ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing, & supply chain decisions, particularly for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. We were founded upon the research of several world-renown computer scientists, and have developed an award-winning Artificial Intelligence engine called Larry, the Digital Analyst® that powers our enterprise software applications. We maintain research partnerships with the Polish-Japanese Academy of Information Technology, the University of Adelaide and RMIT University, and our Scientific Advisory Board includes international thought leaders in the area of Artificial Intelligence. In 2018, Complexica’s Larry, the Digital Analyst® was named the Australian Innovation of the Year.

MISSION & VISION

Our mission is to help companies become more efficient in their sales, marketing and supply chains and more competitive in the markets they serve, through optimised decision making. Complexica has a vision to become a world leader in the practical application of Artificial Intelligence software and related technologies. Our goal is to have offices in all major global cities and trade on the ASX stock exchange as a publicly-listed company that represents a major part of the Australian business landscape.

SCIENCE & TECHNOLOGY

In addition to authoring more than 30 books and 500 scientific publications, the founders of Complexica possess over 25 years of experience designing and deploying enterprise software applications for Global 500 companies, including General Motors, Bank of America, Rio Tinto, Pernod Ricard, Dentsu, BHP Billiton, Unilever, Ford Motor Company, and the U.S. Department of Defence. By applying decades of research in automated data mining, analytics, and expert systems, Complexica has developed Larry, the Digital Analyst® – an award-winning software application that incorporates the latest advances from the field of Artificial Intelligence called Cognitive Analytics.
SOME OF OUR CUSTOMERS

We have chosen to partner with Complexica to upgrade the technological capability of our in-field sales force. The next-generation Customer Opportunity Profiler provided by Complexica will serve as a key tool for sales staff to optimise their daily activities, personalise conversations and interactions with customers, and analyse data to generate actionable insights.

Stephen Cohen
CIO

Instead of hiring hundreds of data scientists to churn through endless sets of data to provide PFD with customer-specific insights and personalised recommendations, Larry, the Digital Analyst® will serve up the answers we need, when we need them, on a fully automated basis without the time and manual processes typically associated with complex analytical tasks.

Richard Cohen
CIO

As a global innovator in the wine industry, Pernod Ricard Winemakers is always seeking ways to gain efficiencies and best practices across our operational sites. Given the rise of Artificial Intelligence and big data analytics in recent times, we have engaged Complexica to explore how we can achieve a best-in-class wine supply chain using their cloud-based software applications. The engagement is focused on Australia & New Zealand, with a view to expand globally.

Brett McKinnon
Global Operations Director

We have selected Complexica as our vendor of choice for standardizing and optimising our promotional planning activities. Complexica’s Promotional Campaign Manager will provide us with a cloud-based platform for automating and optimising promotional planning for more than 2,700 stores, leading to improved decision-making, promotional effectiveness, and financial outcomes for our retail stores.

Rod Pritchard
Interim CEO

After evaluating a number of software companies that possess advanced prediction and optimisation capabilities, we have ultimately selected Complexica as our vendor of choice. We have found that answering complex “what-if” questions is a challenging and time-consuming endeavour, and we believe that Complexica’s What-if Simulator & Optimiser can provide Pfizer Australia with a platform for scenario analysis that will improve our decision-making in the future.

Andrew Endicott
Brand Manager

Complexica’s What-if Simulator & Optimiser will allow Treasury Wine Estates to modernise its process of conducting customer service related analysis, to a software application that can answer complex questions and optimise for various KPIs at the press of a button.

Justin Pipito
CFO – ANZ

Like most innovative multi-national companies, Boehringer Ingelheim operates in a dynamic environment that has many moving parts. Conducting timely and accurate data analysis is often a challenging and time-consuming endeavour, which requires significant human expertise. Complexica’s What-if Simulator, powered by Larry, the Digital Analyst, is ideally suited for the analytical challenges within our business and operating environment.

Jon Simpson
Head of Sales

Stephen Mooney
Group Sales Capability Manager

We have partnered with Complexica to provide real time information by automating processes, particularly in the areas of in-field quoting and order processing. Complexica’s Order Management System and Larry, the Digital Analyst will provide our sales team of more than 300 with real-time analytics, insights, to empower decision making and enhanced support. This will create more time for our teams to enable them to see more customers each day and provide the Bunzl personalised experience.

Kim Hetherington
CEO

We have selected Complexica as our vendor of choice for standardizing and optimising our promotional planning activities. Complexica’s Promotional Campaign Manager will provide us with a cloud-based platform for automating and optimising promotional planning for more than 2,700 stores, leading to improved decision-making, promotional effectiveness, and financial outcomes for our retail stores.

Rod Pritchard
Interim CEO

After evaluating a number of software companies that possess advanced prediction and optimisation capabilities, we have ultimately selected Complexica as our vendor of choice. We have found that answering complex “what-if” questions is a challenging and time-consuming endeavour, and we believe that Complexica’s What-if Simulator & Optimiser can provide Pfizer Australia with a platform for scenario analysis that will improve our decision-making in the future.

Andrew Endicott
Brand Manager

Complexica’s What-if Simulator & Optimiser will allow Treasury Wine Estates to modernise its process of conducting customer service related analysis, to a software application that can answer complex questions and optimise for various KPIs at the press of a button.

Justin Pipito
CFO – ANZ

Like most innovative multi-national companies, Boehringer Ingelheim operates in a dynamic environment that has many moving parts. Conducting timely and accurate data analysis is often a challenging and time-consuming endeavour, which requires significant human expertise. Complexica’s What-if Simulator, powered by Larry, the Digital Analyst, is ideally suited for the analytical challenges within our business and operating environment.

Jon Simpson
Head of Sales

Stephan Mooney
Group Sales Capability Manager

We have partnered with Complexica to provide real time information by automating processes, particularly in the areas of in-field quoting and order processing. Complexica’s Order Management System and Larry, the Digital Analyst will provide our sales team of more than 300 with real-time analytics, insights, to empower decision making and enhanced support. This will create more time for our teams to enable them to see more customers each day and provide the Bunzl personalised experience.

Kim Hetherington
CEO

We have selected Complexica as our vendor of choice for standardizing and optimising our promotional planning activities. Complexica’s Promotional Campaign Manager will provide us with a cloud-based platform for automating and optimising promotional planning for more than 2,700 stores, leading to improved decision-making, promotional effectiveness, and financial outcomes for our retail stores.

Rod Pritchard
Interim CEO

After evaluating a number of software companies that possess advanced prediction and optimisation capabilities, we have ultimately selected Complexica as our vendor of choice. We have found that answering complex “what-if” questions is a challenging and time-consuming endeavour, and we believe that Complexica’s What-if Simulator & Optimiser can provide Pfizer Australia with a platform for scenario analysis that will improve our decision-making in the future.

Andrew Endicott
Brand Manager

Complexica’s What-if Simulator & Optimiser will allow Treasury Wine Estates to modernise its process of conducting customer service related analysis, to a software application that can answer complex questions and optimise for various KPIs at the press of a button.

Justin Pipito
CFO – ANZ

Like most innovative multi-national companies, Boehringer Ingelheim operates in a dynamic environment that has many moving parts. Conducting timely and accurate data analysis is often a challenging and time-consuming endeavour, which requires significant human expertise. Complexica’s What-if Simulator, powered by Larry, the Digital Analyst, is ideally suited for the analytical challenges within our business and operating environment.

Jon Simpson
Head of Sales
OUR RECENT AWARDS

Complexica's Larry, the Digital Analyst® was named the 2018 Australian "Innovation of the Year". The iAwards are the longest-running, most broadly scoped, innovation recognition program in Australia, and the Innovation of the Year award is chosen from the Australian national winners across all states and categories, and the award goes to the most outstanding innovation of 2018.

Complexica's “Touchless” CRM was named winner of the 2018 Australian Business Award for CRM Innovation. The Australian Business Awards are an annual all-encompassing awards program which recognises organisations that demonstrate business innovation, product innovation, technological achievement and employee engagement via a set of comprehensive award categories.

Complexica's Chief Scientist - Dr. Zbigniew Michalewicz - was named winner of the 2018 Science Excellence Awards in the category of STEM Professional (Science, Technology, Engineering and Mathematics). The STEM Professional Award recognises STEM professionals and researchers who are presently working in South Australia, either in the private sector companies or public sector agencies, and are making an outstanding contribution in their field. These Awards identify and promote professional excellence across the full spectrum of professional activities including research and development within STEM.

Complexica was Highly Commended in the 2018 CRN Impact Awards. The CRN Impact Awards celebrate supplier-led Australian IT projects that have made a difference for customer organisations and help build Australia's innovation economy for the future. The awards are judged by a CRN editorial panel and industry experts, who consider how well the project achieved the customer’s desired outcome.
Our software applications are powered by Larry, the Digital Analyst®, which is based upon the latest advances in machine learning and big data analytics – named the 2018 Australia Innovation of the Year.
LARRY, THE DIGITAL ANALYST®

Good decisions create value – whether they’re pricing decisions, marketing decisions, resource allocation decisions, or production decisions. Poor decisions on the other hand, destroy value. The problem with making good decisions – particularly in complex and dynamic environments – is the daunting amount of data analysis that must be undertaken. By the time it’s done – if at all – the opportunity might have expired. For this reason, business decisions are usually sub-optimal at best. And the greater the operational scale and complexity, the more sub optimal they become.

Powered by the latest advances in Artificial Intelligence, Larry, the Digital Analyst® (named the 2018 Australian Innovation of the Year) automates these complex analytical tasks and workflows, enabling sales, marketing, & supply chain staff to make better & faster decisions in the most complex of environments. Larry, the Digital Analyst® is cloud-based and deployed through our enterprise software applications for solving specific sales & marketing challenges:

- **Promotional Campaign Manager (PCM)** for optimising retail promotions, pricing, and ranging, as well as trade spend allocations
- **What-if Simulator & Optimiser** for optimising sales territory mapping, resource distribution, journey plans, and customer segmentation
- **Customer Opportunity Profiler (COP)** for profiling customers, optimising call planning, and personalising customer interactions (Next Best Conversation)
- **Order Management System (OMS)** for intelligent quoting, order processing, and dynamic pricing
- “**Touchless**“ CRM for sales force automation
- **E-commerce Recommendation Engine** for optimising online sales
Complexica’s Promotional Campaign Manager (PCM) can help your organisation plan and analyse promotional campaigns, as well as predict and optimise their effectiveness. Powered by Larry, the Digital Analyst®, our Promotional Campaign Manager (PCM) uses a variety of internal and external data to provide practical decision support for promotional activities.

Based on sophisticated models that consider promotional lift, sensitivity and elasticity across segments, drivers of category buying, and competitor activity, our robust and easy-to-use Promotional Campaign Manager (PCM) can help you:

- **Replace home-grown spreadsheets** with a cloud-based system that provides multi-user access to the slotting board, forward plans, and dashboard analytics
- **Provide predictive capabilities** to forecast and measure the value of plans based on volume, revenue, and margin predictions
- **Provide optimisation capabilities** to produce optimised promotional plans based on a variety of constraints and objectives (for example, maximising margin in one territory while not decreasing revenue in others)
- **Automate data loading**, handling, and manipulation, and make use of externally available data like competitor activity

![Promotional Campaign Manager](image)
Complexica's What-if Simulator & Optimiser can provide decision support for complex “what-if” questions by generating probabilistic predictions and optimised outcomes. Powered by Larry, the Digital Analyst®, our What-if Simulator & Optimiser can help you:

- **Optimise sales territory mapping** across the dimensions of size, roles and geography
- **Optimise resource distribution** to ensure the right staff are assigned to the right activities at the right time
- **Segment customers by opportunity value** rather than historical sales, allowing you to optimise for opportunity value rather than just sales coverage
- **Optimise journey plans** for each individual sales rep to maximise selling time and number of calls made per day
- **Model market conditions** to develop an optimal response for various scenarios
- **Model sales & marketing investments** to understand their effectiveness and impact

Our What-if Simulator & Optimiser is commonly used to optimise outcomes and predict the market impact (i.e. revenue, margin, market share) of making changes to:

- Structure of sales territories
- Size and distribution of sales staff
- Type of sales staff and their skill set
- Activities, call cycles, and journey plans of sales staff
- Segmentation of target customers
- Marketing investments
- Pricing strategies
CUSTOMER OPPORTUNITY PROFILER

Complexica’s Customer Opportunity Profiler (COP) can provide your sales staff with optimised recommendations on what customers & prospects to visit, what personalised conversations to deliver, and what journey plan to use. Powered by Larry, the Digital Analyst®, our Customer Opportunity Profiler (COP) can:

- **Increase yield on sales resources** by directing sales staff to the highest-value opportunities or potential problems in each territory
- **Reduce customer churn** by automatically identifying customers at risk of potential churn
- **Increase number of sales calls** made each day by optimising journey plans and automating pre-call reports
- **Increase share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Personalise customer conversations** by providing sales staff with Next Best Conversation™ or Next Best Action recommendations for each call or visit

Complexica’s Customer Opportunity Profiler (COP) monitors all your customers & prospects in real time – including their sales volumes, social media activity, complaints, service levels, and more – to identify opportunities or problems as they emerge. Through this continuous analysis, our Customer Opportunity Profiler (COP) can direct sales staff to the largest opportunities or problems in each territory, and arm them with personalised messages and value-adding insights for each call.
Complexica’s intelligent Order Management System (OMS) can generate "margin-optimised" quotes and orders within call centres, in-field selling environments, and online portals. Powered by Larry, the Digital Analyst®, our Order Management System (OMS) can:

- **Improve “average margin per order”** through dynamic and optimised pricing recommendations during the quoting process. By analysing price variations for each combination of product, customer type, geography, and volume, sales reps are provided with “best” and “acceptable” prices for each product/customer combination
- **Improve “average revenue per order”** through dynamic cross-selling & up-selling recommendations that are specific to each customer type and geography
- **Reduce “non-selling time”** of sales staff by automating research and analysis to understand how customers are trending, what they’re likely to buy, in what quantity, and at what price

Based on self-learning algorithms that automatically update in real-time, our Order Management System (OMS) “self-tunes” to create improvements in the conversion rate and average order value.
**E-COMMERCE RECOMMENDATION ENGINE**

Complexica's E-commerce Recommendation Engine is powered by Larry, the Digital Analyst® and provides dynamic and personalised cross-sell and up-sell recommendations for B2B and B2C selling environments. Based on self-learning algorithms that automatically update in real-time, our E-commerce Recommendation Engine "self-tunes" to create improvements in the conversion rate and average order value, as well as the customer shopping experience. To maximise relevance, conversion, and margin, our E-commerce Recommendation Engine goes beyond simple affinity analysis for analysing market baskets to provide your e-commerce site with:

- **Optimised cross-sell and up-sell offers** based on customer micro-segmentation analysis that draws on both internal and external data
- **Automated product substitution recommendations** for where a higher-margin substitute is available. Product descriptions are read by Larry, the Digital Analyst® in natural language to generate a product substitution matrix, which improves over time through machine learning
- **Dynamic pricing** based on customer profiling and micro-segmentation analysis, as well as real-time buying and browsing analysis. For products and services limited by capacity or supply, yield can be maximised by factoring in demand, supply, customer history and behaviour, as well external factors such as time of day and device

---

**Recommend these popular products:**

**02554**
Results Cream Peroxide 20Vol 1000ml
Units per pack: 12

**02557**
Results Brill Cream Activator 1.9% 1 Litre
Units per pack: 12

---

**TOTAL (EX GST):** $181.77
**GST:** $18.18
**GRAND TOTAL AUD:** $199.95

*Order total above does not include freight and other charges.

---

*Finalise Order*
"TOUCHLESS" CRM

Complexica’s award-winning "Touchless" CRM can provide your organisation with a single view of each customer, a historical record of all interactions, and a variety of reports, alerts, and notifications – all without burdening end users with data entry. As your sales staff go about their job, Larry, the Digital Analyst® monitors their plans, tasks, quotes, orders, customer interactions, and executed activities, and automatically updates the appropriate customer or prospect record. The less time your staff spends updating CRM, the greater their compliance will be.

Complexica’s "Touchless" CRM integrates seamlessly with our Order Management System (OMS) for generating "margin-optimised" quotes and orders, and with our Customer Opportunity Profiler (COP) for optimising call planning, journey planning, and personalisation through optimised Next Best Conversation™ recommendations. Benefits of our "Touchless" CRM include:

- **Increased return/yield on sales resources** by directing sales staff to the highest-value opportunities in each territory
- **Improved “average margin per order”** through optimised pricing recommendations
- **Increased share of wallet** by automatically estimating the opportunity value of each customer and identifying cross-sell opportunities
- **Automated customer & prospect research** to understand how a customer is trending, what they’re likely to buy, in what quantity, and at what price
- **Increased effectiveness of prospect “targeting”** by automatically profiling customers & prospects and assigning them to “micro-segments”
- **Personalisation** through automated value-adding insights and optimised Next Best Conversation™ recommendations for each visit or call
- **Corporate Memory** through automated record-keeping of plans, tasks, quotes, orders, customer interactions, and executed activities
**SUPPLY CHAIN OPTIMISATION & PLANNING ENVIRONMENT (SCOPE)**

Complexica's Supply Chain Optimisation & Planning Environment is a fully integrated Advanced Planning and Scheduling solution specifically tailored to the needs of distributors and wholesalers. SCOPE employs Artificial Intelligence and advanced forecasting and optimisation algorithms to provide supply chain staff with a holistic view of demand, supply, pricing, transportation, logistics and network management. Powered by Larry, the Digital Analyst®, SCOPE can help you optimize almost any aspect of the value chain:

- Find the optimal level of inventory to meet demand while reducing working capital exposure
- Minimise the risk of lost sales due to stock-outs
- Forecast demand using advanced statistical techniques
- Readily adapt inventory to changes in downstream demand or upstream supply
- Go beyond traditional MRP by replenishing using a number of best practice replenishment methodologies such as Kanban and Just-In-Time
- Automate the inbound delivery process
- Collaborate with customers and suppliers on forecasting, promotions, pricing and inventory replenishment through dedicated supplier and customer views
- Optimise routings and the entire distribution network
- Simulate the effect of changes to the distribution network
- View rich and detailed reports on the entire S&OP process