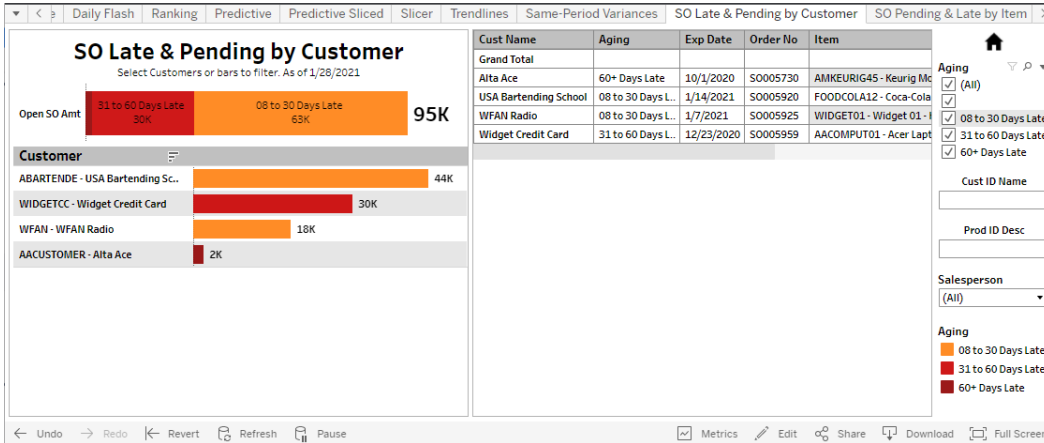


# A Reseller's Guide to Selling DataSelf Analytics

## Top 10 Business Challenges . . . & the Analytics to Address Them:

### #10 Challenge: Limited visibility into Pending & Late Sales Orders

*Pain: Late orders get cancelled, Sales Managers can't see where assistance is required.*

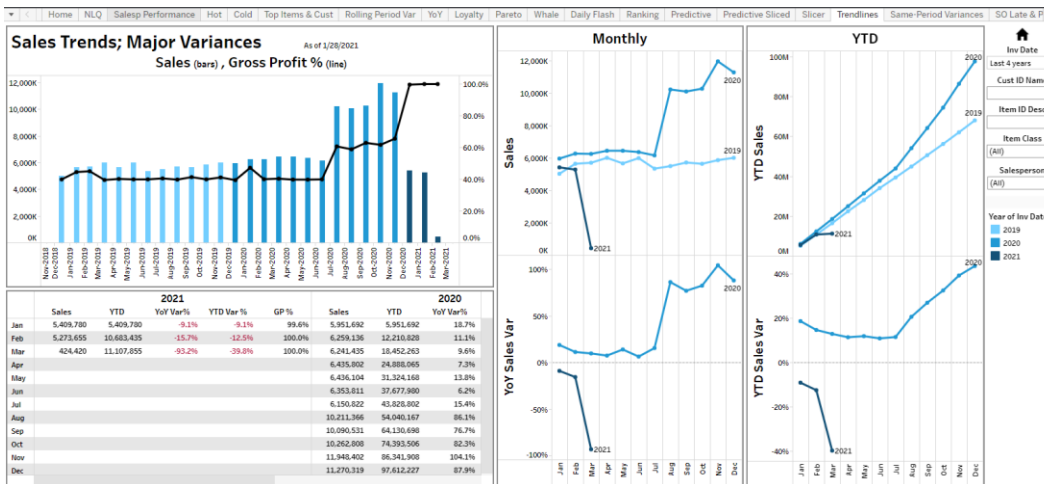


#### Analytics Benefits:

- ✓ instant insight into orders that are overdue, due today, and coming due
- ✓ easy identification of ranked selling by salesrep & product
- ✓ consolidated view into open orders & AR Aging prevents sales to delinquent clients

### #9 Challenge: Trend Analysis doesn't show the causes behind the trends

*Pain: Digging deeper requires creating multiple reports and time-consuming analysis.*



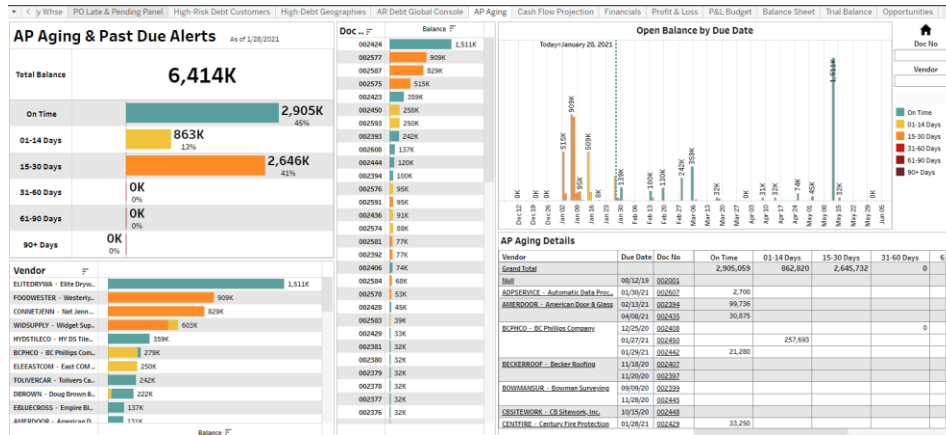
#### Analytics Benefits:

- ✓ Multi-level, one-click drill-down into any point in the trend (by customer, product, etc)
- ✓ Dynamic time-range analysis – e.g., by year, month, quarter, etc.
- ✓ Optional “hot-spot” focus areas, such as gross profit < 15%

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## #8 Challenge: Lack of awareness into upcoming AP vendor payables

*Pain: Early-pay discounts are missed; late charges incurred; unexpected impacts to cash-flow*

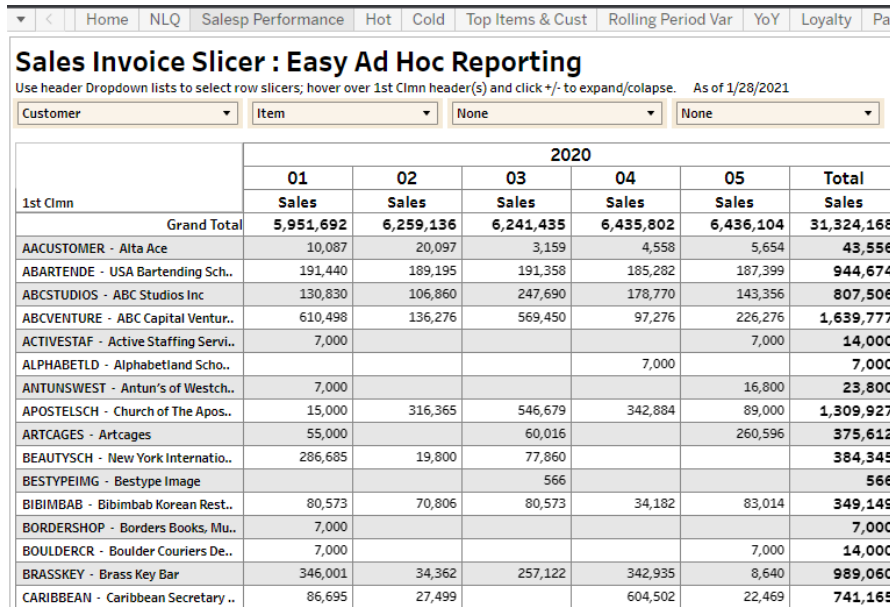


### Analytics Benefits:

- ✓ Cost-savings due to increased visibility into discount & due dates
- ✓ Insight into opportunities to negotiate improved payment terms
- ✓ Improved cash-flow planning due to better awareness of upcoming obligations

## #7 Challenge: Ad-hoc sales reporting takes forever & requires assistance from IT

*Pain: To view sales activity from a different perspective, you have to create a new report.*



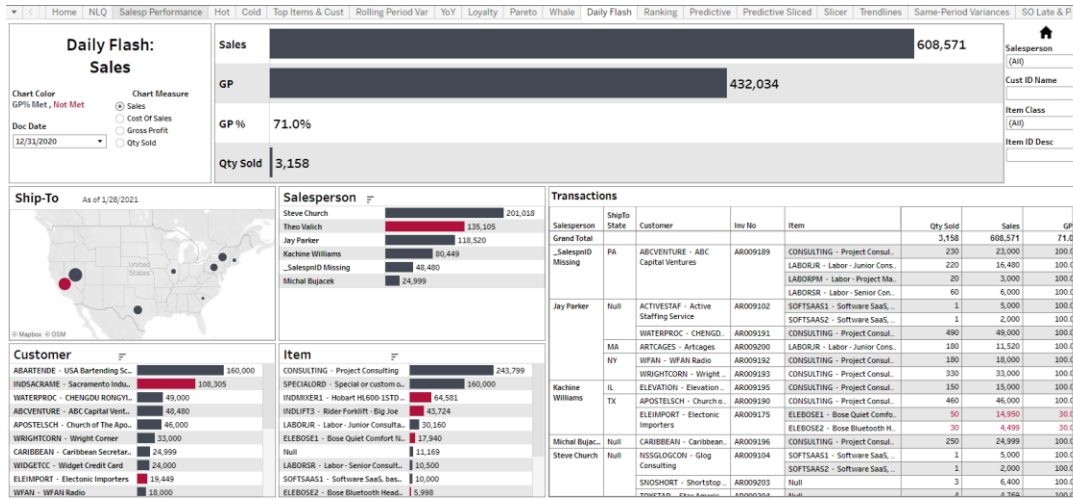
### Analytics Benefits:

- ✓ Anyone who runs the report can select their desired fields, values, and other criteria
- ✓ Easy time-range comparisons provide instant insight
- ✓ One-click drill-down into customer, product, & salesrep specific activities

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## #6 Challenge: Gross profit drops below acceptable thresholds and you don't know it.

*Pain: Protracted loss of revenue; continued selling of underperforming (or underpriced) products.*

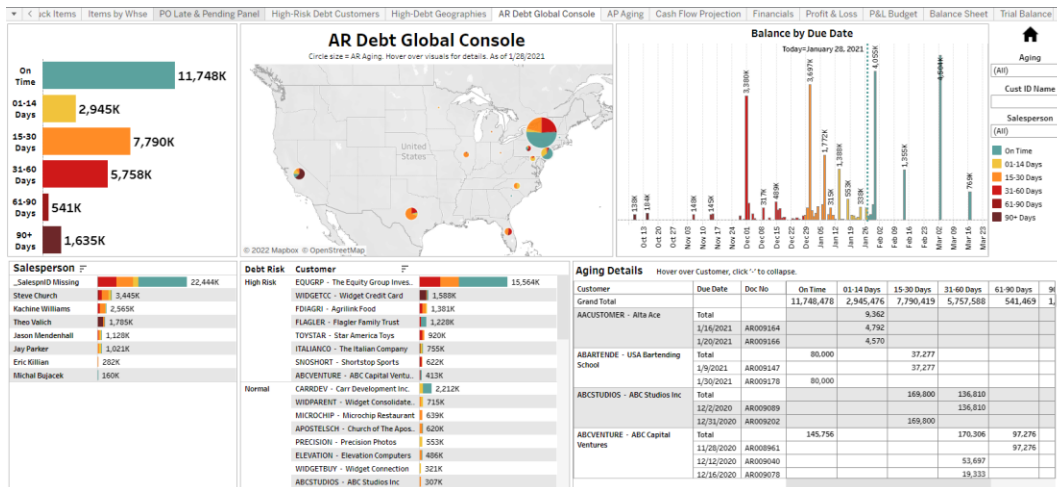


### Analytics Benefits:

- ✓ Quicker awareness of swings in profitability
- ✓ Instant access to areas (products, salesreps, geographies) underperforming in profitability
- ✓ Increased revenues due to quicker turnaround to adjust product pricing to increase profitability

## #5 Challenge: Inadequate visibility into coming due – and overdue -- receivables.

*Pain: Revenue loss due to uncollectable debt; cut-backs due to cash shortages*



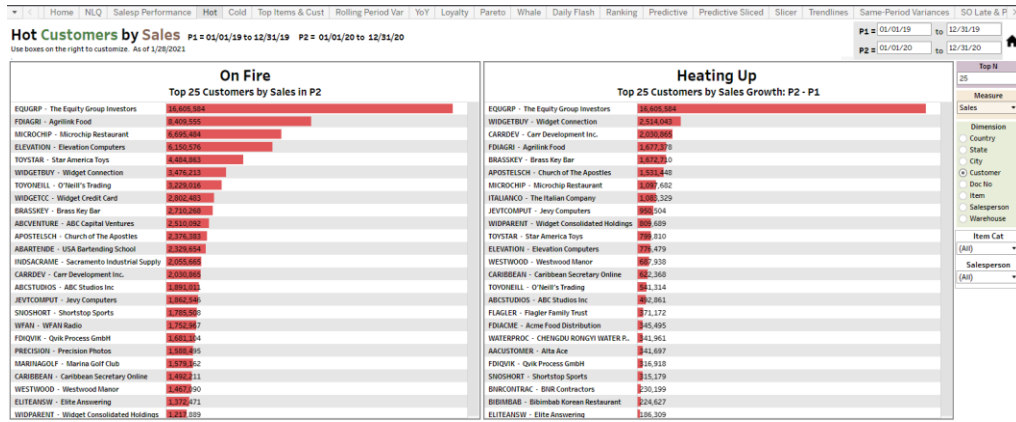
### Analytics Benefits:

- ✓ Reduced A/R write-offs due to greater visibility into due & past due clients
- ✓ Reduction in DSO (days sales outstanding)
- ✓ More predictable cash-flow due to improved payment reminders to staff & clients

# A Reseller's Guide to Selling DataSelf Analytics

## #4 Challenge: Knowing Which Customers are Growing . . . and Which Aren't.

*Pain: Staff waste time and money by not focusing on the most profitable clients.*



### Analytics Benefits:

- ✓ Better ability to focus on most productive clients for steady revenues
- ✓ More quickly identify hottest opportunities for revenue growth
- ✓ Identify potential new prospects based on growth, not total revenues

## #3 Challenge: No instant access to overall financial standing – e.g., P&L, balance sheet, cash flow.

*Pain: Excessive time spent by CEO & CFO take resources away from business planning*

				2019			
				Q1		Q2	
P&L 1	P&L 2	P&L Seg1		Amt	Amt YTD	Amt	Amt YTD
Sales	Income - Sales	Sales Revenue		4,975,415	4,975,415	5,549,249	10,524,664
		Sales - Freight		40	40	40	80
	Total Income - Sales			4,975,455	4,975,455	5,549,289	10,524,744
	Interest Income	Other Income/Interest Income		8,125	8,125	8,125	16,250
	Total Interest Income			8,125	8,125	8,125	16,250
<b>Total Sales</b>				<b>4,983,580</b>	<b>4,983,580</b>	<b>5,557,414</b>	<b>10,540,994</b>
COGS	COGS	COGS - Inventory		2,915,535	2,915,535	3,030,611	5,946,146
		COGS - Direct Labor Costs				875	875
		COGS - Salaries and Wages		2,400	2,400	1,600	4,000
		Standard Cost Adjustments		72,000	72,000	85,500	157,500
		Landed Cost Variance		200	200	-5	195
<b>Total COGS</b>				<b>2,990,135</b>	<b>2,990,135</b>	<b>3,118,581</b>	<b>6,108,716</b>
<b>Total COGS</b>				<b>2,990,135</b>	<b>2,990,135</b>	<b>3,118,581</b>	<b>6,108,716</b>
<b>GROSS PROFIT</b>				<b>1,993,446</b>	<b>1,993,446</b>	<b>2,438,833</b>	<b>4,432,278</b>
Op Exp	Total Expense - Other					3,100	3,100
	Expense - Advertising	Advertising Expense		100,000	100,000	100,000	200,000
	Total Expense - Advertising			100,000	100,000	100,000	200,000
	Expense - Bank Fees	Bank Service Charges		73	73	23	95
	Total Expense - Bank Fees			73	73	23	95
	Expense - Insurance	Insurance		1,500	1,500	1,500	3,000
	Total Expense - Insurance			1,500	1,500	1,500	3,000
	Expense - Other	Office Expense				3,100	3,100
	Expense - Professional	Professional Fees:Payroll Service Fees		2,000	2,000	2,000	4,000
	Total Expense - Professional			2,000	2,000	2,000	4,000
	Expense - Office	Rent or Lease Expense		23,000	23,000	23,000	46,000
	Total Expense - Office			23,000	23,000	23,000	46,000
	Expense - Service and Utilities	Supplies		6,100	6,100	4,100	10,200
	Utilities		10,767	10,767	10,774	21,541	

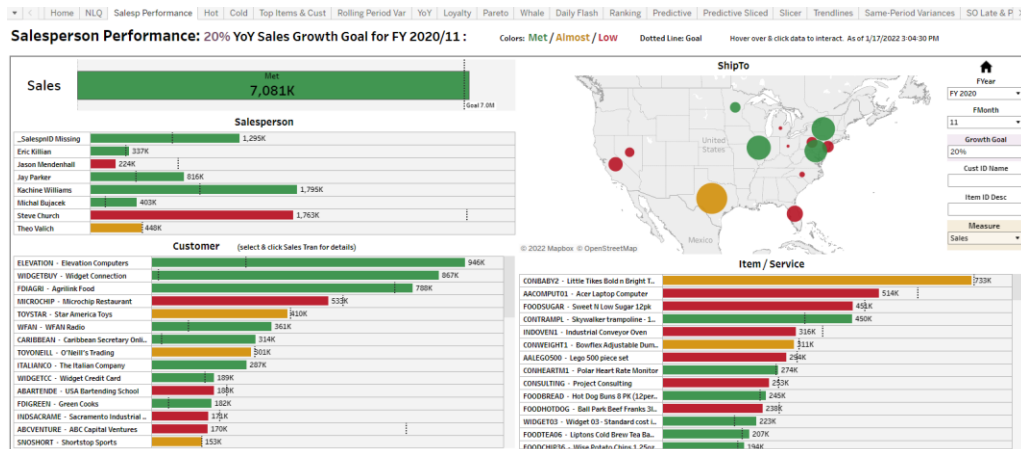
### Analytics Benefits:

- ✓ Out of the box financials reports – with drill-down – reduces need to create new reports
- ✓ Plain English (natural-language) querying eliminates need to wait on tech resources
- ✓ More frequent visibility to financials reduces 'surprises' in cash flow

# A Reseller's Guide to Selling DataSelf Analytics

## #2 Challenge: Knowing Which Salesreps are Over-Performing . . . and Which Aren't.

*Pain:* Sales are lost when high performers are too-busy and under performers not busy enough

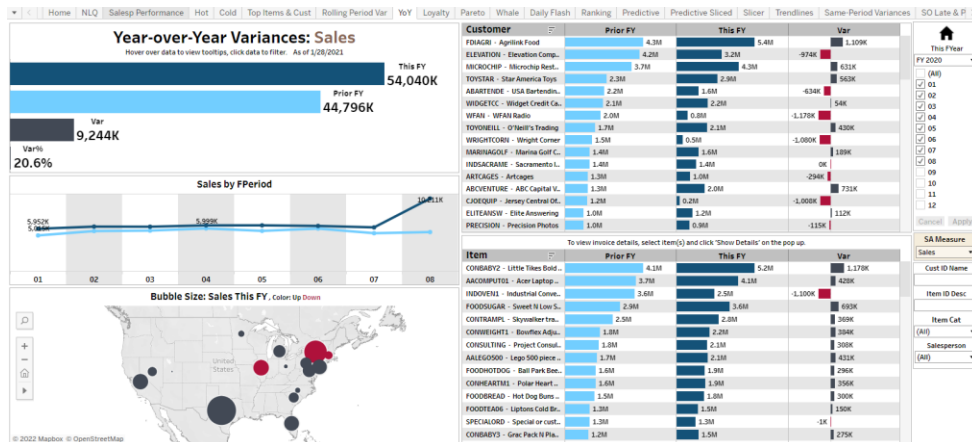


### Analytics Benefits:

- ✓ Close more deals by 'load-balancing' opportunities among entire sales team
- ✓ More quickly identify struggling salesreps and provide assistance sooner
- ✓ More quickly identify causes for poor performance – e.g., rep versus territory, products, etc.

## #1 Challenge: Inability to instantly answer the key question . . . "How are we doing?"

*Pains:* Making business decisions in the dark.  
 Guessing at your success.  
 Costly delays in changing business directions & actions.  
 Having to reverse course due to non-data-driven decisions.



### Analytics Benefits:

- ✓ Instant . . . anytime . . . anywhere access to "how you're doing"
- ✓ Supporting details (customer, salesrep, product, region, etc.) just a drill-down click away
- ✓ More-informed decisions . . . faster . . . resulting in greater revenues