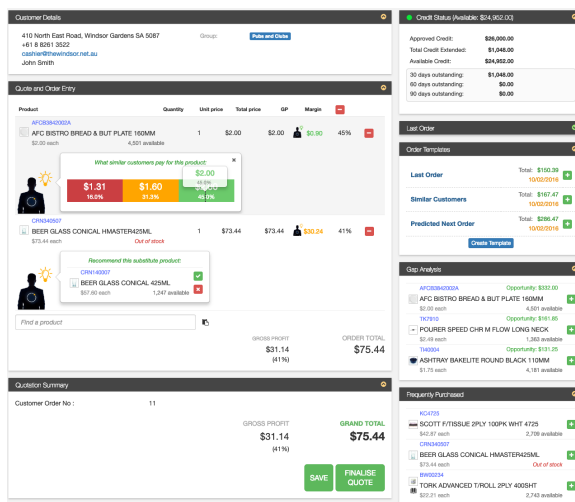




COMPLEXICA

# Order Management System (OMS)

## Optimise your margin and revenue



- Improve “average margin per order”
- Reduce “non-selling time” of sales staff
- Improve “average revenue per order”

## What OMS does

Complexica’s Order Management System (OMS) provide sales staff with advanced analytics to understand customer profitability and potential value. 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, sales reps are provided with “best” prices for each product/customer combination
- **Improve “average revenue per order”** through dynamic cross-selling and up-selling recommendations 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

### ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software for optimising sales, marketing, & supply chain decisions. We were founded upon the research of several world-renown computer scientists, and have developed an award-winning Artificial Intelligence platform called Larry, the Digital Analyst® that powers our enterprise software applications. Larry the Digital Analyst® was named Australian Innovation of the Year in 2018 by the Australian Information Industry Association.

### WHO USES OMS

Some of the largest Australian B2B organisations, including:  
**Bunzl Australasia** (distribution and outsourcing company with 10,000 customers and 40,000 SKUs)  
**Coventry Group** (distributor of industrial products with annual revenue of \$90 million)  
**PFD Foods** (Australia’s largest privately owned food distribution company with 1.6 billion annual revenue)  
**Haircare Australia** (distributor of professional hair care products, salon supplies, and hairdressing equipment with over 10,000 customers and a product range of almost 20,000 SKUs)

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## Features

- User-friendly dashboard with simple data visualisation
- Visit check-list personalised for each customer
- Margin-optimised guided selling: product, price and substitution recommendations
- Can be used by in-field reps, telesales operators, and online portal sales

## Benefits

- Improved conversion rate
- Improved average order value
- Increased revenue and margin
- Increased basket size and share of wallet
- Reduced “non-selling time” of sales staff

## Technical Specifications

**Security:** implemented at both the application (Larry, the Digital Analyst®) and infrastructure layer with “least access privilege” policies

**Identity management:** centralised with regularly rotated access keys and passphrases (and where possible, Multi Factor Authentication). We log access to the application and infrastructure, and have automated services looking for unauthorized access attempts and block them using web application firewalls.

**Encryption:** incorporated at each layer, with encryption at rest using AES256 keys and encryption in transit using SHA-256 based TLS/HTTPS protocol

**Infrastructure:** hosted on industry standard certified ISO 27001 with shared responsibility model. Our application security follows industry best practices, with a focus on OWASP top 10 vulnerabilities

**AI algorithms:** at the application layer, Larry, the Digital Analyst® hosts a range of configured AI algorithms tuned for each customer to provide “AI as a service”, with continuous monitoring of use and performance to identify and correct any unintended consequences or algorithmic bias.

**Integrability:** Complexica has developed a set of standard APIs for Larry, the Digital Analyst® to integrate with common systems and platforms (SAP, Oracle, Salesforce, etc. as well as common external data sources like ABS, Trip Advisor, LinkedIn Sales Navigator, etc.)

## Service and Support Available

Training  
Technical support  
Installation and setup  
Maintenance

*“Given we supply over 10,000 customers with an extensive product range in excess of 40,000 SKUs, there is a high level of complexity our team needs to manage on a day-to-day basis. To help our sales team focus on what they do best – provide maximum customer service and value to our customers – we have partnered with Complexica to provide real time information by automating processes to reduce inherent complexity, 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



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