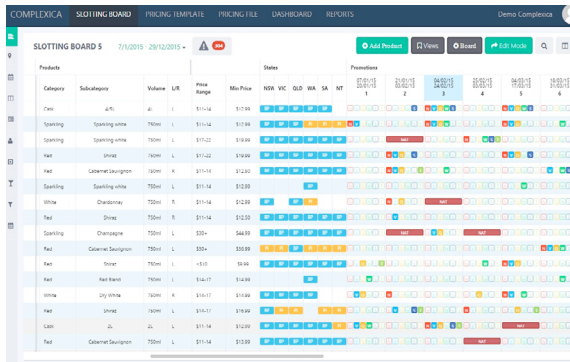




COMPLEXICA

Promotional Campaign Manager (PCM)

Run effective promotional campaigns



- Optimise promotional plans
- Optimise trade spend
- Automate data handling
- Run what-if scenarios
- Improve promotional effectiveness

What PCM does

Complexica's Promotional Campaign Manager (PCM) can help you 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 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:

- **Assess promotional effectiveness** and move away from the common practice of tweaking last year's plan.
- **Produce optimised promotional plans** based on a variety of constraints (e.g. maximise margin in one territory while not decreasing revenue in others)
- **Enable predictive capabilities** to forecast and measure the value of plans based on volume, revenue, and margin predictions
- **Automate data loading, handling, and manipulation**, and replace home-grown spreadsheets with a cloud-based system that provides multi-user access to centralised slotting boards, forward plans, and dashboard analytics
- **Enable what-if simulation** to automate the exploration of a large number of scenarios

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 engine called Larry, the Digital Analyst® that powers our Decision Cloud®. Larry the Digital Analyst® was named Australian Innovation of the Year in 2018 and Software Innovation of the Year in 2019.

WHO USES PCM

Some of the largest Australian B2B organisations including:
LionCo (a leading beverage and food company with annual revenues of around \$5 billion),
Australian Liquor Marketers/Metcash (Australia's largest broad-range liquor wholesaler with 15 distribution centres in Australia and New Zealand, and annual revenues in excess of \$3.4 billion),
Liquor Marketing Group (LMG) (one of Australia's leading alcohol marketing groups, representing more than 1,400 retail outlets with annual turnover of over \$1 billion).

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Features

- Slotting board for setting up promotions
- Promotional pricing templates
- What-if simulation
- Configuration (settings for promotions, product type, product category, etc)
- Promotional effectiveness analysis and what-if analysis
- Filtering and product search
- Predictive analytics and trade-off analysis

Benefits

- Provides **predictive capabilities** to forecast and measure the value of promotional plans
- Offers **optimisation capabilities** to produce optimised promotional plans
- Enables **what-if simulation** to automate the exploration of a large number of scenarios
- Replaces home-grown spreadsheets with a **cloud-based system** that provides multi-user access to centralised slotting boards, forward plans, and dashboard analytics

Technical Specifications

Security: Complexica's Information Security Management System is compliant with the requirements of ISO/IEC 27001:2013.

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

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

"The creation of promotional plans is a complicated task that requires considerable expertise and effort, and 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, award-winning software applications, 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



LION

"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



AUSTRALIAN LIQUOR MARKETERS PTY LTD

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