



ORACLE | Partner

FURTHER PRODUCT DEVELOPMENT

# PRODUCT ROADMAP



**Deloitte.**  
**50** | Technology Fast 50  
2024 CE LAUREATE



# PRODUCT ROADMAP

## TRADE PROGRAM INTEGRATION

*Overview*

### / 2024: STAND-ALONE TRADE PROGRAMS

(SalesDrive™, HyperCare, SmartMetrics & BonusWise)

The goal is to achieve **full potential of combined data & automation**

### / 2025: DATA INTEGRATION BETWEEN THE TRADE PROGRAMS

More connected and automated system, leading to enhanced data insights, reduced manual efforts, and a more robust product



## PRODUCT IMPROVEMENT

*Overview*

/ Identify key features in each trade program that can be **improved or added** for better functionality

/ Enhance the user experience and provide **additional value** for our clients

/ Commitment to **continuous improvement**

/SalesDrive™

/HyperCare

/SmartMetrics

/BonusWise



# TRADE PROGRAM INTEGRATION

/ 2024: STAND-ALONE TRADE PROGRAMS  
(SALESDRIVE™, HYPERCARE, SMARTMETRICS & BONUSWISE)

## 2025

- **DATA INTEGRATION BETWEEN TRADE PROGRAMS**  
SELL OUT DATA, FIELD REPORTS DATA, MERCHANDISING DATA,  
SMART INCENTIVE CALCULATION
- **BIG DATA, MACHINE LEARNING** (COLLABORATIVE  
FILTERING) & **ARTIFICIAL INTELLIGENCE**
- **AI RECOMMENDATION SYSTEM** FOR OPTIMIZING  
INVESTMENTS IN INCENTIVES

### / WHAT?

The trade program integration would bridge the gap between **SmartMetrics**, **SalesDrive™** and **BonusWise** to revolutionize incentive programs.

### / WHY?

The goal is to guide our clients in offering targeted and impactful incentives, ultimately optimizing their investment returns and fostering a more effective and competitive business environment.





# TRADE PROGRAM INTEGRATION

## / HOW?

SmartMetrics, with its rich dataset, including sell-out data, field reports data, and merchandising data, serves as the foundation for a sophisticated incentive calculation system. By integrating SmartMetrics with SalesDrive, our retail network incentive program, and BonusWise, our internal sales team incentive platform, we are creating an **integrated ecosystem designed to optimize incentive investments** for our clients.



**ARTIFICIAL INTELLIGENCE**



**MACHINE LEARNING**

This strategic integration is fortified by the incorporation of **artificial intelligence (AI)** and **machine learning (ML)** within the SmartMetrics framework. By leveraging these technologies, our platform analyzes the data intelligently, extracting profound insights. Through the application of advanced algorithms and predictive analytics, our AI-driven system provides clients with invaluable conclusions and strategic recommendations. This empowers companies to make informed decisions on how to strategically allocate resources for their incentive programs, ensuring a maximized return on investment.





# PRODUCT IMPROVEMENT

## **/SalesDrive™**

### **Gamification**

- Challenges & contests
- Points cash out

### **Automation**

- Onboarding module-  
Salesman / Manager
- Top-seller on Leaderboard -  
automated points

## **/HyperCare**

### **New task types**

- Mystery shopper
- Challenges & contests
- Team collaboration

### **Technical improvements**

- Task alerts & reminders
- Onboarding module -  
tutorials

## **/SmartMetrics**

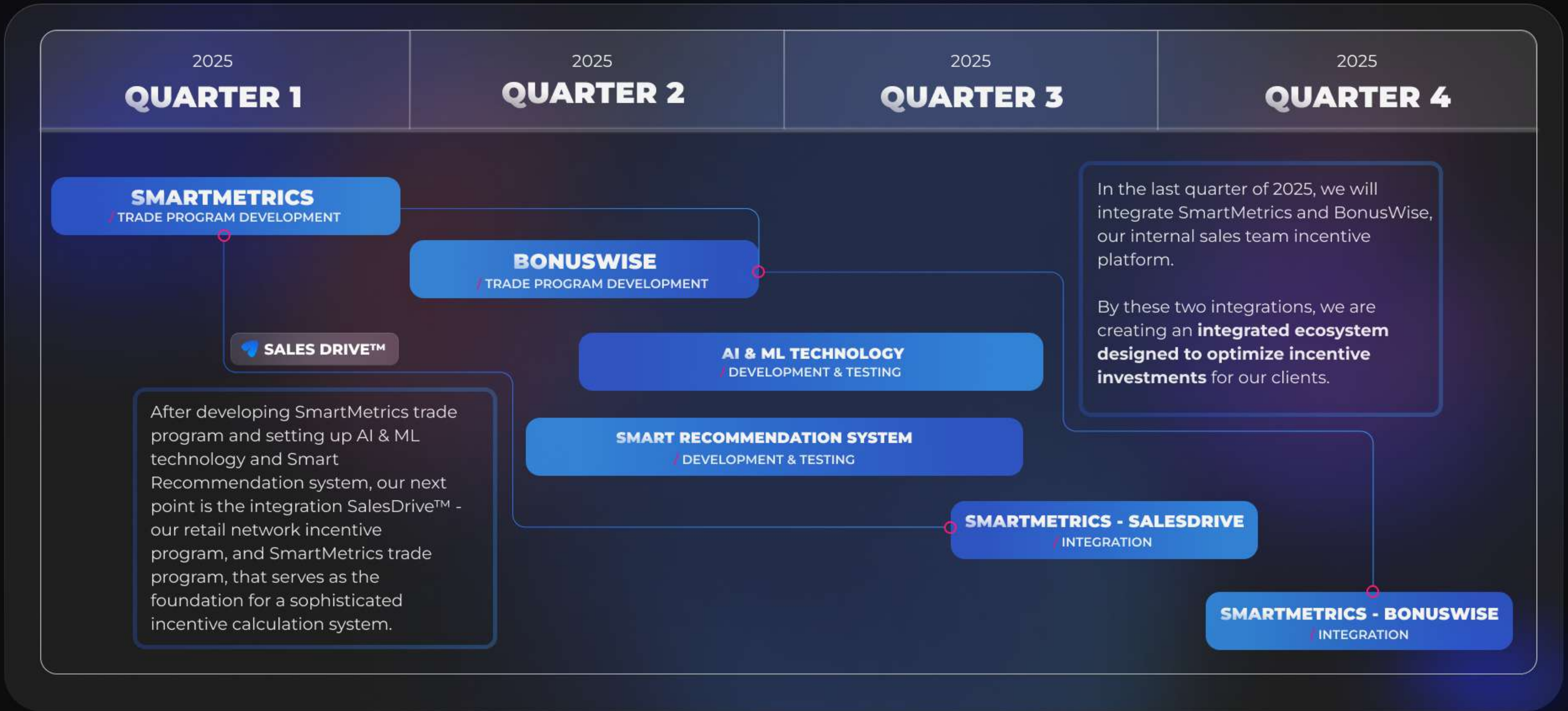
- Store analytics: inventory & supplies
- Online sales tracking & analytics
- Sell-through & ROI Dashboard Analytics
- AI incentive recommendation system

## **/BonusWise**

- Internal boards & check lists
- Team chat
- Public announcements
- Collaboration

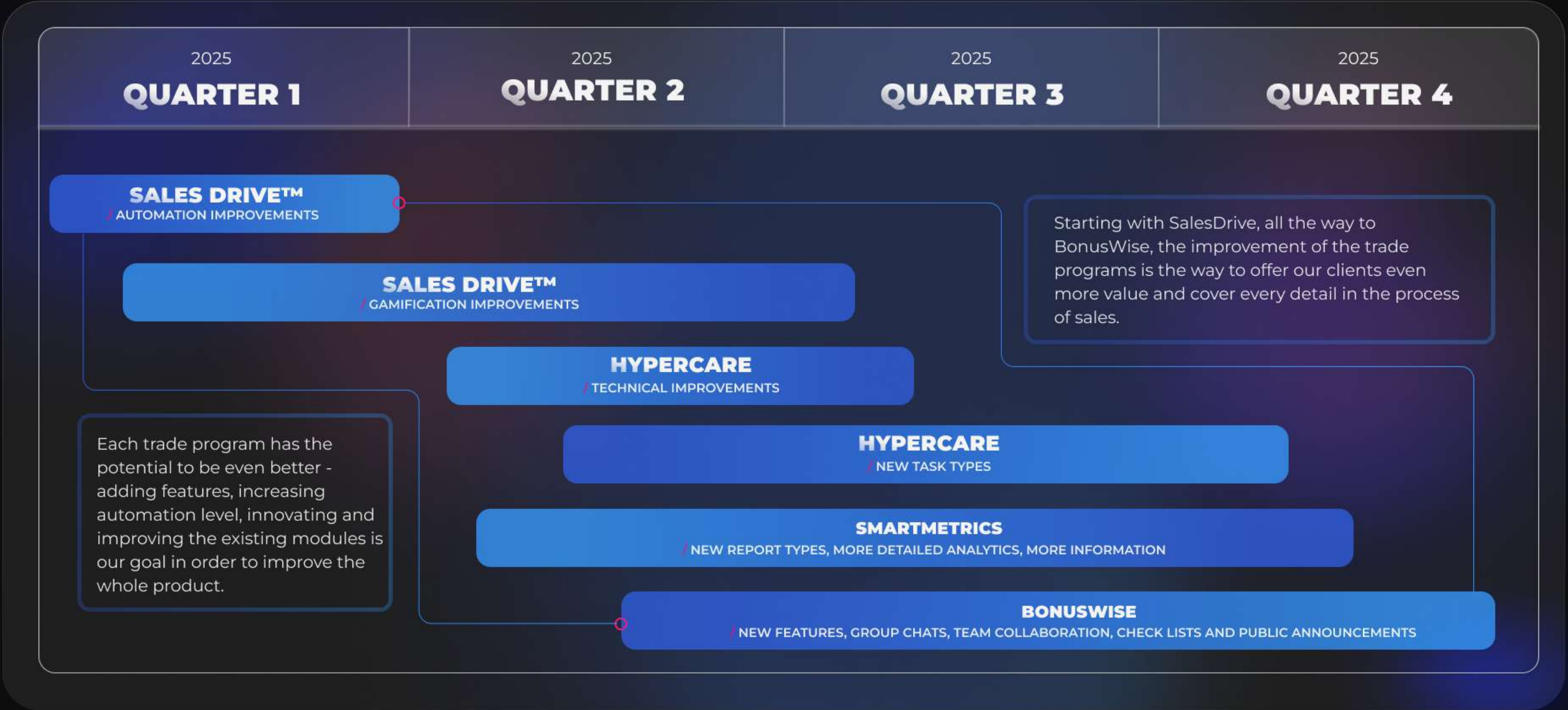


# PRODUCT INTEGRATION TIMELINE





# PRODUCT IMPROVEMENT TIMELINE





# RESOURCES

RESOURCE	DESCRIPTION	AVAILABILITY
/KNOW-HOW	The collective expertise in data integration, machine learning, and incentive program optimization necessary for executing integration strategies and providing valuable insights, as well as improvement for each trade program.	✓
/HUMAN RESOURCES	Skilled professionals, including data scientists, developers, and project managers, available to implement integration processes and product improvement, develop algorithms, and oversee project execution.	✓
/MATERIAL RESOURCES & TOOLS	Advanced software tools and technologies such as integration platforms, data analytics software, and development environments essential for data integration, analysis, and system development.	✓
/FINANCIAL RESOURCES	Budget allocation for acquiring necessary software licenses, tools, and resources, as well as funding for hiring external expertise or investing in infrastructure upgrades to support integration efforts and product improvement.	✓
/TIME	Allocated project timeline for completing integration tasks, conducting analyses, implementing algorithms, and delivering recommendations, ensuring timely delivery and achievement of project milestones.	✓





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