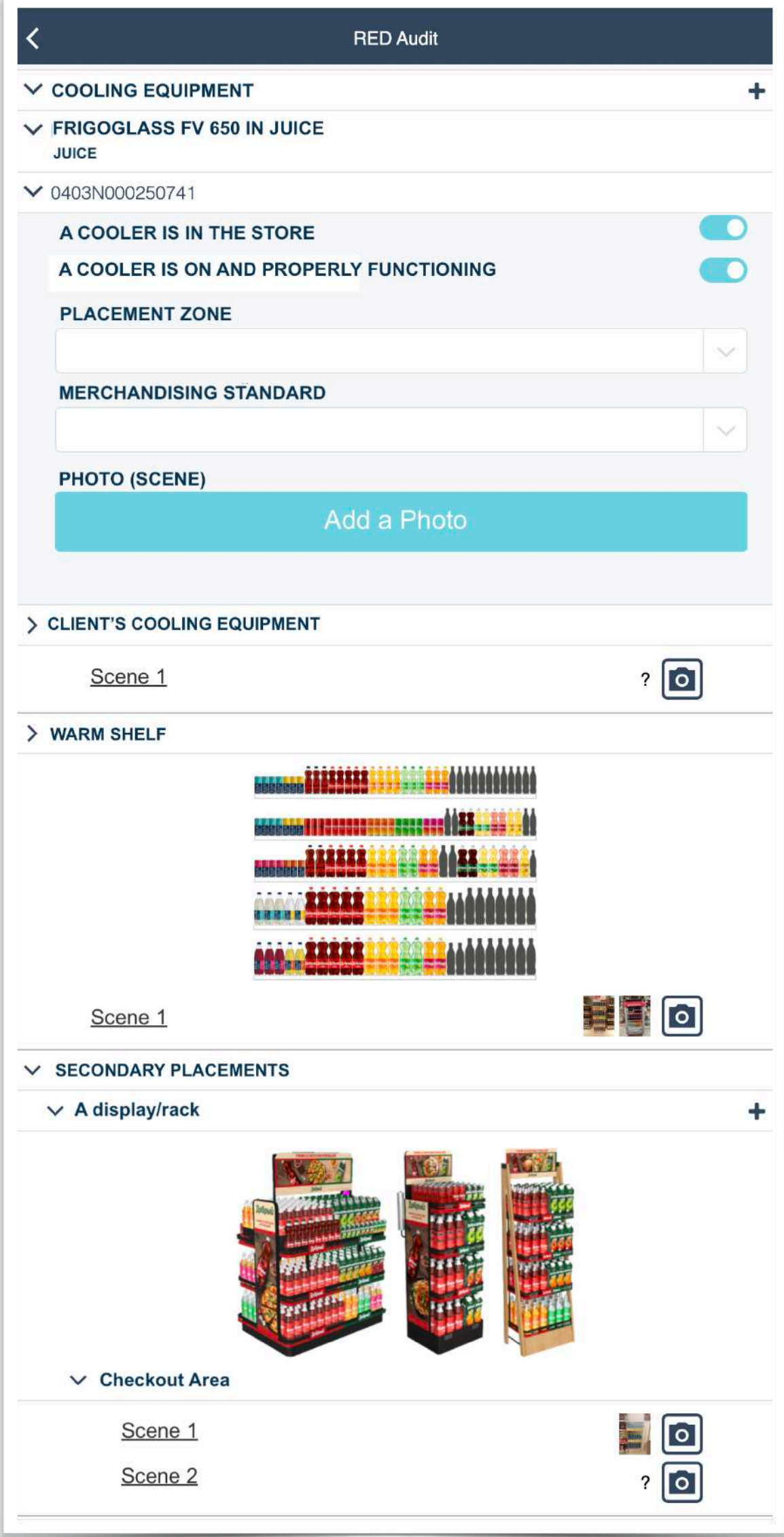
Merchandisers statistics

3 UM	Period (for all)											March										
	Routes						Absence	%	Unscheduled visits			Routes						Absence	%	Unscheduled visits		
	Total	Outputs	Plans	Visits	Absenteeism	Qty	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



RED Audit details



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)

finishing words

EasyMerch projects spans for more than **80** 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

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

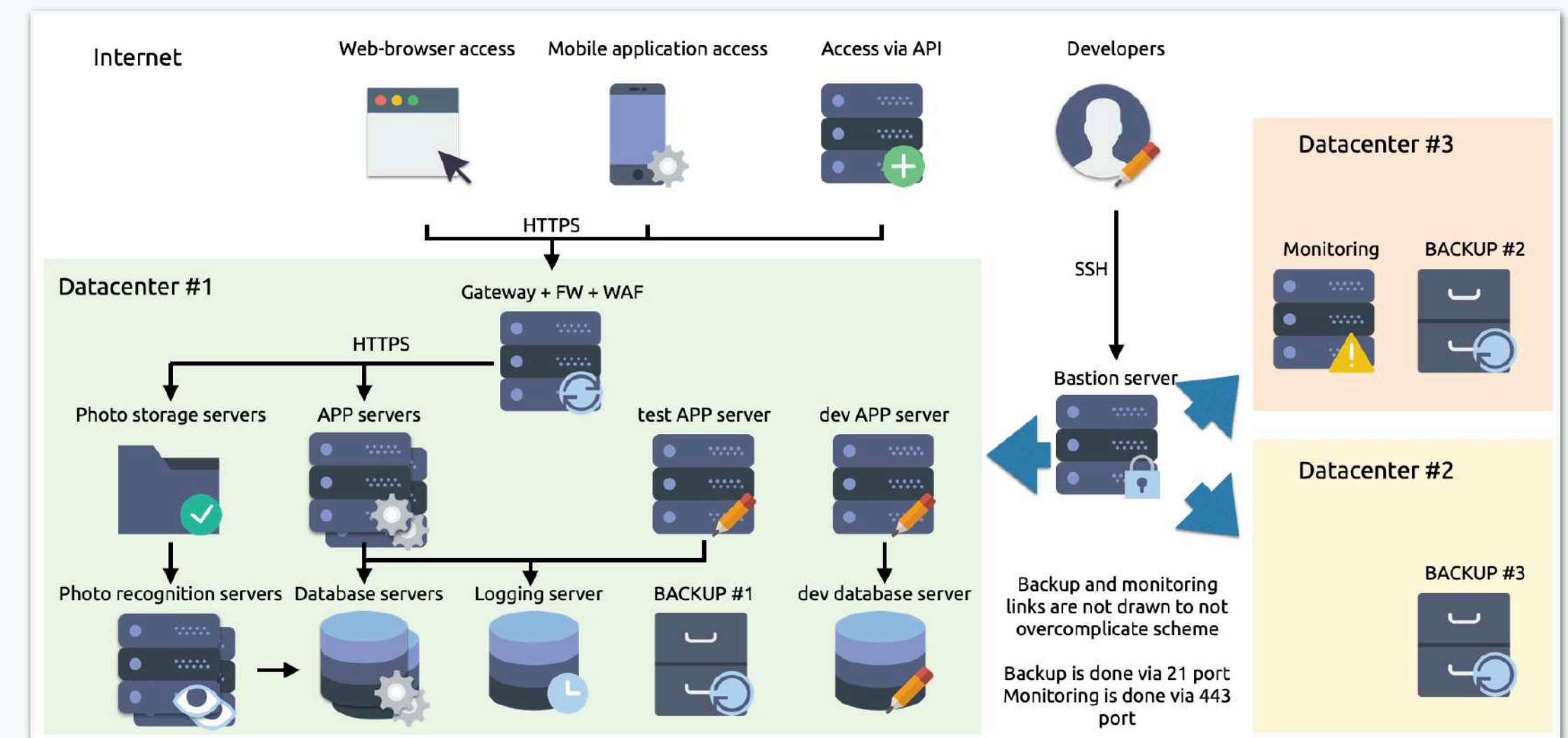


Diagram of the company's infrastructure

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

- 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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+971 50 561 2296