

ABOUT COMPLEXICA

Complexica is a leading provider of Artificial Intelligence software applications that can optimise sales, marketing and supply chain decisions, particularly for organisations 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 commercialised a highly modularised software platform called Decision Cloud® powered by our award-winning Artificial Intelligence engine called

[Larry, the Digital Analyst®](#), which was named the [Australian Innovation of the Year](#) in 2018, [Australian Software Innovation of the Year](#) in 2019, and [Digital Transformation Winner](#) in 2020. We also 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.

MISSION & VISION

Our mission is to help companies become more effective in their sales and marketing 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 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, Pfizer, GE and the U.S. Department of Defence. By applying decades of research in applied Artificial Intelligence, Complexica has developed Larry, the Digital Analyst® – an award-winning AI engine for automating data analysis and providing optimised decision recommendations to staff.

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 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 our AI Foundations project, which will seek to optimise our business performance, by enhancing decision making and improving our ways of working, while making work safer for our employees. We wanted to partner with an organisation that could provide global thought leadership on applied Artificial Intelligence – particularly in areas such as global optimisation and multi-objective optimisation – and the inherent complexities that exist within supply chains. We found that partner in Complexica and look forward to working together in the years ahead.

Brett McKinnon
Global Operations Director



After evaluating a number of software systems available in the marketplace, we have ultimately selected Complexica for sales force automation and CRM. Given our extensive product range and long tail of hospitality customers, Complexica's applications are best suited to deal with this inherent complexity without burdening our team with endless data entry. We look forward to deploying Complexica's software to help us provide customers with maximum value and service.

Kerri Smith
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



Lion is one of Australasia's largest food and beverage companies, supplying various alcohol products to wholesalers and retailers, and running multiple trade promotions throughout the year. The creation of promotional plans is an area where improved decision-making has the potential to positively impact the sales growth of various Lion products and product categories. Given Complexica's world-class prediction and optimisation capabilities and significant customer base in the food & alcohol industry, we have selected Complexica as our vendor of choice for trade promotion optimisation.

Mark Powell
National Sales Director



After a successful strategy engagement to develop an end-state digital vision and roadmap, we have now partnered with Complexica to deploy Click and Collect first in our Brisbane market, and then nationally. We have taken an approach of digitisation, followed by automation, followed by optimisation which we expect to enable success and minimise our change management risk. We have greatly enjoyed working with the team at Complexica and look forward to a successful deployment and national rollout.

Damian Bourne
General Manager



OUR RECENT AWARDS



Complexica's Larry the Digital Analyst® was named winner of the 2020 Australian Business Award in [Business Innovation and Digital Transformation](#) categories. The award was based on Complexica's innovative use of multiple, self-selecting algorithms for automating the complex analytical tasks that underpin the decision-making process and providing optimised decision recommendations to customers. This award recognises the important role that our Artificial Intelligence platform plays within companies of all sizes to improve their business performance in an increasingly dynamic, complex, and data-rich world.



Complexica's Larry the Digital Analyst® was named winner of the 2019 Australian Business Award for [Software Innovation](#). The award was based on Complexica's innovative use of multiple, self-selecting algorithms to automatically access a vast array of external data sources, analyse them along with internal customer data, and provide optimised recommendations for sales, marketing, & supply chain staff on a fully automated basis.



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.

DECISION CLOUD®

Modularised Software Platform



Internal Data



External Data



Larry, the Digital Analyst®

Customer Opportunity Profiler (COP)

Order Management System (OMS)

Intelligent E-commerce Engine

Promotional Campaign Manager (PCM)

Touchless CRM

What-if Simulator & Optimiser

Supply Chain Optimisation & Planning Environment (SCOPE)

Sales Optimisation

Sales Enablement & Retail Execution
Intelligent Quotes & Orders
Sales Territory Mapping
Dynamic Pricing
Cross-Selling and Up-Selling
CRM Automation

Marketing Optimisation

Promotional Planning & Trade Spend Optimisation
Digital Enablement & Portals
Predictive Customer Churn
Personalisation
Marketing Mix Modelling & Media Spend Optimisation

Supply Chain Optimisation

Predictive Demand Planning
Inventory & Replenishment
Planning & Scheduling

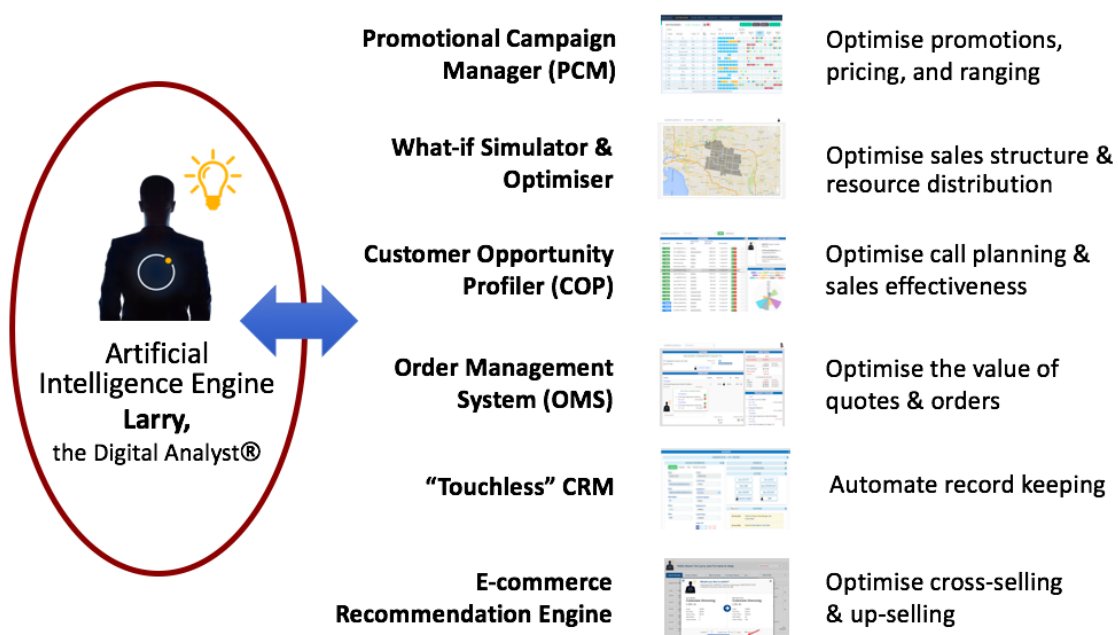
Decision Cloud® is a modularized, cloud-based software platform that can empower your staff to make better decisions across multiple business functions, including sales, marketing, and supply chain. The Decision Cloud® software modules are powered by **Larry, the Digital Analyst®**, which is based upon the latest advances in Artificial Intelligence and big data analytics, and was named the **2018 Australian Innovation of the Year** and **2019 Australian Software 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 has usually 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 and 2019 Australian Software Innovation of the Year) automates these complex analytical tasks and workflows, enabling staff to make better & faster decisions in the most complex of environments. Larry, the Digital Analyst® is cloud-based and deployed through our highly-modularised software platform called Decision Cloud®, which consists of the following modules:

- **Promotional Campaign Manager (PCM)** for optimising retail promotions, pricing, and ranging, as well as trade spend allocation
- **What-if Simulator & Optimiser** for optimising sales territory mapping, resource distribution, journey plans, customer segmentation, as well as media spend and marketing mix and media spend optimisation
- **Customer Opportunity Profiler (COP)** for profiling customers, optimising call planning, and personalising customer interactions (Next Best Conversations)
- **Order Management System (OMS)** for intelligent quoting, order processing, and dynamic pricing
- **"Touchless" CRM** for sales force automation and single customer view
- **E-commerce Recommendation Engine** for optimising online sales
- **Supply Chain Optimisation & Planning Environment (SCOPE)** improving demand forecast accuracy and optimising supply chain activities, particularly in constrained environments



PROMOTIONAL CAMPAIGN MANAGER

Complexica's Promotional Campaign Manager (PCM) is part of our Decision Cloud® software platform. 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 sets 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)

COMPLEXICA

Decision Cloud®

PLANNING

PROMOTIONS

PREDICT PERFORMANCE

PRICING

OPTIMISATION

DEMAND

PAST PERFORMANCE

INVENTORY

DASHBOARD

BUSINESS PLANNING

CONSTRAINTS

Beer

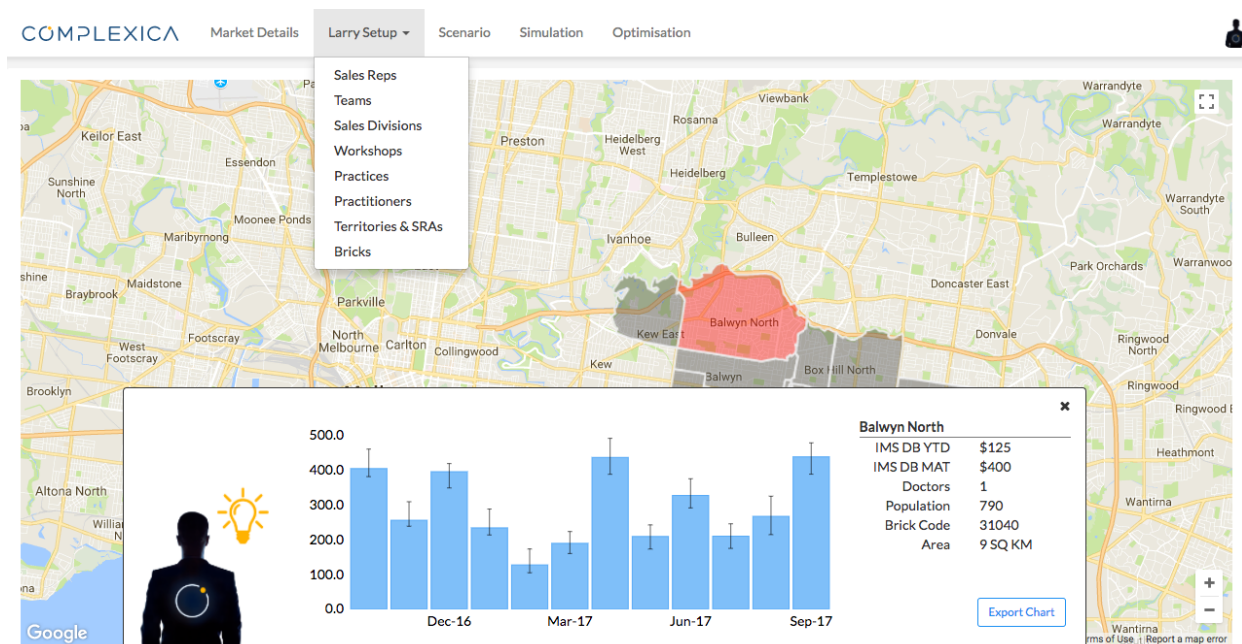
WHAT-IF SIMULATOR & OPTIMISER

Complexica's What-if Simulator & Optimiser is part of our Decision Cloud® software platform; it 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
- **Optimise marketing mix and media spend** to understand 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
- Sales activities, call cycles, and journey plans
- Customer segmentation
- Marketing mix and media spend
- Pricing strategies

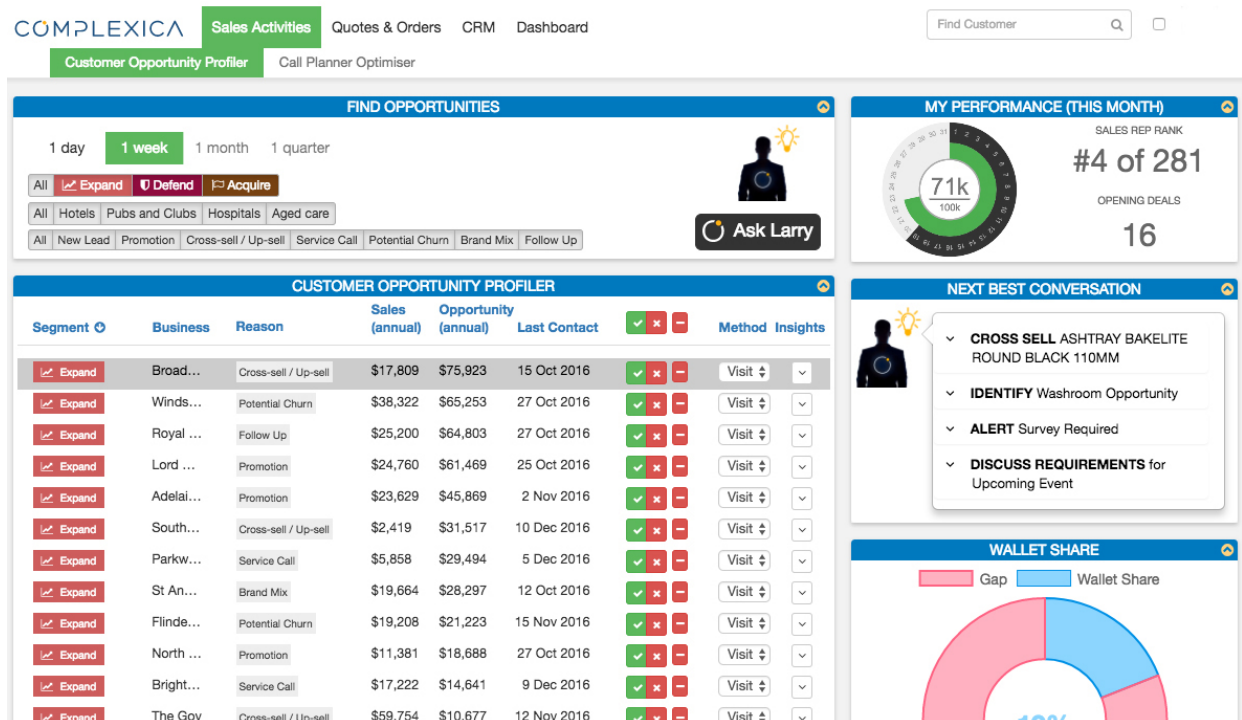


CUSTOMER OPPORTUNITY PROFILER

Complexica's Customer Opportunity Profiler (COP) is part of our Decision Cloud® software platform that 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 help you:

- **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.



ORDER MANAGEMENT SYSTEM

Complexica's intelligent Order Management System (OMS) is part of our Decision Cloud® software platform that 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 help you:

- **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 and 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.

COMPLEXICA
Decision Cloud®

HOME SALES ACTIVITIES **QUOTES & ORDERS** CRM DASHBOARD

Find Customer

Visiting Phone The Windsor Hotel Customer Insights

Customer Details

Quote and Order Entry

Product	Quantity	Unit price	Total price	GP	Margin
AFCB3842002A AFC BISTRO BREAD & BUT PLATE 160MM \$2.00 each 4,501 available	1	\$2.00	\$2.00	\$0.90	45%

What similar customers pay for this product:

Price	Margin
\$1.31	16.0%
\$1.60	31.3%
\$2.00	45.0%

GROSS PROFIT: \$0.90 (45%) ORDER TOTAL: \$2.00

Quotation Summary

Customer Order No : 11

GROSS PROFIT: \$0.90 (45%) GRAND TOTAL: \$2.00

Customer Insights

- Credit Status (Available: \$24,952.00)
- Last Order
- Order Templates
- Next Best Conversation

Next Best Conversation

- IDENTIFY reason for sales DECLINE
- CROSS SELL CUTLERY products
- BRAND SUBSTITUTION Opportunity on BUNZL F/TISSUE 2PLY 100PK WHT 4725
- IDENTIFY Cleaning Opportunity
- ALERT Survey Required

Gap Analysis

AFCB3842002A Opportunity: \$332.00

AFC BISTRO BREAD & BUT PLATE 160MM \$2.00 each 4,501 available TK7910 Opportunity: \$161.85



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 online portal 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.

As part of Complexica's Decision Cloud® software platform, our "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
- **Retained corporate memory** through the automated record-keeping of plans, tasks, quotes, orders, customer interactions, and executed activities

The screenshot displays the Complexica CRM interface. At the top is a navigation bar with tabs: HOME, SALES ACTIVITIES, QUOTES & ORDERS, CRM (highlighted), and DASHBOARD. Below the navigation bar is a search bar labeled 'Find Customer'. The main content area is titled 'ACCOUNTS' and shows 'WINDSOR HOTEL - 1 OF 1 RECORD'. The account information is divided into several sections: Overview, Address, Files, and Photos & Uploads. The Overview section includes fields for Name (Windsor Hotel), Phone (61882613522), Web (http://www.windsorhotel.com.au), Email (sales.account@windsorhotel.com.au), Sales Region (SA), Group (Select...), Class (Gold), Contact type (Primary), Assigned to (BC_3150), Customer Segment (Horeca), Business Unit (Catering), and Account Type (Customer). There are also social media icons for Facebook, Twitter, LinkedIn, Pinterest, and Google+. To the right of the account information is a 'CONTACTS' section with buttons for 'New ACTIVITY', 'New QUOTE', 'New CASE', 'New OPPORTUNITY', 'New CONTACT', 'New ACCOUNT', 'Customer Insights', and 'QBR'. Below the account information is a 'CREDIT STATUS' section and a 'SURVEY QUESTIONS' section. At the bottom, there is a list of activities with dates and descriptions: '05 Feb 2018: Call from Windsor Hotel Manager John to Ben Street', '25 Jan 2018: Email from Ben Street to John Smith', '20 Jan 2018: Visit with Windsor Hotel Manager John to Ben Street', and '02 Jan 2018: Order BC-5721426 placed for \$1,047.64'.

SUPPLY CHAIN OPTIMISATION & PLANNING ENVIRONMENT (SCOPE)

As part of Complexica's modularized Decision Cloud® software platform, our Supply Chain Optimisation & Planning Environment (SCOPE) is an integrated supply & demand optimisation environment specifically for manufacturers, distributors, and retailers characterised by a large SKU range and long tail of customers. SCOPE employs Artificial Intelligence algorithms and advanced forecasting and optimisation techniques to provide supply chain staff with a holistic view of demand, supply, pricing, and logistics. Powered by Larry, the Digital Analyst®, our Supply Chain Optimisation & Planning Environment (SCOPE) can help you:

- 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, as well as modern Artificial Intelligence methods like Deep Learning
- 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
- Automate the inbound delivery process
- Collaborate with customers and suppliers on forecasting, promotions, pricing and inventory replenishment through dedicated supplier and customer views

