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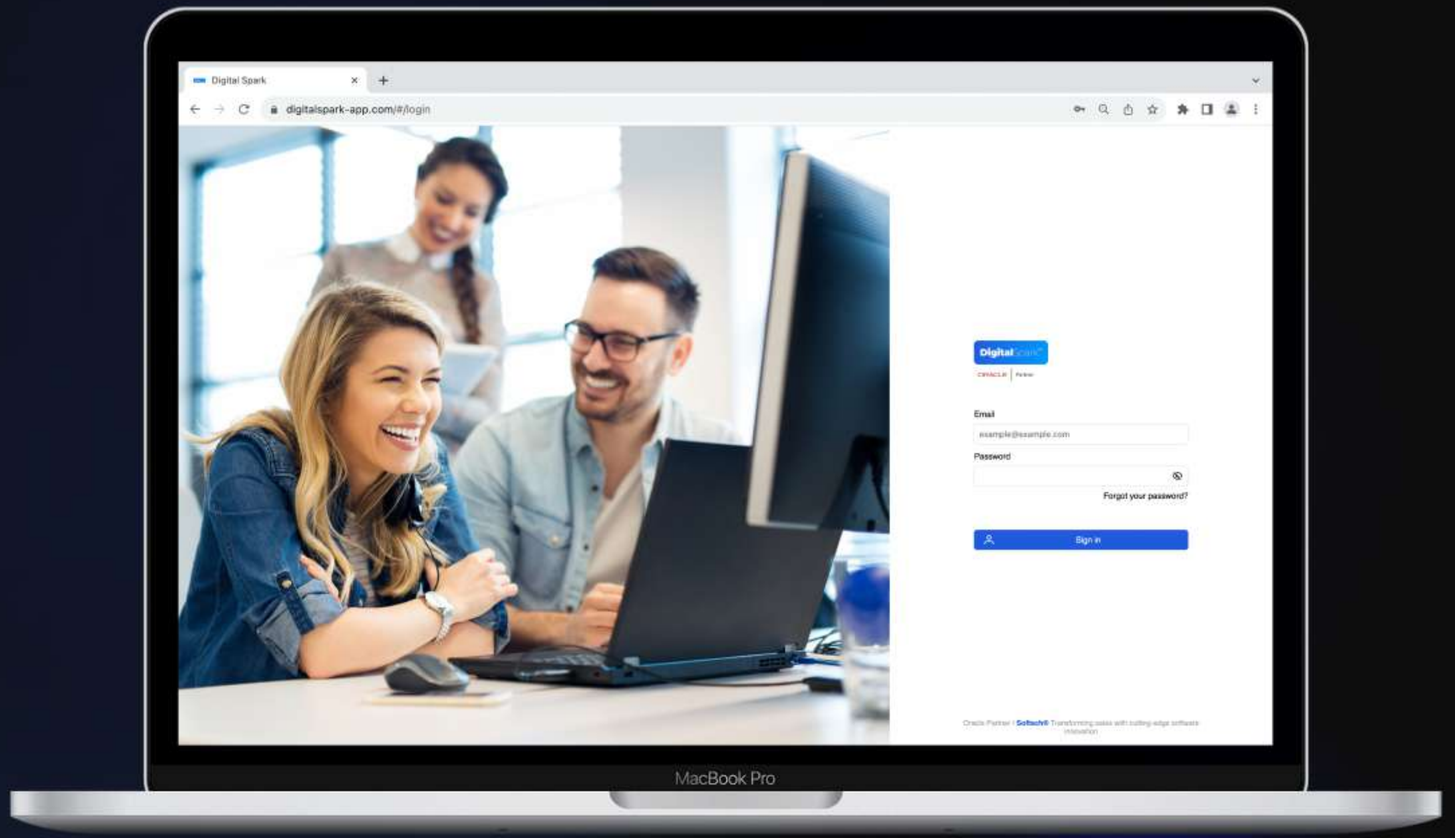
PRODUCT DECK

SMART METRICS



Deloitte. 50 | Technology Fast 50 2024 CE LAUREATE

Softech ® 2025 www.softech.es

SMART METRICS

PRODUCT OVERVIEW

COMPANY / Sales Team / **DISTRIBUTION** / Retail / Frontline Employee

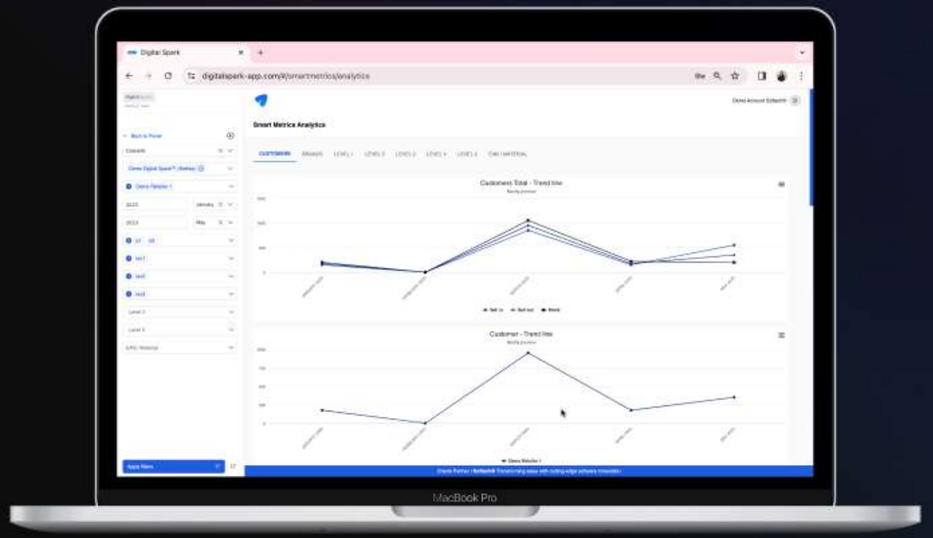
Our B2B SaaS products

BonusWise

SmartMetrics

HyperCare

SalesDrive



Reporting & Analytics platform

The SmartMetrics trade program is a Business Intelligence (BI) tool that enables a company to quickly analyze sales results while providing procurement and sales recommendations for better optimization.

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HOW DOES IT WORK

4 STEPS TO CONFIGURATION

Setup Retailers, Regions, Products and Product Prices in order to create detailed insights into your sales activities.

1. Setup Retailers
2. Setup Regions
3. Setup Products
4. Setup Product Prices

CONFIGURATION MODULE

STEP 1: SETUP RETAILERS

Retail administration

First step is importing the retail network. Important details for each Retailer are:

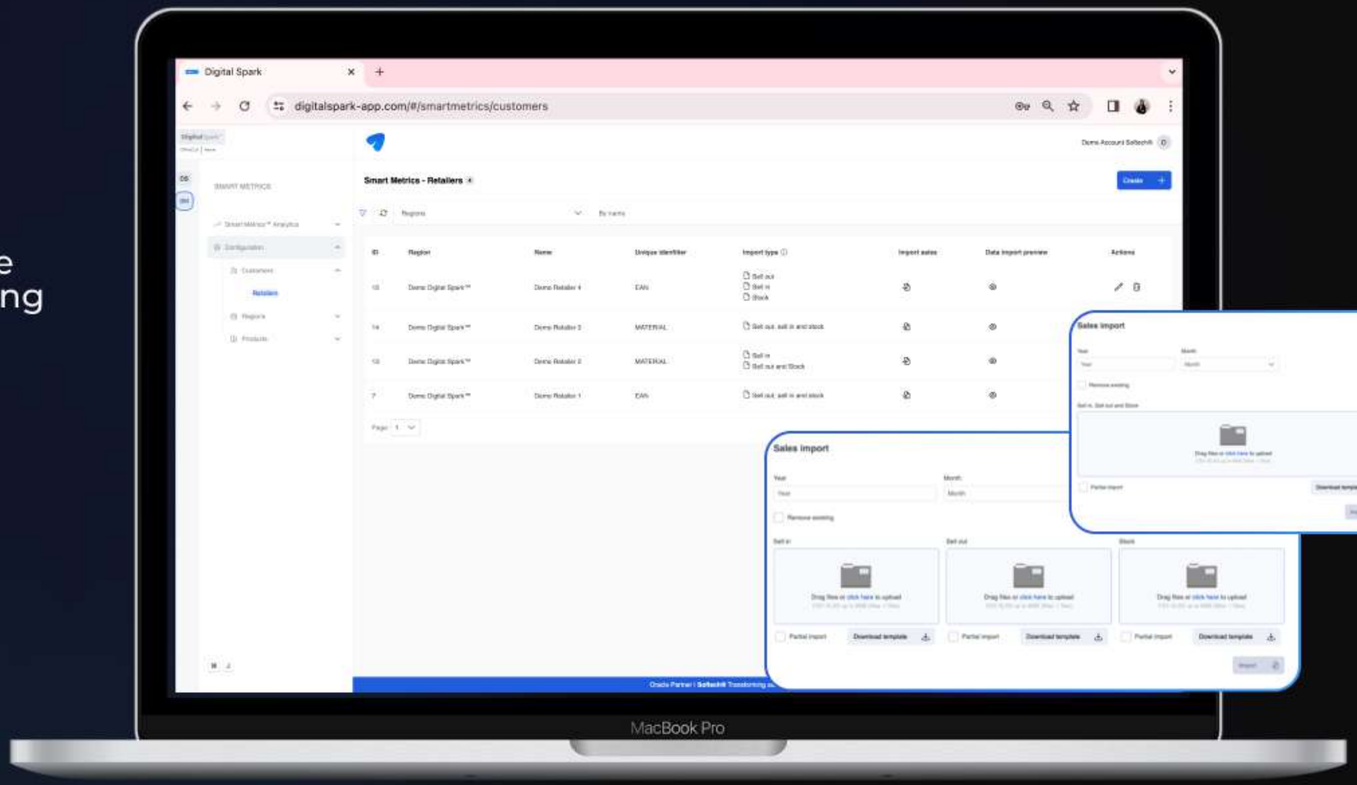
Unique identifier (EAN / Material)

The Unique Identifier is a unique product number that the administrator wants to manipulate with later when entering data—there are two categories: EAN and Material.

Import type (Sell in / Sell out / Stock)

Data entry can be performed in various ways, as shown in the Import type section: you can choose different variations of including each type, separately or all three together.

Sell In represents the transaction between the license user company and various retail chains (Retailers). Sell Out tracks sales from Retailers to end-users, product buyers, or other Retailers, while Stock indicates inventory of the Retailer.



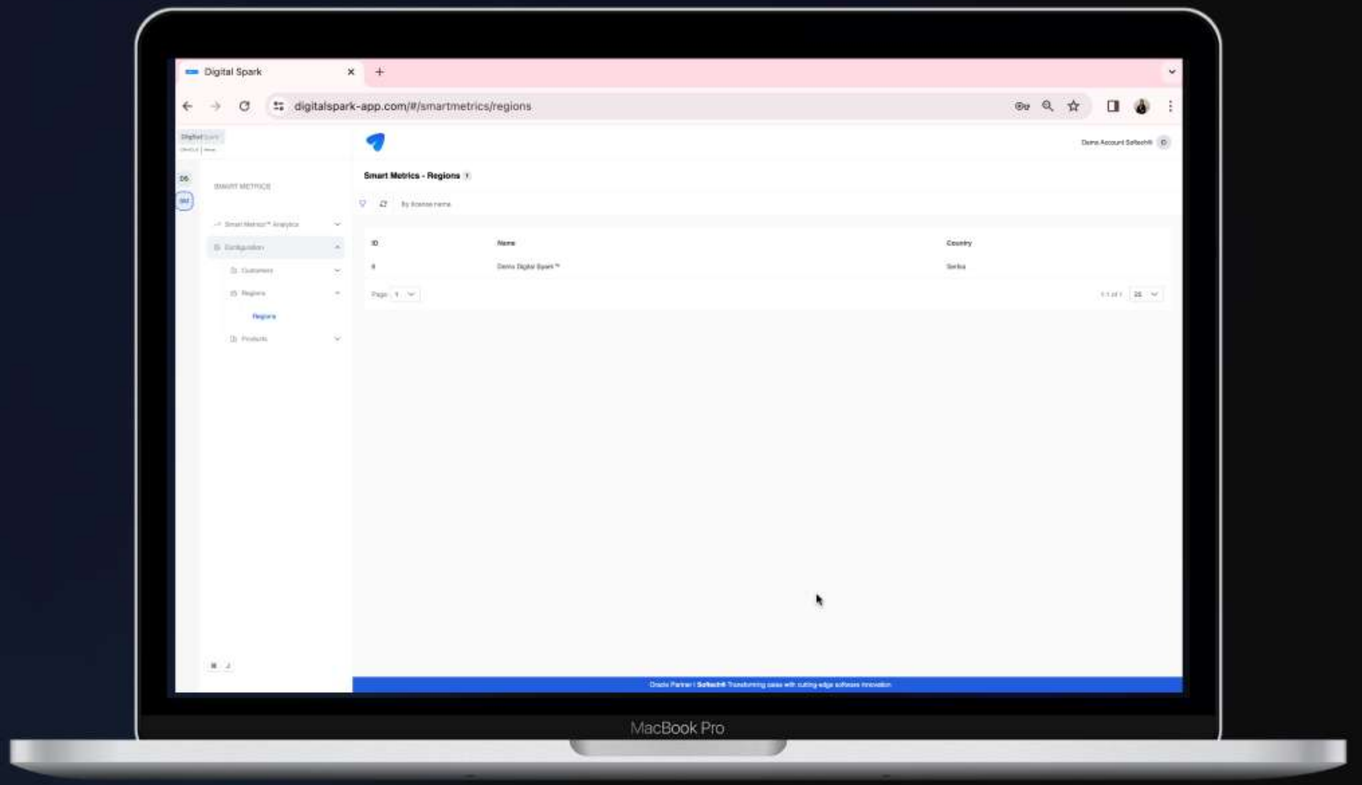
CONFIGURATION MODULE

STEP 2: SETUP REGIONS

Segmentation by regions

Each administrator within the SmartMetrics can be assigned for one or more regions.

The list of assigned regions is found within the Regions submodule, displaying the region's name and country.



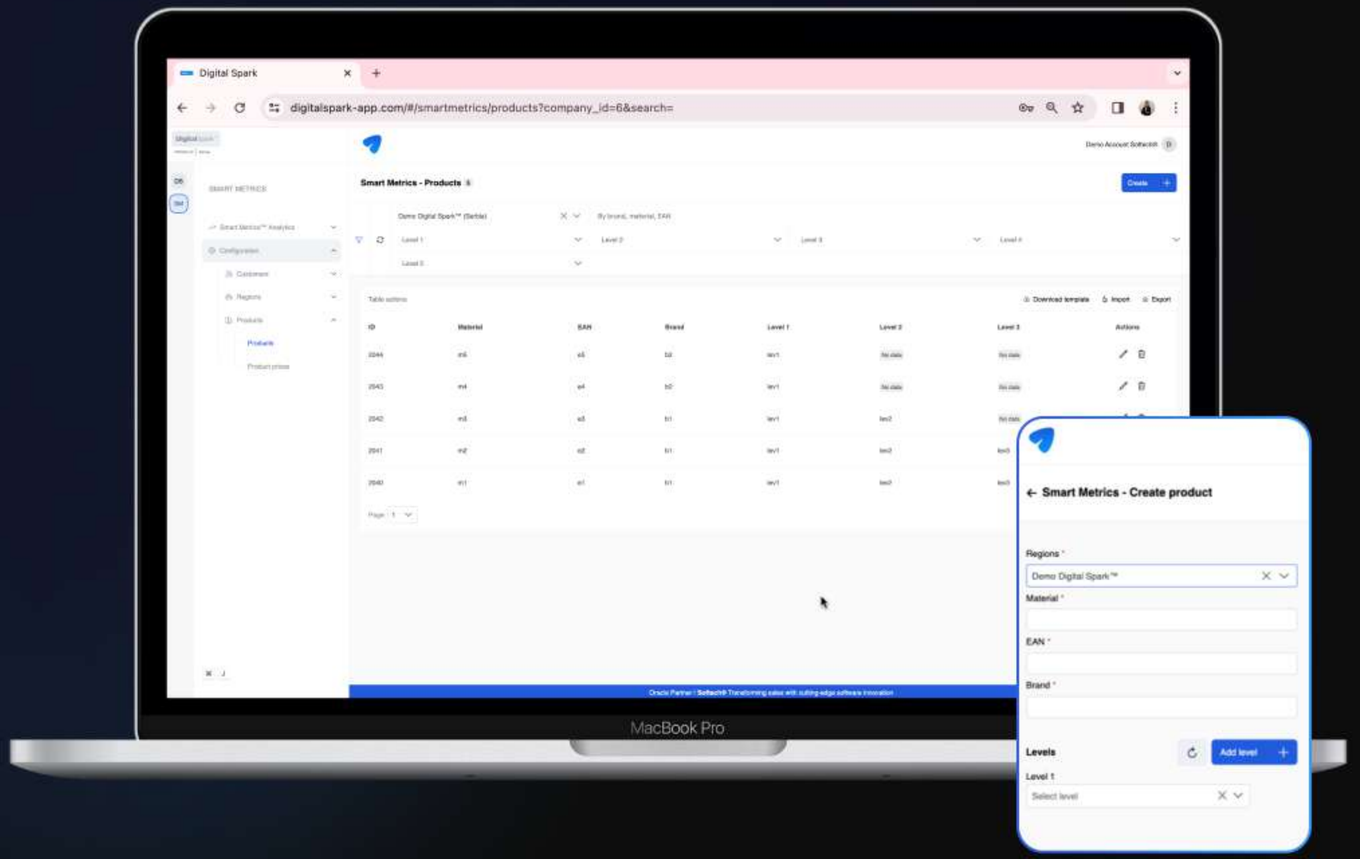
CONFIGURATION MODULE

STEP 3: SETUP PRODUCTS

Product import

Products are associated with Region, Brand and Unique Identifier (EAN / Material).

Products are imported by levels. Levels result from the categorization of products, i.e., group names, subgroups to which the product belongs.



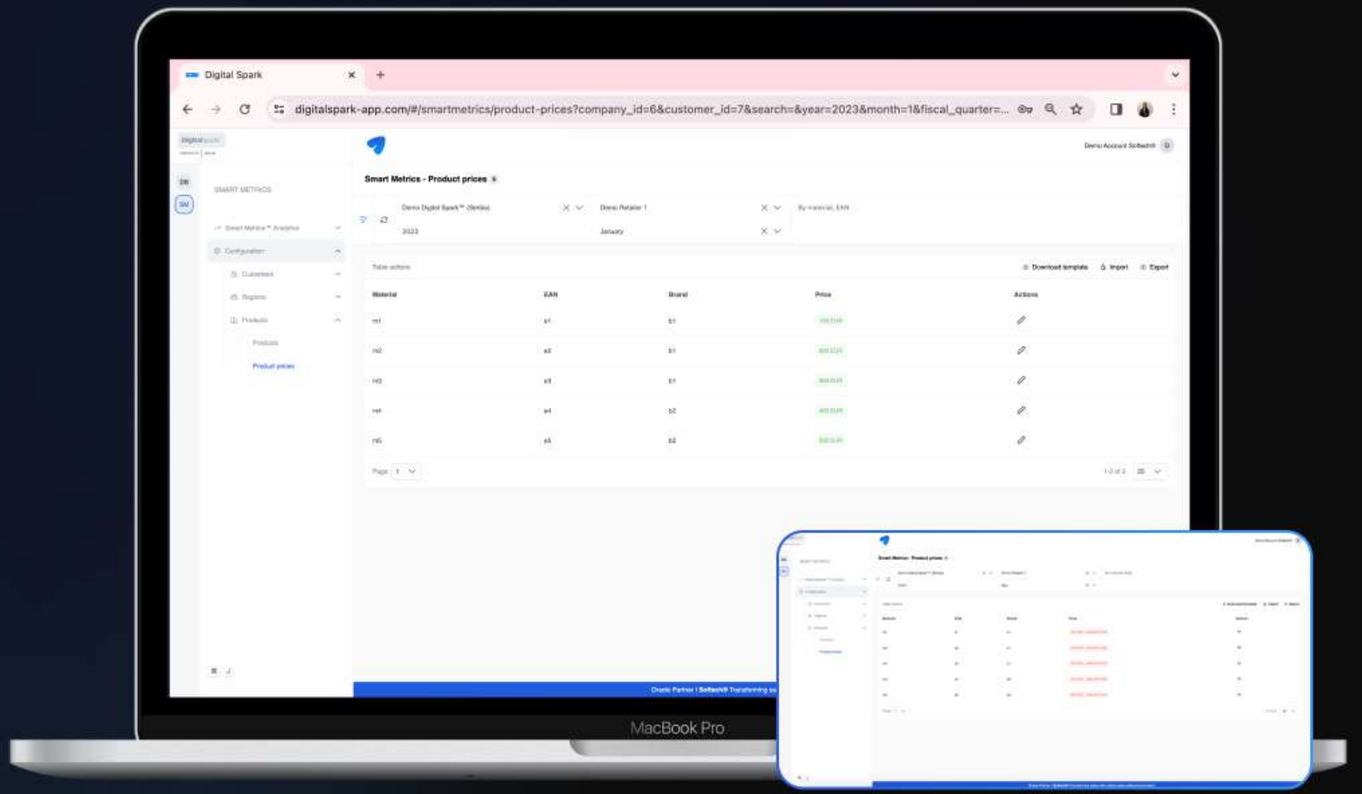
CONFIGURATION MODULE

STEP 4: SETUP PRODUCT PRICES

Product prices

After setting up products, the next segment is Product Prices, where product prices are defined. A separate segment for entering product prices is created because each Retailer determines different prices for products defined in the Products segment for various time periods. By selecting the region, Customer (Retailer), and the time period, defined product data (Material, EAN, Brand) are displayed.

The prices of each product can be modified trough the period, on a monthly basis.



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HOW DOES IT WORK

ANALYTICS

The SmartMetrics Analytics module is used for analyzing data imported through the Configuration module.

Keep all your data in one place and **access the most important insights of your sales and distribution results within a few clicks.**

1. Choose your filter type
2. Watch SmartMetrics give you all the insights you need!

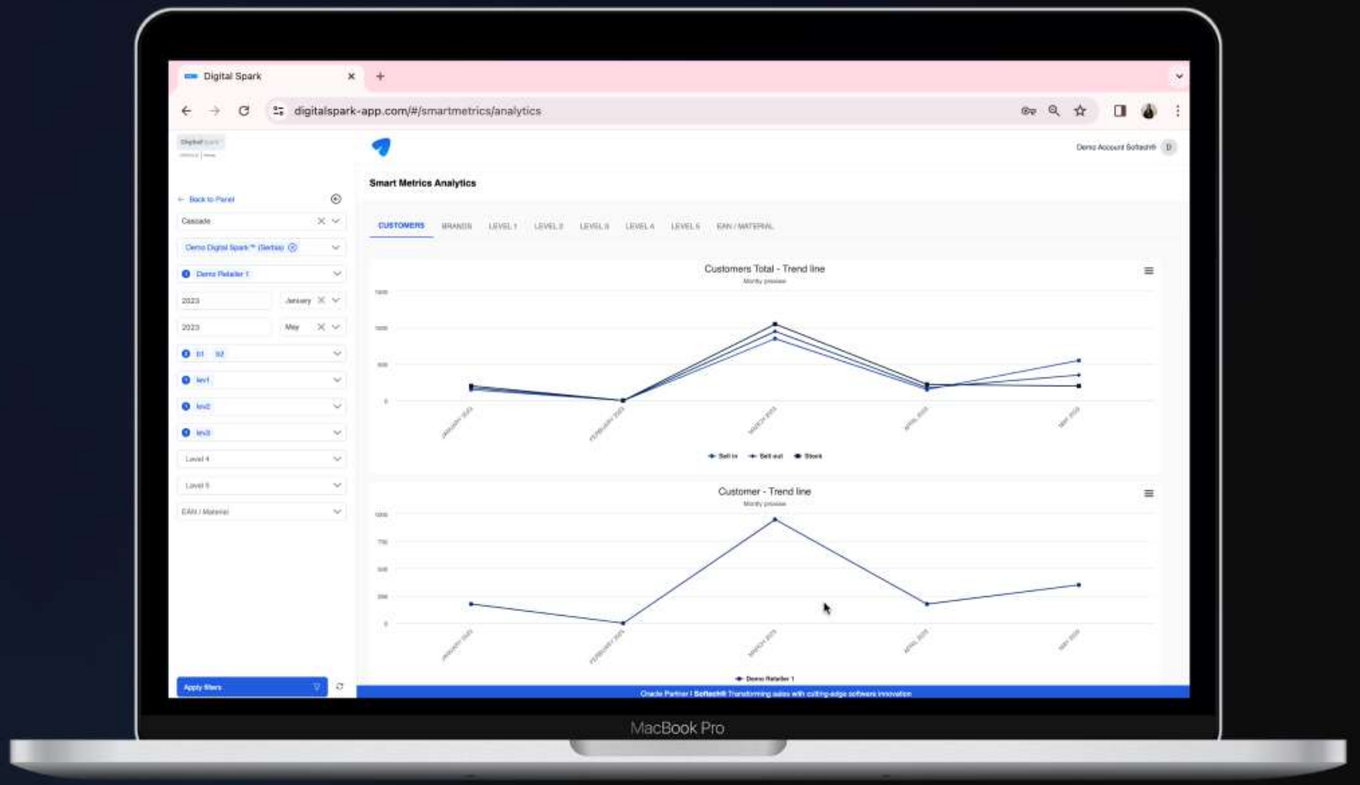
SMART METRICS ANALYTICS

STEP 1: CHOOSE YOUR FILTER TYPE

Analytics - filter types

The SmartMetrics Analytics module consists of the Analytics submodule and is used for analyzing data imported through the Configuration module.

The Analytics type can be Cascade or Material, depending on the data you want to analyze - groups and levels of products by brands and regions, or simply one specific product that you want to track.

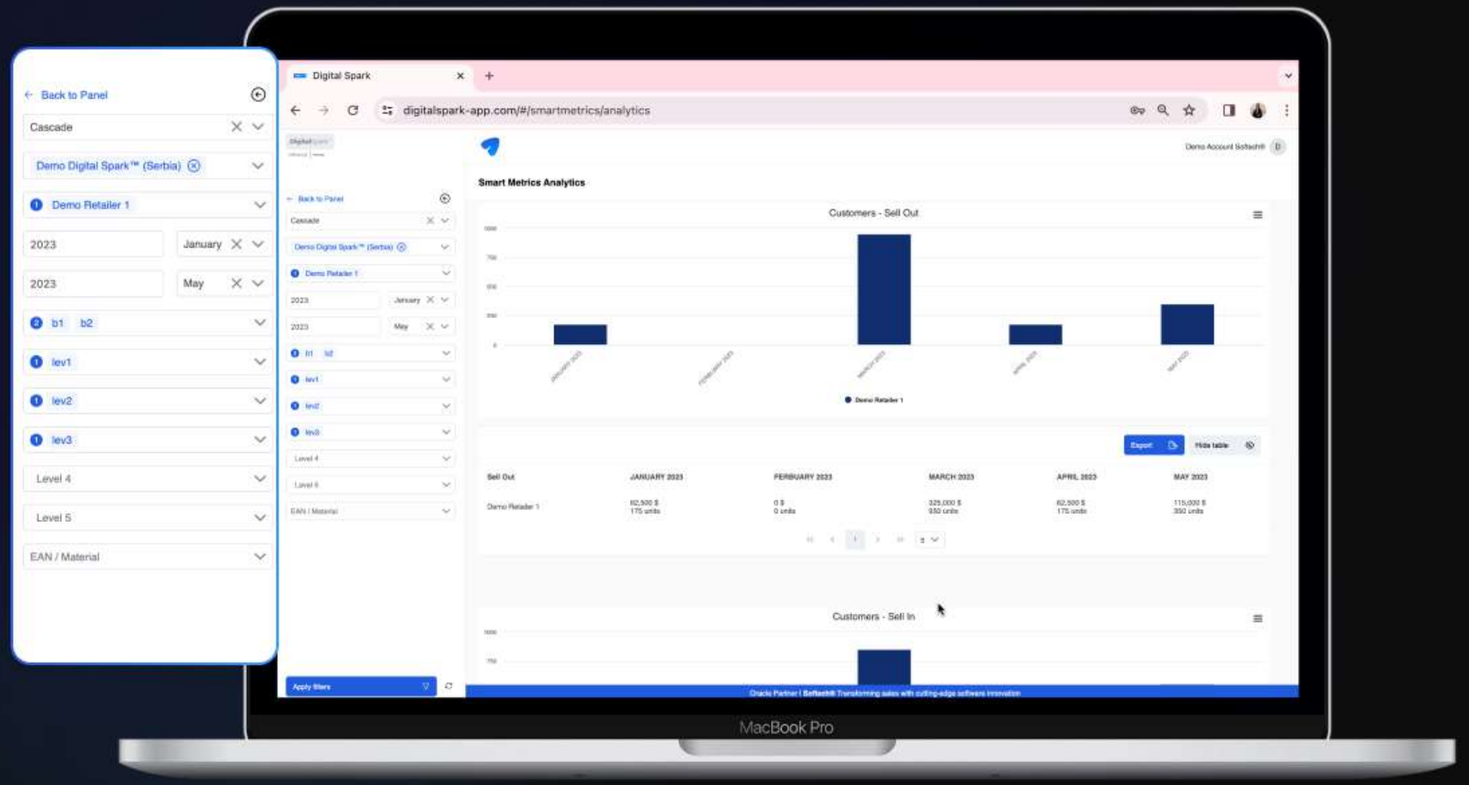


SMART METRICS ANALYTICS

FILTER TYPE: CASCADE

The **Cascade type** is used for analyzing products based on defined Levels.

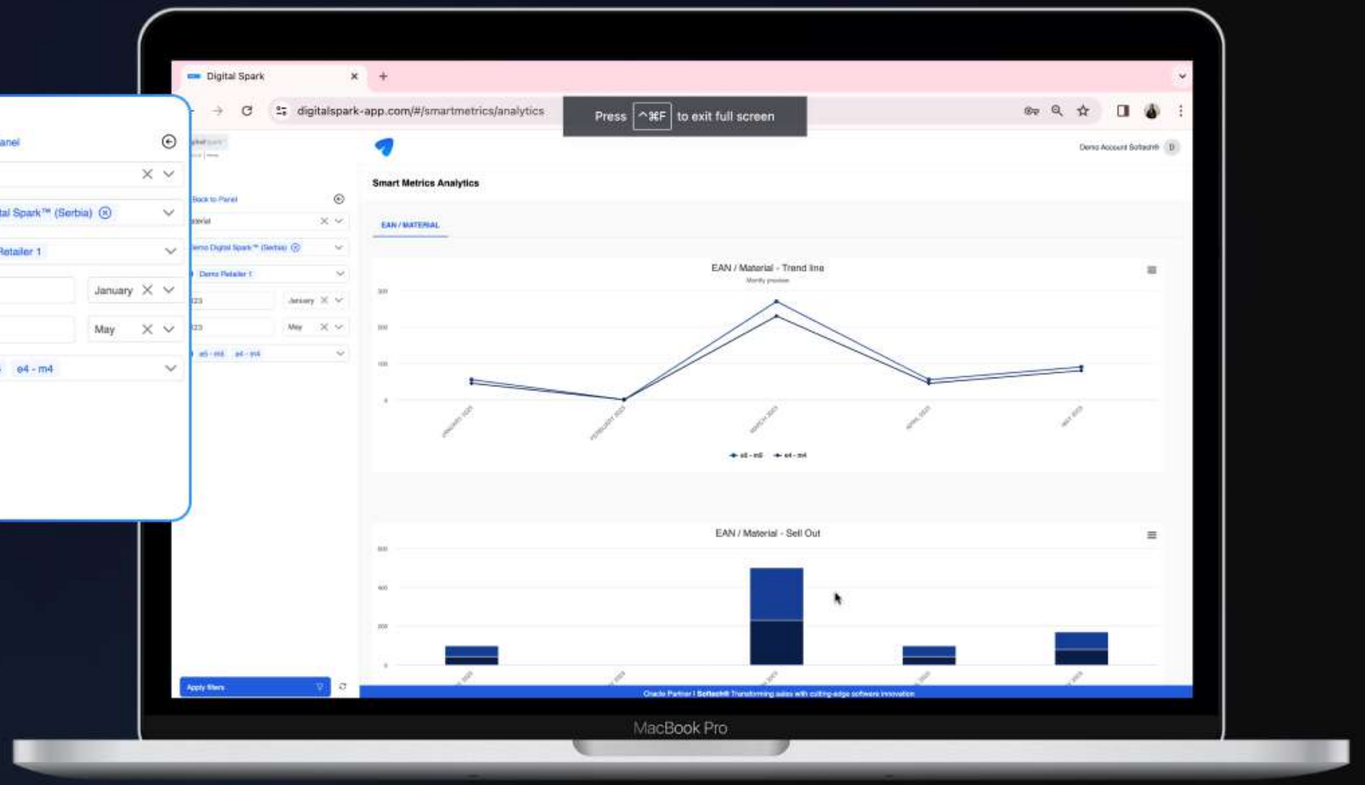
By selecting this option, along with the desired region and customer, additional fields for setting filters appear. It is necessary to choose a time period for which the data analysis is conducted. Then, brands or multiple brands are selected, and the desired Level-I (groups and subgroups) of products are checked. The list for selection narrows down for each subsequent Level. In the end, it is possible to choose EAN/Material for a specific product or products under analysis.



SMART METRICS ANALYTICS

FILTER TYPE: EAN / PRODUCT ID

In the case of choosing Analytics **type Material**, filters for setting the time period and selecting EAN/ Material codes for a specific product or products appear in a similar way. The analysis is conducted in the same manner by clicking the Apply filters button.



SMART METRICS ANALYTICS

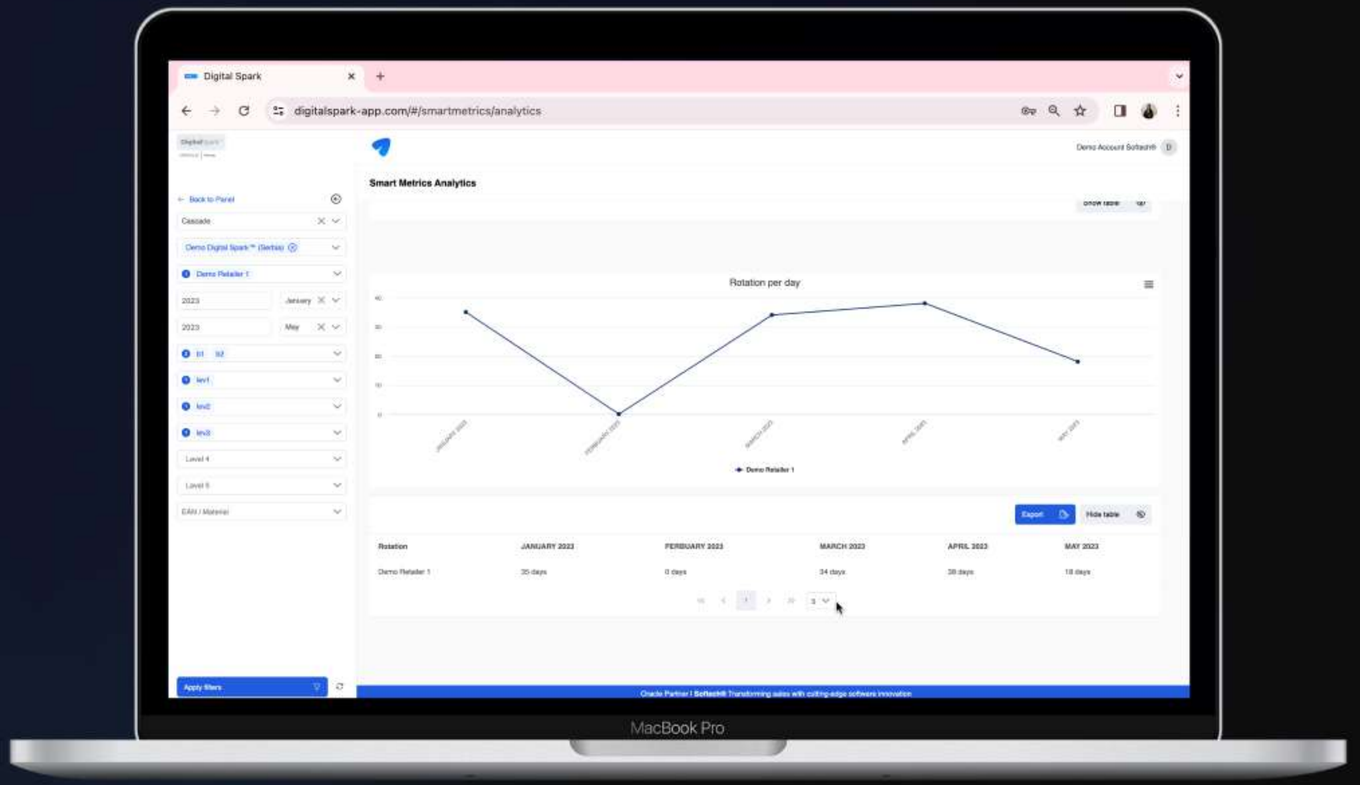
STEP 2: ACCESS ALL THE INSIGHTS YOU NEED

All your data in graphs

After defining the filters that are going to be the base, it's time for analytics! Data displayed in a form of graphs enables you to have the insight into your data.

Some of the insights you can easily get trough SmartMetrics Analytics are Sell in, Sell out and Stock trend lines based on customers (retailers) as well as Rotation per day.

SmartMetrics gives you the full insight of your distribution activities and helps you manage your business in the most efficient way.

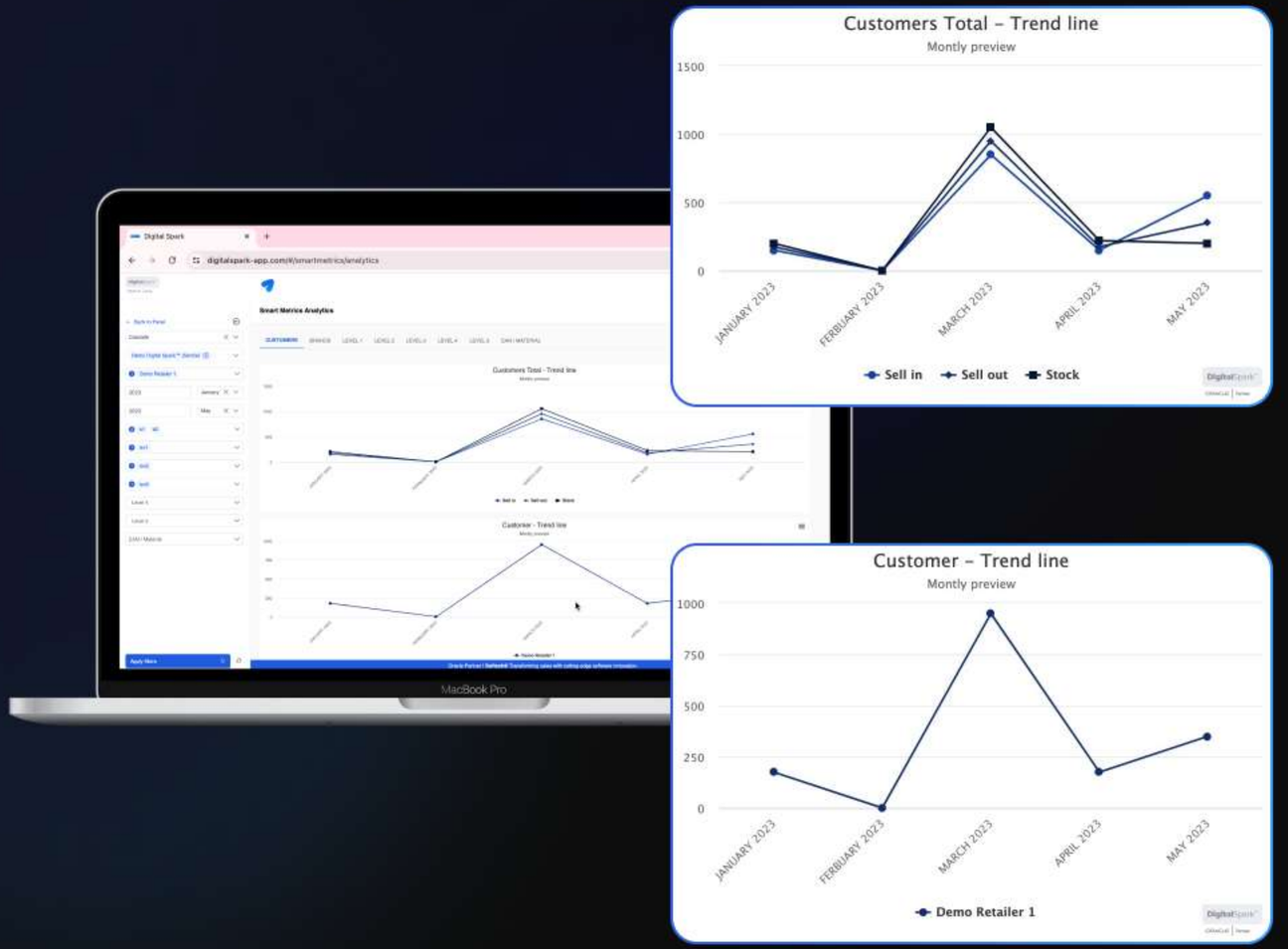


SMART METRICS ANALYTICS

GRAPH: CUSTOMER TREND LINE

In the Customers tab, the **Customer Total – Trend line graph** appears first, representing the total amount for all selected customers based on the following metrics: total sell-in, total sell-out, and total stock. The Y-axis of the graph represents the sum of money. It is possible to select only one of the mentioned metrics for display. By placing the cursor on the trend line, data about the period, name, and quantity of sell-in, sell-out, or stock in product units (e.g., pieces) are displayed.

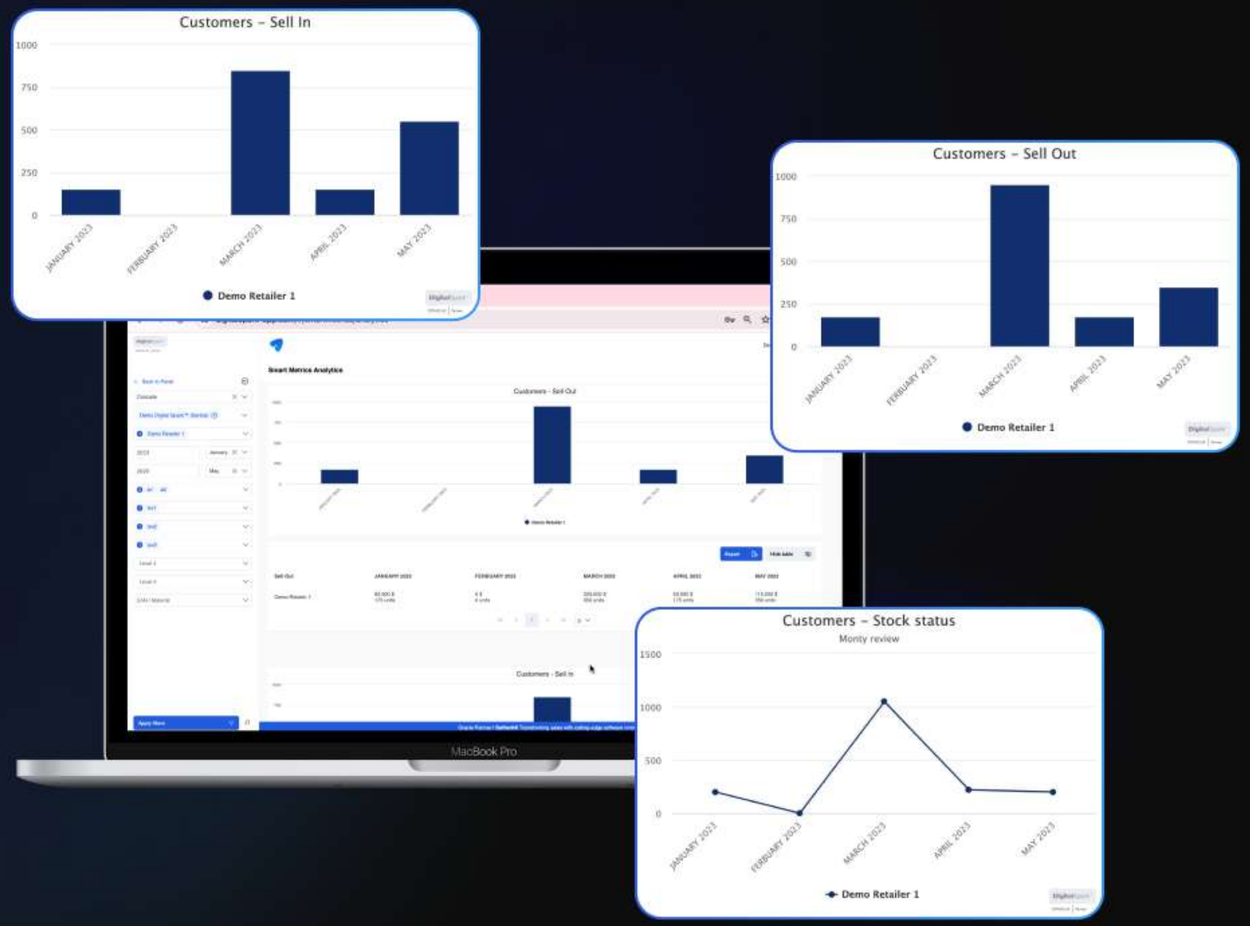
The **Customer Trend line** analyzes the same data but according to customers. Placing the cursor on the line reveals data about the name, quantity in product units, and the total monetary value of sell-out for the selected customer.



SMART METRICS ANALYTICS

GRAPH: SELL IN, SELL OUT & STOCK STATUS

The three graphs represent **Sell In, Sell Out, and Stock** individually for the selected customer or multiple customers. In pillar bar graphs, it is possible to visually track the contribution of each customer to Sell In and Sell Out over time periods. Here, too, it is possible to select the display of only one or more of the total selected customers during filtering. Placing the cursor on the line reveals data about the name, quantity in product units, and the total monetary value individually for sell-in, sell-out, and stock for the selected customer. By clicking the Show table button, data from the graphs can be presented in table form, and conversion to an Excel document is enabled.

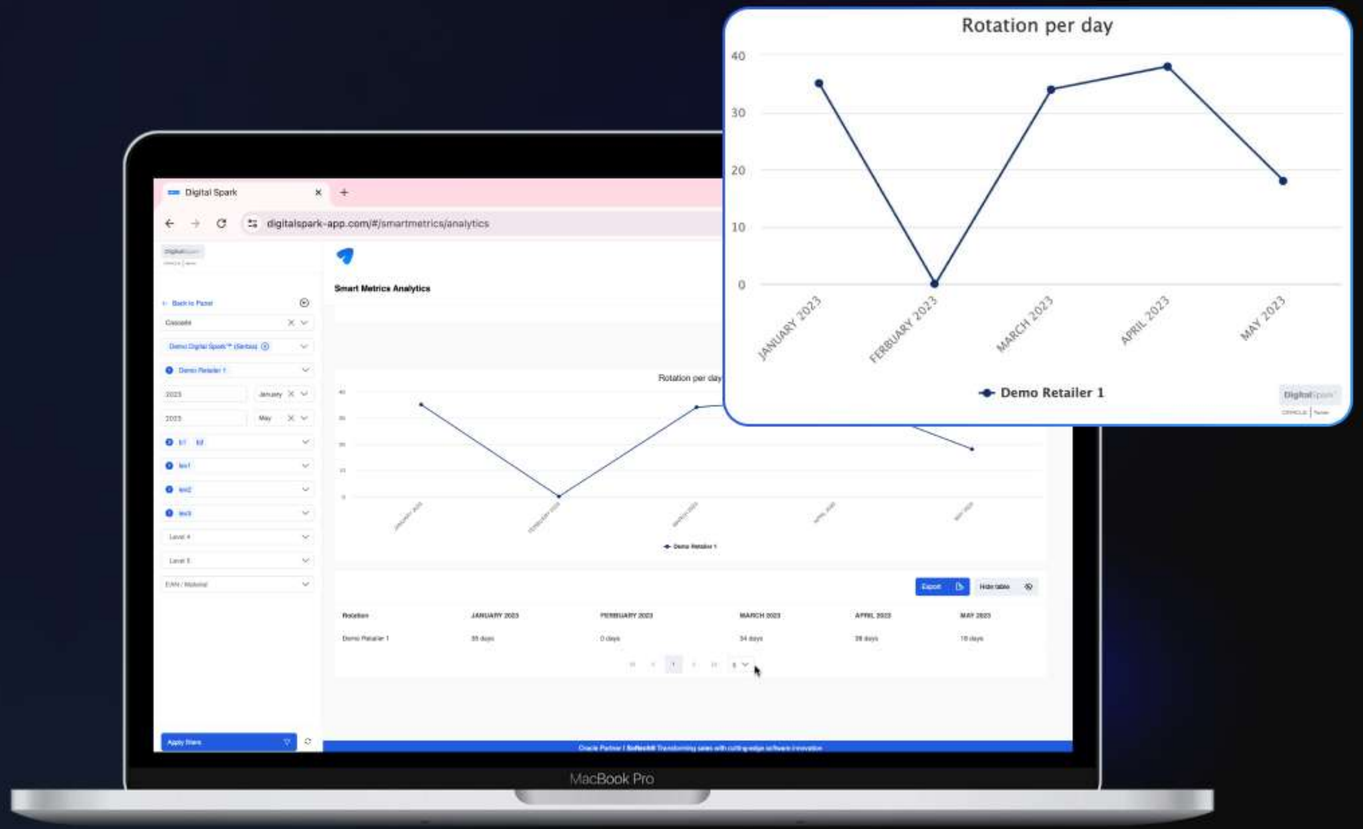


SMART METRICS ANALYTICS

GRAPH: ROTATION PER DAY

The **Rotation per day graph** shows the status of each customer: an estimate of how many more days a customer can operate with the given quantity of stock and sell-out according to the existing trend, assuming no sell-in occurs. The same graph appears in other tabs for the specified filters and displays the status by brands, levels, and EAN/Material labels of products.

This is crucial for planning the manufacturing, sales, and other processes of the licensee company.



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