

salesmatrix

business intelligence made simple

There is so much information in your sales data....

But finding the information you want buried in the mass of paperwork is time consuming at best, impossible at worst.

So much information with so little trouble

Salesmatrix shows you the answers you want dynamically on screen in only seconds and with just a few keystrokes.

Within minutes you will be exploring the multiple aspects of the relationship between your sales resources, customers, products and periods of time.

You can **instantly see an on-screen analysis** of sales. This can be by customer, by product, by salesperson, within periods to your specification and for your selected values of pricing, margin, volume and many more. An infinite variety of questions can be answered by mining the data. This might be discovering your top 20% of customers or analysing your margin per unit.

Uncover the truth

You can see **where your sales channels are succeeding**-or under-performing. Sales figures can be ranked from high to low, with Traffic Light analysis showing above average figures in green, average in orange and below average in red, giving an instantly understood demonstration on screen. In finding out what products were not sold, you can find the scope for future improvement.

Salesmatrix will show you golden sales opportunities there for the taking.

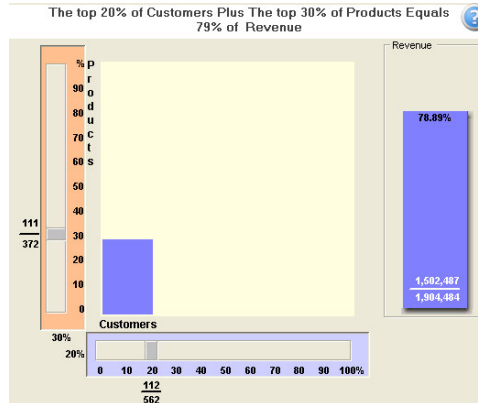
www.salesmatrix.com.au
BUSINESS INTELLIGENCE MADE SIMPLE

Experience the Business Intelligence difference.

Forget time-consuming report writing and complex data mining tools. Salesmatrix provides a huge array of intelligent tools right at your fingertips.

80/20 ANALYSIS

Understand what the 80/20 rule really means for your business. Adjust the sliders to narrow your focus to your key customers and products. The salesmatrix focus feature gives you all the flexibility lacking in written reports.



ARM YOUR SALES TEAM

Salesmatrix is priced to enable cost effective deployment to 'on the road' sales force, telesales and distributors. Where ever they do business your sales team will know everything they need to maximise opportunities and revenues from each individual client.

TRAFFIC LIGHT MONITORING

View all sales data (products, customers and sales people) on one screen. Use 'traffic lights' to highlight sales trends in an instant.

Identify issues for further interrogation, click on any cell to drill down and view more specific transaction detail.

Analyse your customers, products and sales people like never before.

Products-Supplier	Total	Jan 07	Feb 07	Mar 07	Apr 07	May 07	Jun 07
Alumba Imports Pty Ltd	36,108	1,669	1,670	1,134	1,046	1,021	795
Airta Wholesale Pty	170,634	16,820	12,200	13,231	13,694	14,238	15,331
Charleston Health Supplements	1,134,627	82,649	79,418	94,884	88,300	117,404	89,037
Dexter Bulk Foods	12,492	2,189	2,089	2,608	1,599	1,055	1,940
Kerry Foods	26,455	958	1,621	1,642	1,276	2,220	1,676
Kosmic Ltd	414,282	35,987	31,285	30,414	37,729	36,783	25,249
Langtons Pty Ltd	5,072	581	407	624	397	305	249
Lesson Seeds Pty	1,571	87	80	76	14	111	84
Unigan Farms	32,748	427	645	519	1,799	4,762	889
LOOK1 Convenience	6,680	587	665	705	536	465	580
LOOK1 Grains Pty	38,229	3,051	3,125	3,558	2,985	3,359	3,432
LOOK1 Organics	11,209	856	841	1,104	980	1,132	1,022
Lowett Grains	825	62	50	51	29	116	20
Regal Nut House	1,645	43	130	151	10	159	230
Southern Foods Pty Ltd	2,173	152	100	89	49	182	293
Speed Bulk Foods	5,838	388	394	251	524	633	412
SunRay Aust Pty Ltd	3,898	149	139	476	441	131	214
GRAND TOTAL	1,904,484	147,171	135,058	151,565	151,417	184,672	141,453

ANSWER THE DIFFICULT QUESTIONS

- Which of my Sales Channels are losing customers?
- Which Customers are not buying products they should be?
- What Customers have recently stopped buying from us?
- Which Products have un-exploited Cross-Sell opportunities?
- Where are we missing opportunities within retail chains?
- Which Customers should we target a loyalty program at?
- What Customer groups do we make the highest margins with?
- What products should I place together to maximise Market Basket Sales?
- If we set a goal of a 10% volume growth how many additional customers will we need to target and sales staff to cope with the growth?

Market Basket	Individual Times Sold	Market Basket Sales	Confidence
[MyGro Glucos Blister, MyGro Glucos 1500 90t, Kosmic Roseph Oil15]	798, 859, 1472	168	16.71%
[MyGro Glucos Blister, MyGro Glucos 1500 180t, Kosmic Roseph Oil15]	798, 859, 1472	162	16.15%
[MyGro Glucos Blister, MyGro Glucos 1500 180t]	798, 859	526	63.53%
[MyGro Mega B 60c, MyGro Mega C Plus 100c, MyGro Glucos 1500 180t]	537, 597, 859	156	23.98%
[Av Organix Cond Lavendr, Av Organix Lemon Spoo, Av Organix Shmp P_mint]	887, 713, 626	153	20.84%
[MyGro Mega B 60c, MyGro Mega C Plus 100c, MyGro Glucos 1500 90t]	537, 597, 859	151	23.16%
[MyGro Mega C Plus 100c, MyGro Glucos 1500 90t]	597, 865	317	44.11%
[MyGro Mega B 60c, MyGro Mega C Plus 100c, MyGro Glucos Blister]	537, 597, 798	143	22.53%
[MyGro Mega B 60c, MyGro Glucos 1500 180t, MyGro Soundsleep 30c]	537, 859, 591	143	22.05%
[MyGro Mega B 60c, MyGro Glucos 1500 180t]	537, 859	320	47.12%
[MyGro Mega C Plus 100c, MyGro Glucos 1500 180t, MyGro Soundsleep 30c]	597, 859, 591	143	21.29%

BUSINESS INTELLIGENCE MADE SIMPLE

Distribution by:

Optimal System Requirements
 Pentium IV
 512 MB memory
 CD-ROM drive
 Windows NT/2000/XP/Vista
 100 MB free hard drive space
 Screen resolution: 1024 x 768