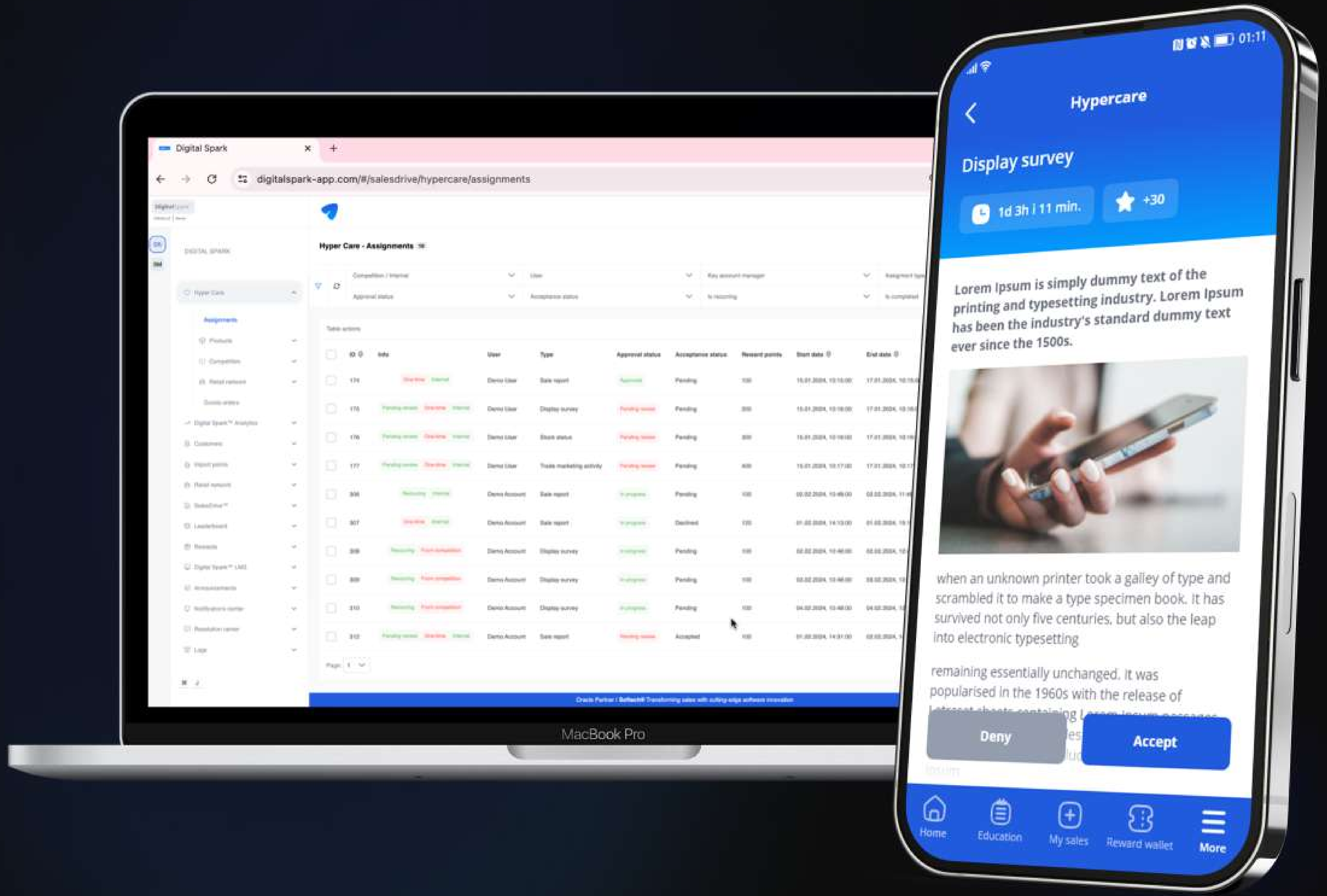
SOFTECH® ORACLE | Partner

PRODUCT DECK

HYPERCARE



Deloitte.
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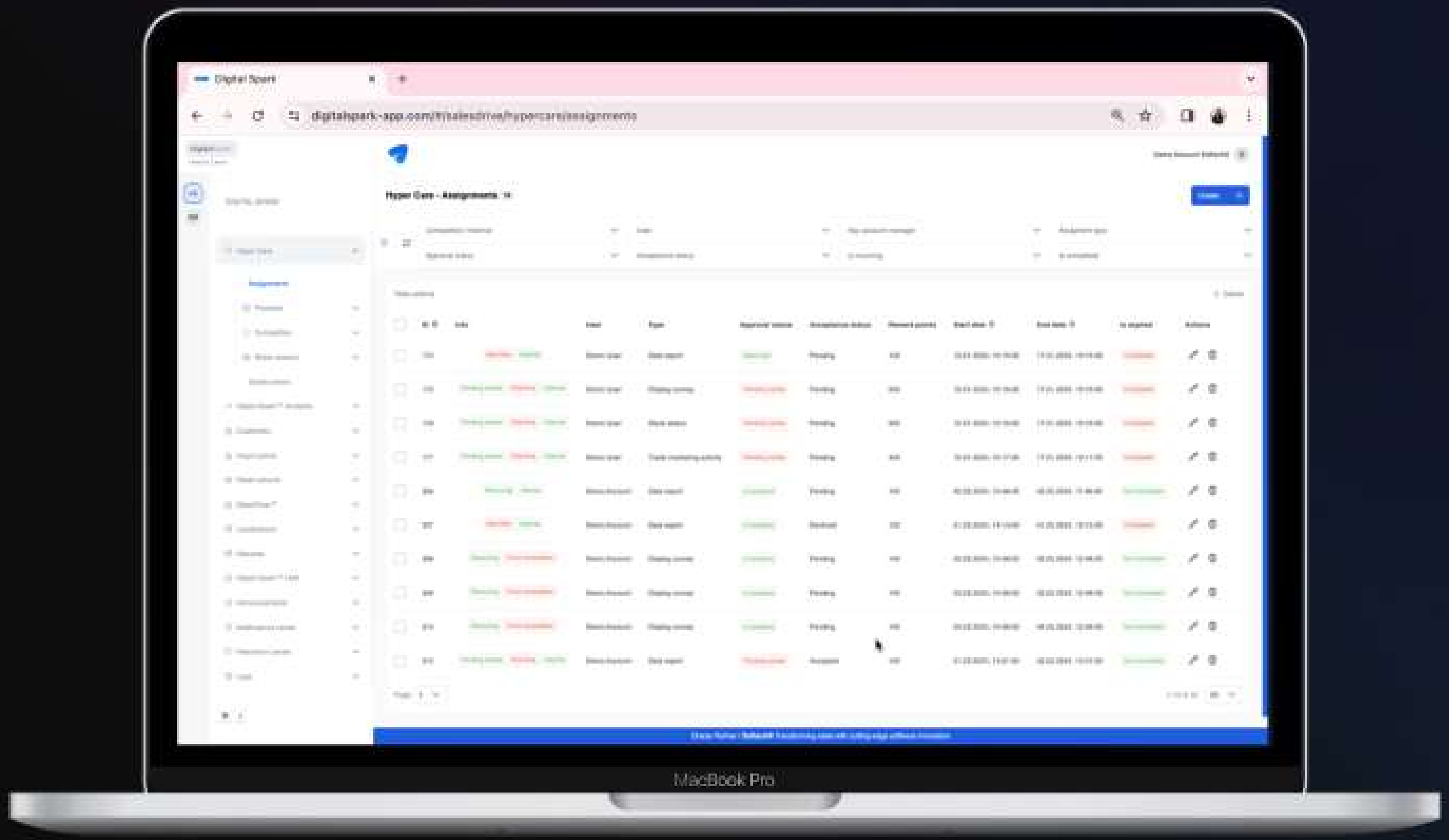
2024 CE LAUREATE

HYPERCARE

PRODUCT OVERVIEW

COMPANY	/ Sales Team	/ Distribution	/ RETAIL	/ Frontline Employee
Our B2B SaaS products	BonusWise	SmartMetrics	**HyperCare**	SalesDrive



Virtual merchandiser & task management platform

In the Company-Retail relationship, through the HyperCare trade program, a virtual merchandiser can significantly improve commercial and other marketing activities while simultaneously reducing investment in field force and other operational costs.

HOW DOES IT WORK

5 STEPS TO TRANSFORMATION

HyperCare trade program transforms your sales trough 5 modules: Assignments, Products, Competition, Retail Network, and Goods orders.

1. Setup Products
2. Setup Competition
3. Setup Retail Network
4. Setup Assignments
5. Track Goods Orders

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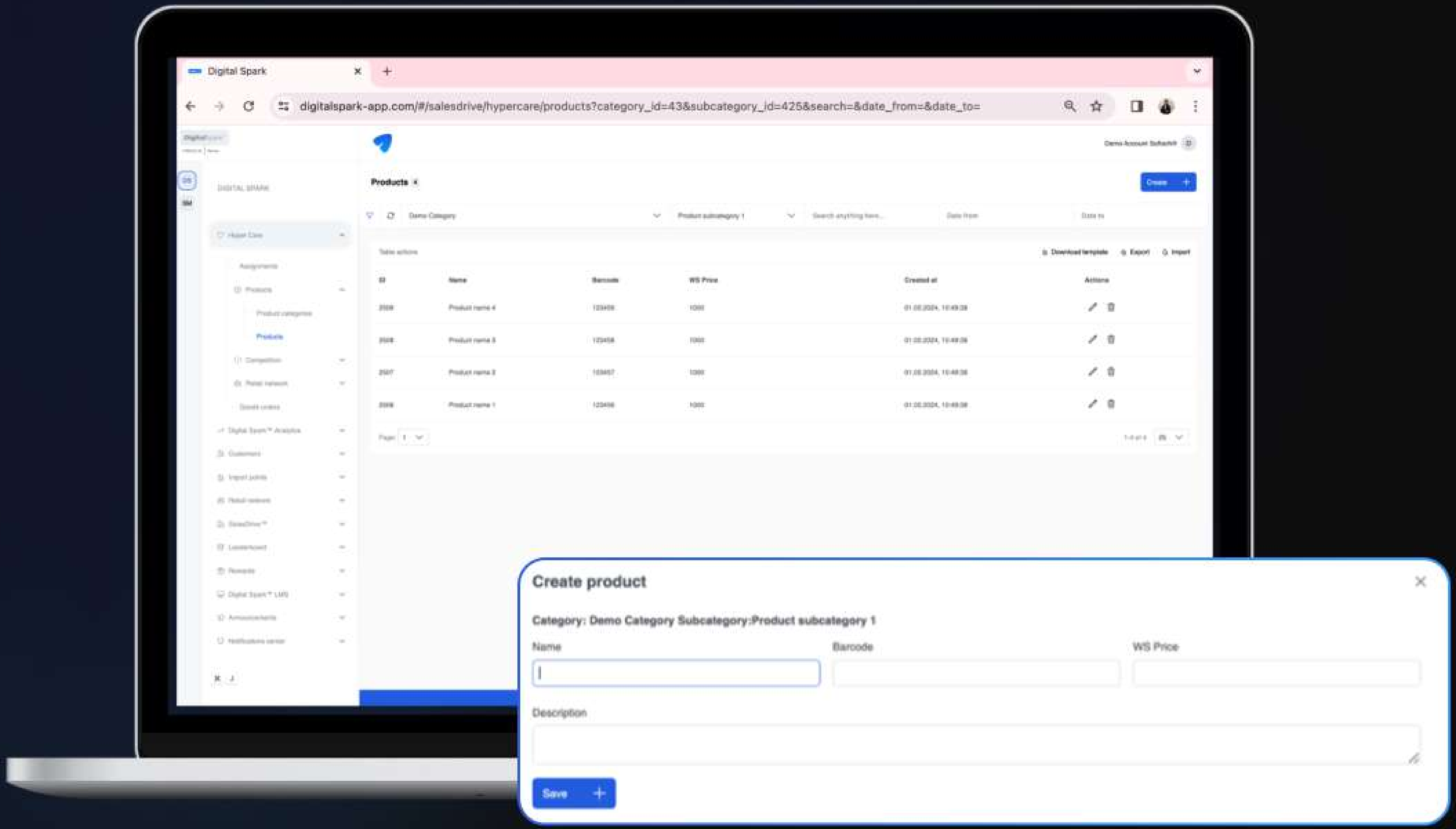
STEP 1: SETUP PRODUCTS

The Products module consists of 2 sub-modules: Product categories and Products.

A **Product Category** is created by clicking the Create button, or importing multiple categories trough the excel file template. You can define **subcategories** in each Product Category.

Within the **Products** sub-module, products related to tasks can be added. It is necessary to choose the desired category and subcategory of the product, after which the Create button appears for individual product entry. **Name, Barcode, WS Price and Description** need to be filled in for each product.
You can also import multiple products at once trough importing the excel file after filling out the template.



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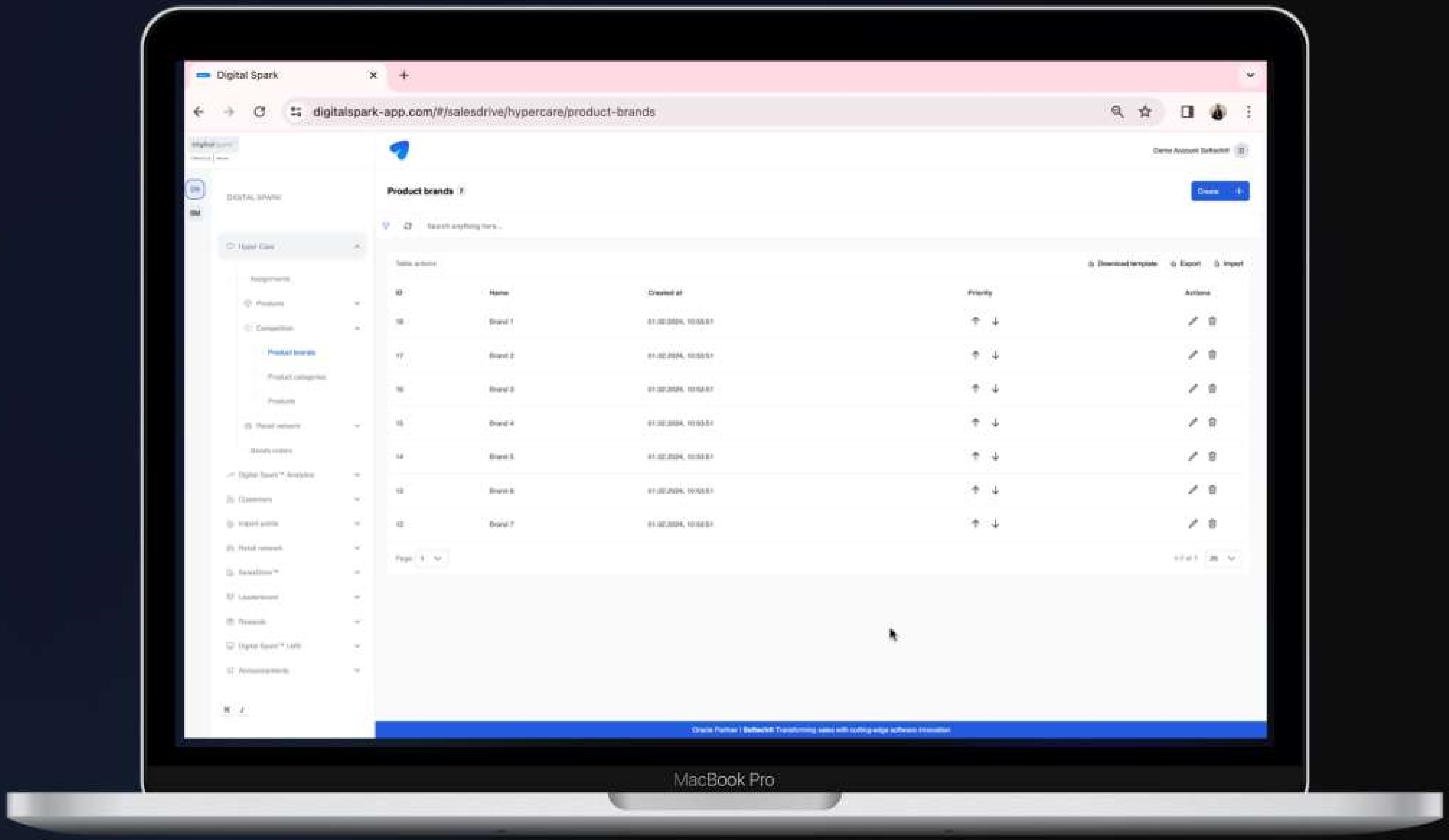
STEP 2: SETUP COMPETITION

The Competition module offers similar functionalities regarding product setup, the only difference is, we're setting up competitor products that will be included in defined tasks. This module consists of three sub-modules: Product brands, Product categories, and Products.



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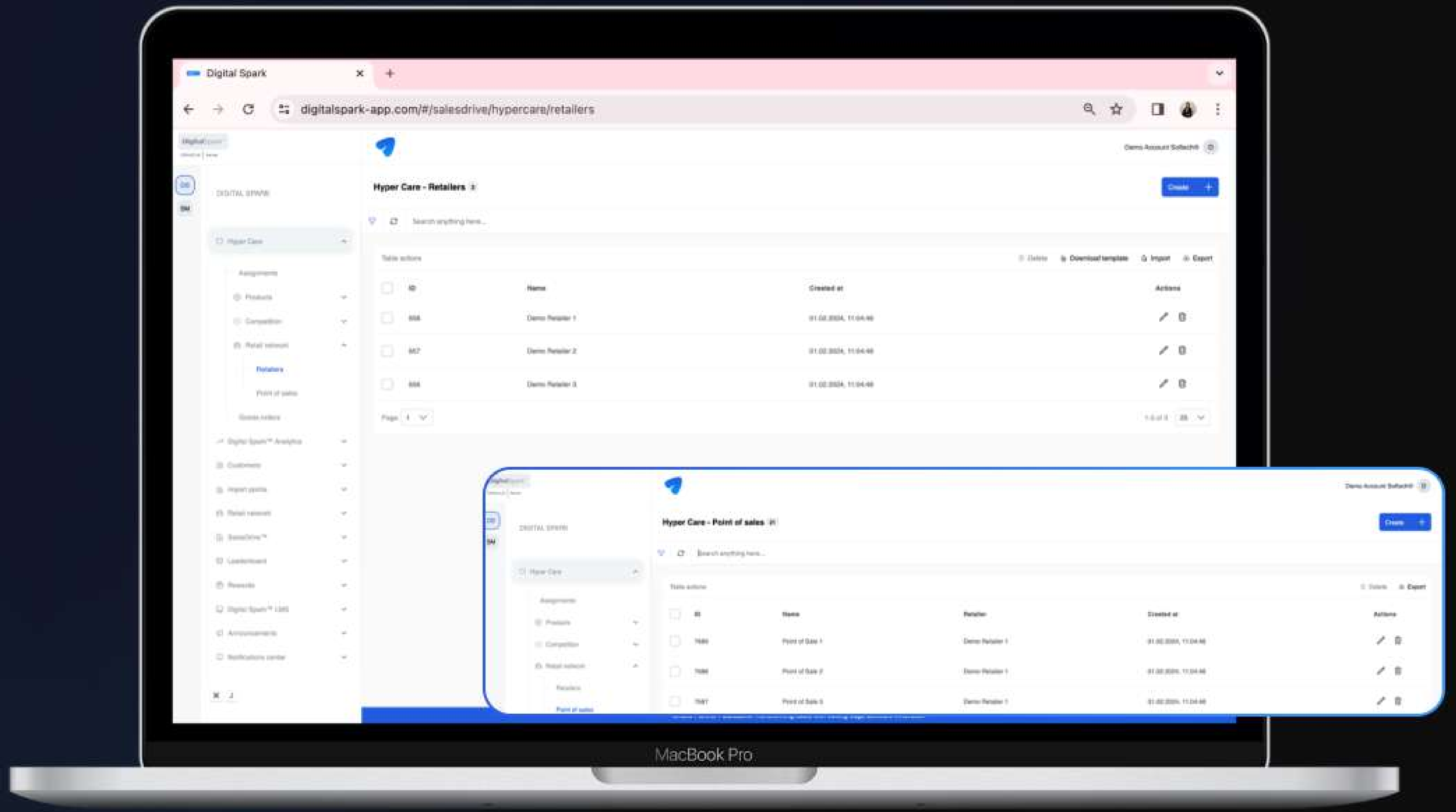
STEP 3: SETUP RETAIL NETWORK

The Retail Network module consists of two sub-modules: Retailers and Points of Sale, within which the workplaces of users involved in HyperCare activities are defined and administered.

In the **Retailers sub-module**, there is a list of retail chains. The list displays the names of Retailers and the date and time each was created in the admin panel. In the Actions column, it is possible to edit the name of the Retailer by clicking the Edit button or delete the selected Retailer. You can **create an individual Retailer**, or use the **mass import** option by filling in the template and importing the excel file.

By filling out the Excel form and importing it into the Retailers sub-module, **Points of Sale related to specific Retailers are defined**, as seen in the Points of Sale sub-module. The list displays the names of Points of Sale, the Retailer to which they belong, and the date and time when they were created in the admin panel. The same options for editing, deleting, filtering, and exporting as in the Retailers sub-module can be applied.



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STEP 4: SETUP ASSIGNMENTS (1/4)

After setting up data in the Products, Competition, and Retail Network modules, **the next step is to create tasks within the Assignments module.**

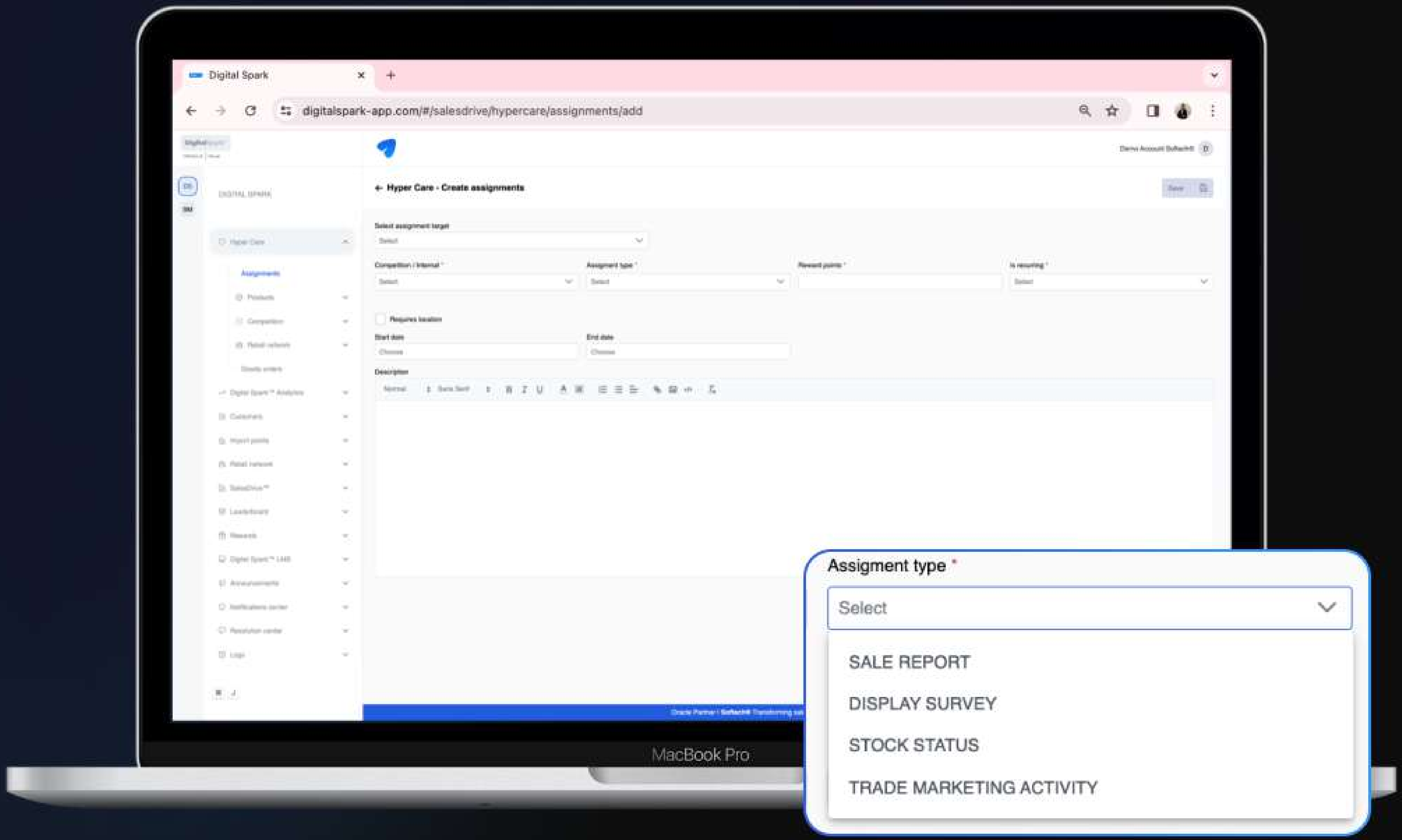
Sales representatives are assigned specific tasks that can be divided into 4 categories (**Assignment types**):

/ **SALE REPORT** – this type of task involves reporting product sales – entering quantities and price reports.

/ **DISPLAY SURVEY** – through this task, application users check how specific products are displayed on shelves and specially rented positions within retail establishments.

/ **STOCK STATUS** - the user reports the status of products – the remaining quantity of a specific product within a retail establishment.

/ **TRADE MARKETING ACTIVITY** – this task represents personalized promotion that applies only to the selected user or multiple users.



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STEP 4: SETUP ASSIGNMENTS (2/4)

By clicking the Create button, a window for defining the desired task opens. The Description field is used to enter text – an explanation of the task.

/ It is necessary to choose the **Assignment target (Retailers, Point of Sales, Users)**, which defines who will the task apply to.

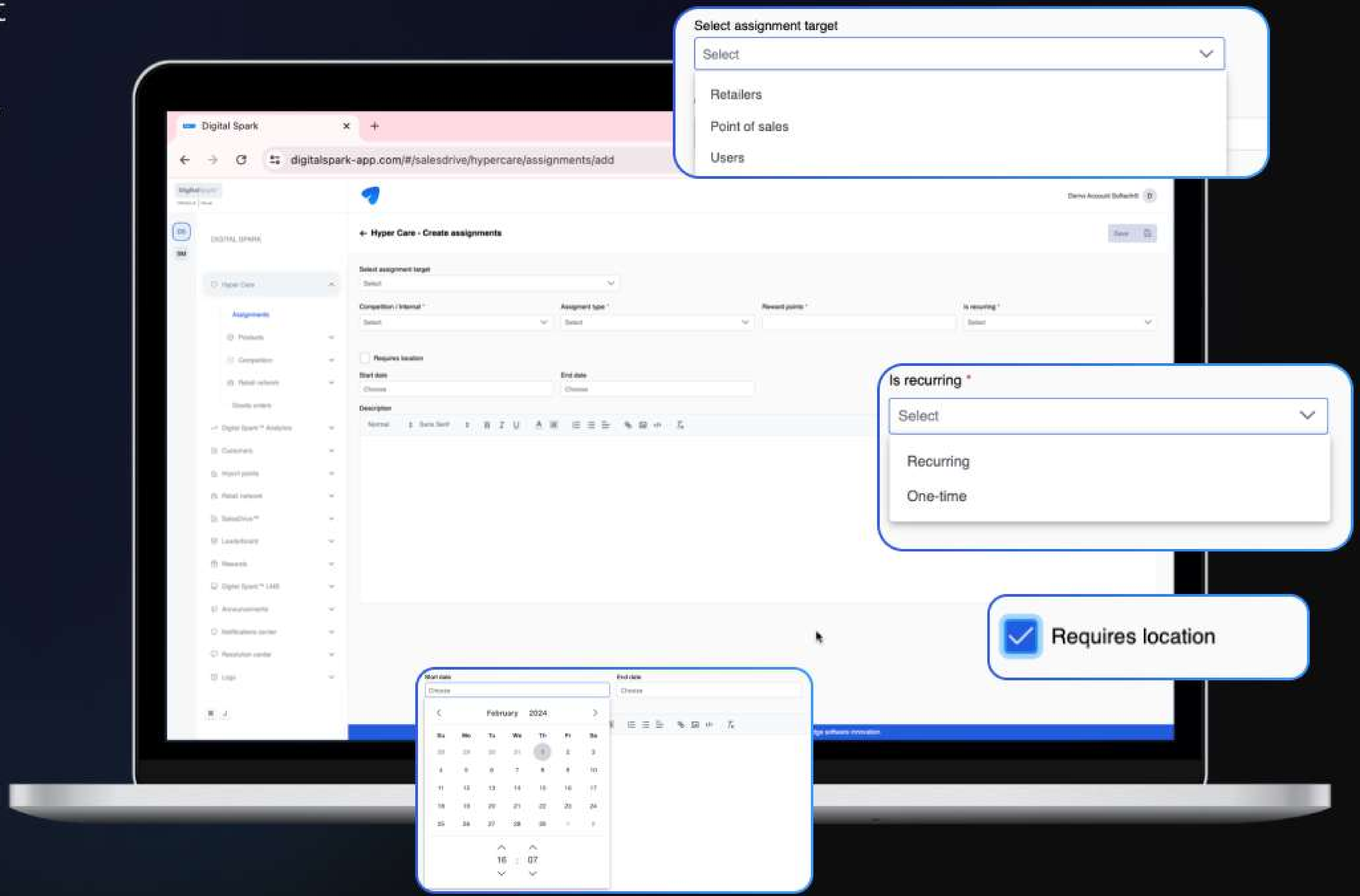
If Retailers are selected, it applies to users in chosen retail chains. For Points of Sale, specify tasks for selected Retailers with filled-in fields. Opt for Users to assign tasks to specific users from various Retailers and Points of Sale.

/ Then, it is selected whether the task is of the **Competition or Internal type**, i.e., **whether it will be related to products of the user company's license or competitor products.**

/ In the **Is recurring section**, it is selected whether the task will be **one-time** (one task for a defined time period) or **recurring** (creating multiple identical tasks for each day covered by the selected time period).

/ By checking the **Requires location option**, the user must enter their location when creating the task, i.e., select the Retailer and Point of Sale where they are at that moment.

/ **Task duration** is defined – the task is active within this time range, and users can access it, while at the end of the time, the task is automatically submitted.



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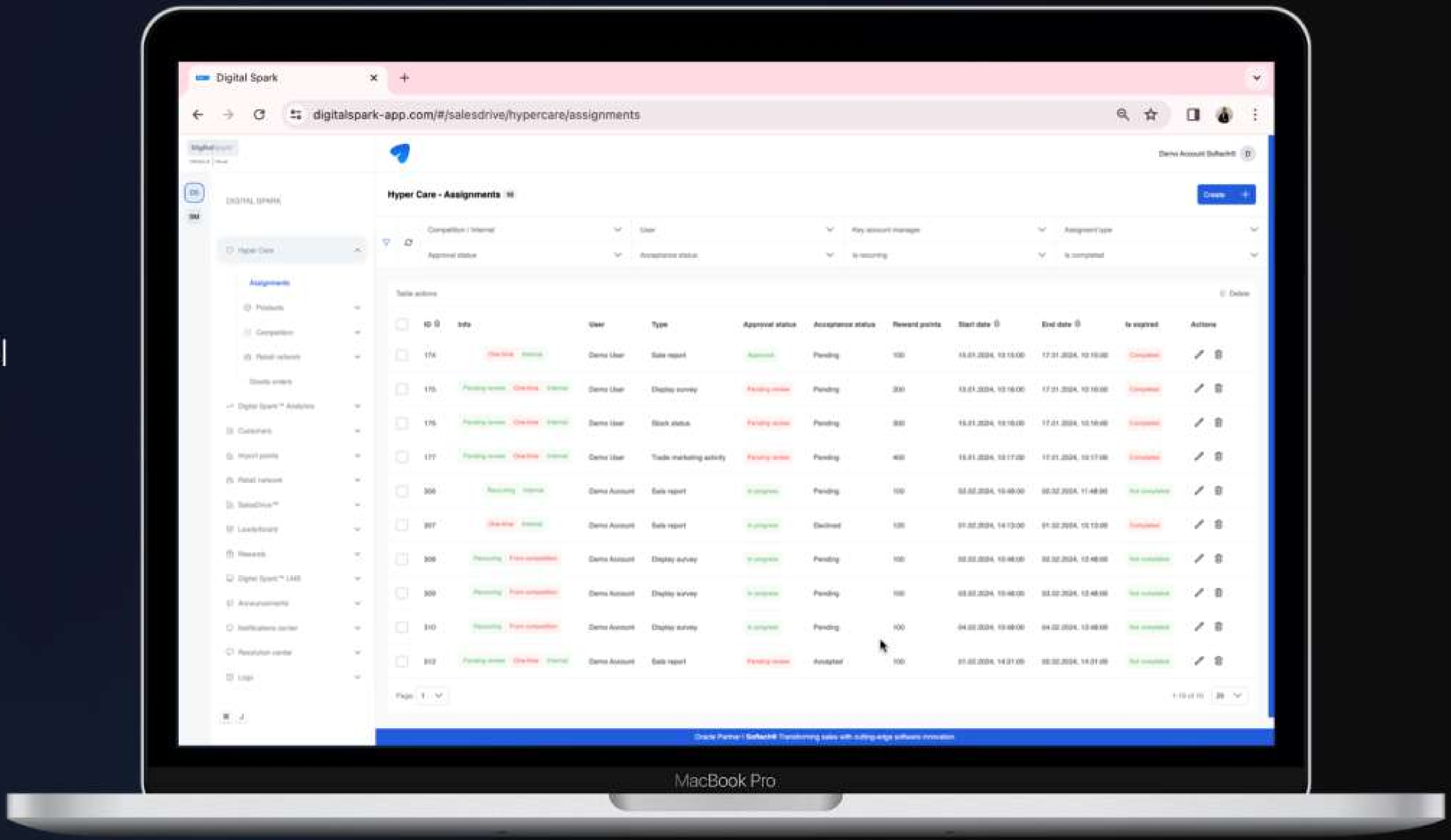
STEP 4: SETUP ASSIGNMENTS (3/4)

By clicking the Save button, the task is saved and displayed on the list of assignments for each user individually. The list displays:

- / **Task ID number**
- / **Task information:** Internal/Competition, Recurring/One time, and task status
- / **User** that the task is assigned to
- / **Assignment type, Approval status** (In progress – immediately after assigning the task, Pending review - after the user has completed the task and is waiting for approval from the administrator, Approved – after approval by the administrator)
- / **Acceptance status** (whether the task is accepted by the user: Pending, immediately after assigning the task, Accepted – the user has accepted to complete the task, Declined – the user has refused to complete the task).
- / **Points** that the user will receive for completing the task
- / **Start and End date and time**
- / Whether the task is **completed or expired** (Completed) or still not completed or not approved/declined (Not completed) – Is expired column.



The task list can be filtered according to the mentioned categories or columns. It is possible to delete and edit tasks.

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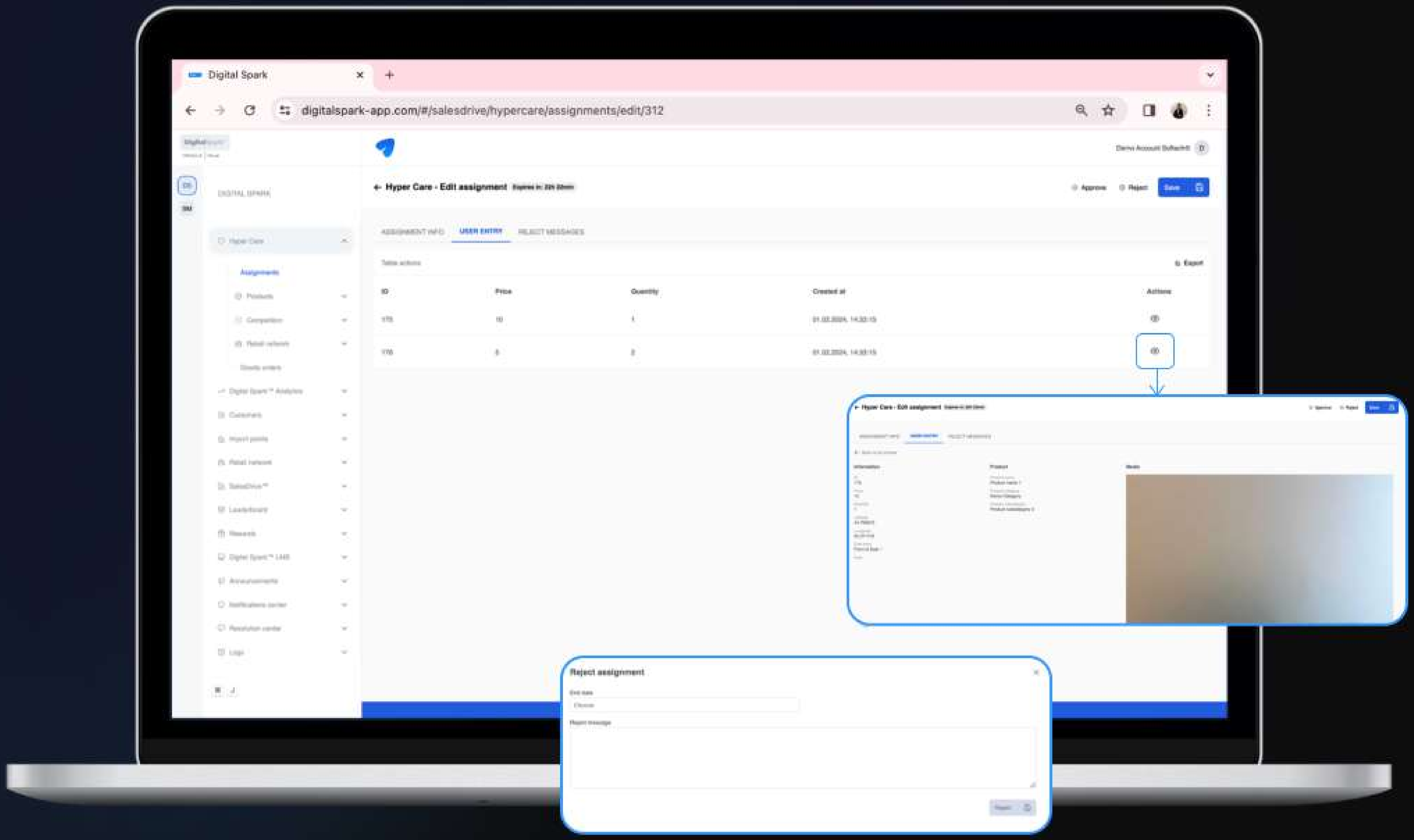
STEP 4: SETUP ASSIGNMENTS (4/4)

By clicking the Edit button in the Actions column, a detailed view of task data is first given – the assignment info card, where you can change the specifics of the task.
Then, in the **users entry card**, there's a display of the task submitted by the user.

For example, the submitted task type is Sale report. **The following data is shown**: reported quantities and prices, and the date and time of entry. A more detailed view, with product data and accompanying image, is possible by clicking the button in the Actions column.

Additionally, it is possible to **check the location** that the user reported when creating the task (Sale point) and compare it with their actual location at that moment (Latitude, Longitude).

This task report can be **approved** by clicking the Approve button or **rejected** by clicking the Reject button. In that case, a window opens where it is possible to **specify the reason for rejecting the task** report, and it is possible to **extend the deadline** for correcting the already sent task report (by choosing a new End date).



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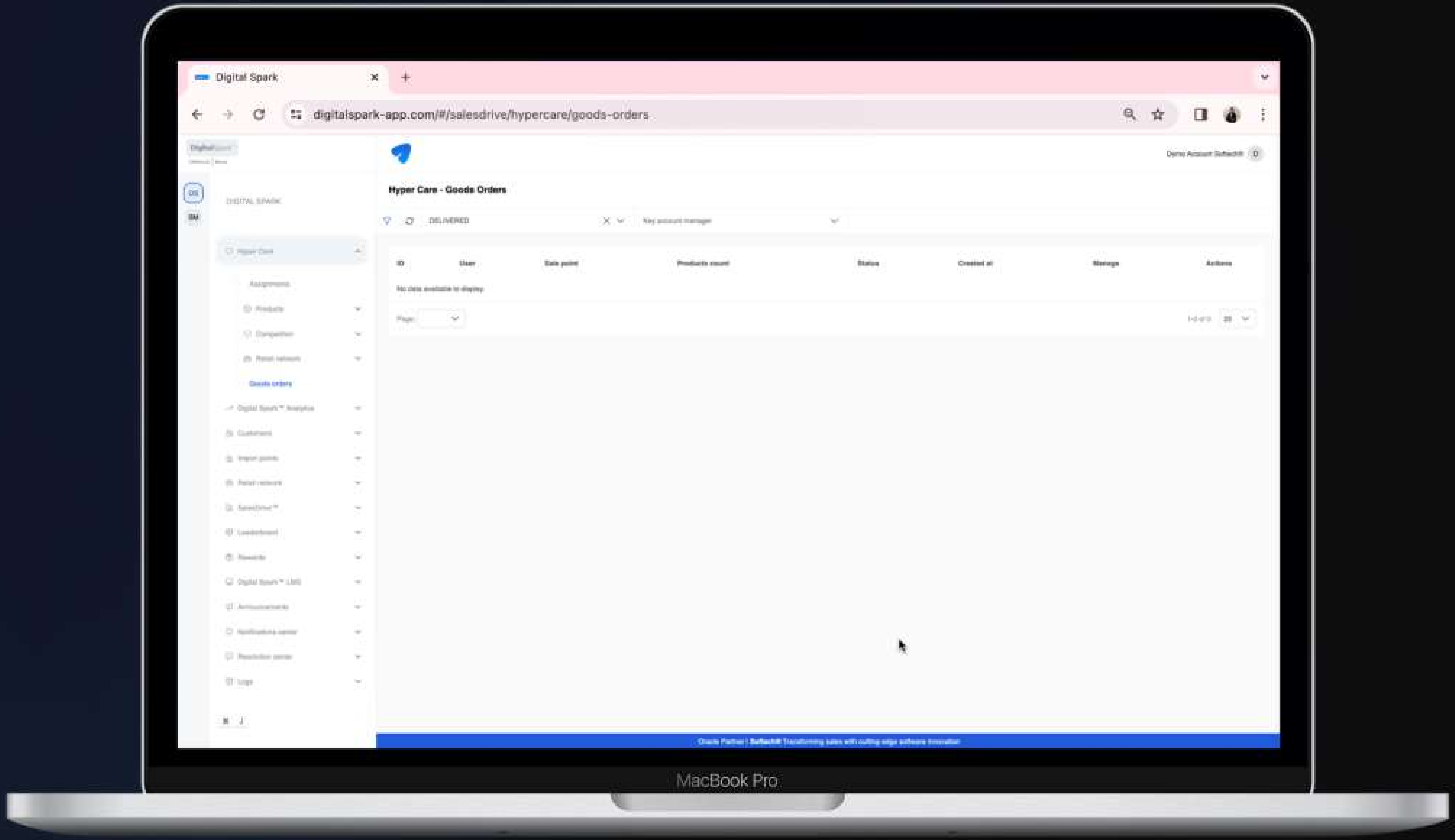
STEP 5: TRACK GOODS ORDERS

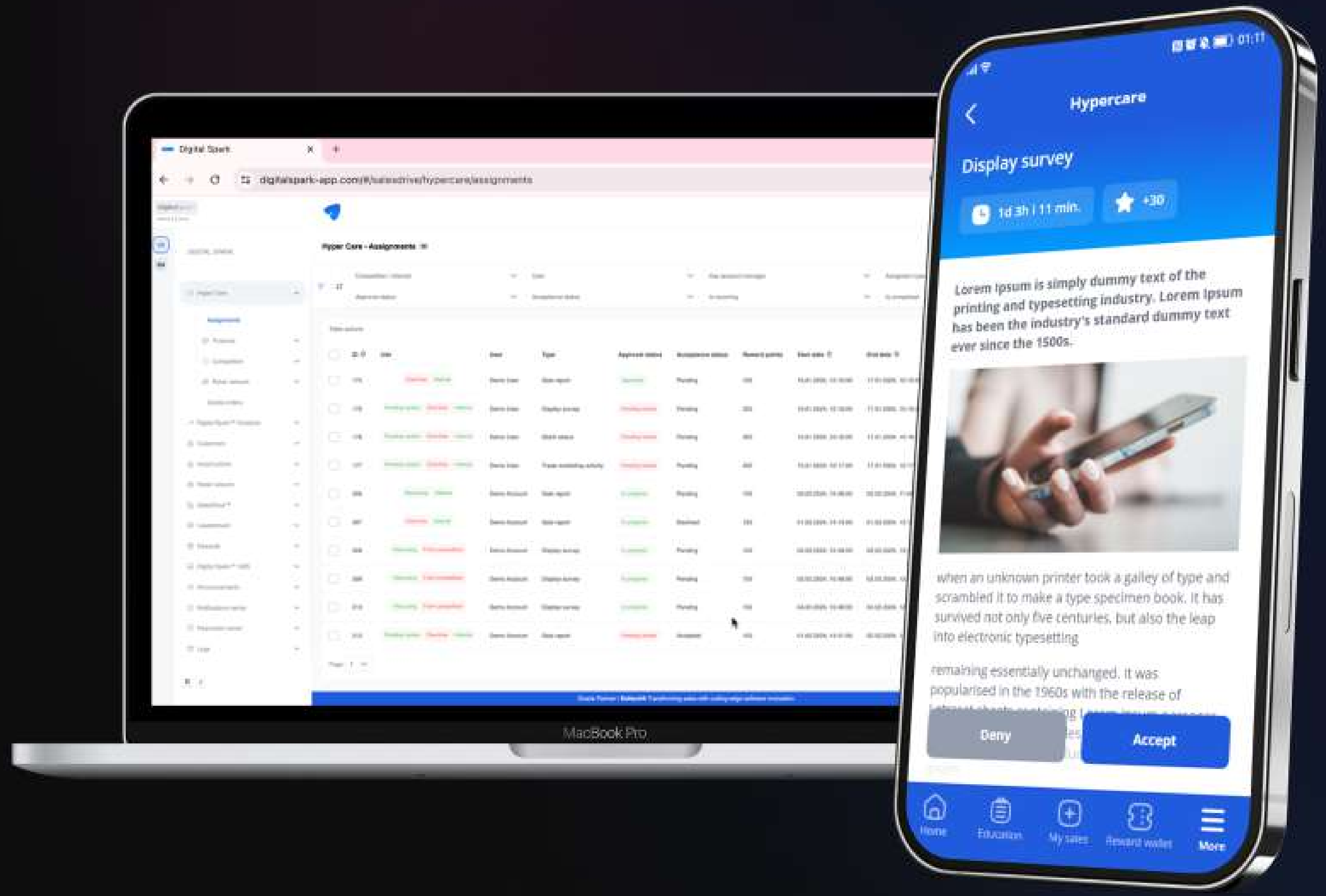
The Goods Orders module allows application users to report the status of products in sales outlets, submitting a request to replenish products that are missing or present in small quantities. The need for a goods order can be determined based on the Stock status task, which was explained earlier.



HyperCare

100K task assignments in just **10.8 seconds**

300% cost savings



Virtual merchandiser & task management platform

Sales representatives, filed sales team and frontline employees directly interact with the software, facilitating task management, data collection and analytics.

By using our Virtual merchandiser module within the HyperCare trade program you can expect:

- Improved in-store merchandising quality;
- Efficient workforce management;
- Significant cost savings – up to 300%;
- Data-driven insights for continuous improvement;
- Streamlined communication and coordination.

PRICE LIST - HYPERCARE

Number of users	Total monthly fee
Up to 5 users	**990,00€**
Up to 10 users	**1690,00€**
Up to 20 users	**2880,00€**
Up to 50 users	**3.990,00€**
50+ users	*tailor made offer*

/ Payment per user

The pricing is determined by the number of users, specifically your sales representatives, who utilize the application.

/ Unlimited number of sale points

Benefit from the freedom to expand your sales network without constraints or extra charges, accommodating growth and maximizing revenue potential for your business.

/ Distribution channels

MOBILE APP
END USERS

WEB
MANAGEMENT

Administrative panel
Dashboard panel used for analytics, user and app management, reports etc.

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