

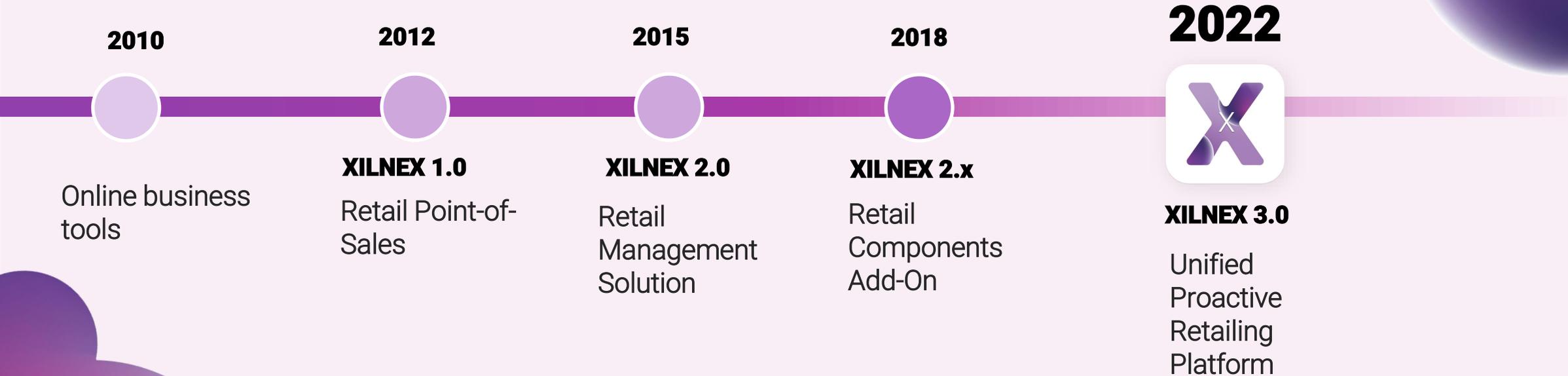


XILNEX 3.1 / 2022

Unified Proactive Retailing Platform

XILNEX

EVOLUTIONS



Mission

“ Empowering **Proactive Businesses** in building
Growth and Resilience with
Efficiencies and **Intelligences** ”



Deployment in Malaysia Airports

Over 700 POS in
F&B, Retail and all Duty Free Stores in Internationals Airports

- KLIA
- KLIA2
- LGK (Langkawi)
- PIA (Penang)
- KCH (Kuching)
- BKI (Kota Kinabalu)



Continuous Innovations



“Today, with our multiple integrations of technology and our Kitchen Display System (KDS), we can reduce a 28-day training program to a 7-day one,” he proudly shared.

Bryan Loo
Vulcanpost May 2019







Why Xilnex?

- Dedicated Retail Solution Provider
- Enterprise-Client Based.
- More than 70% of Engineers works on future products research and development.
- Introduction of NEW RETAIL products into the market every year.
- Focus on CONTINUOUS VALUES GENERATION to users.



Your Regional Retail Technology Provider

- The Most Advanced + Complete Cloud-based Retail Management Solution in the region.
- Centrally processing billions dollar of retail transactions a year.
- Powering thousands of live Point-of-Sales in South East Asia and Australia.
- Serving top tiers clients in each retail verticals.



Who are with us?

MS. READ
FOR CURVY WOMEN SIZES 12 - 24



Setia
SP SETIA BHD GROUP



GAMUDA



HAIRDEPOT®
Treat Your Hair Right!



llaollao.™
NATURAL FROZEN YOGURT.



tealive

Ice®
watch

KCARE SHOP™
THE ULTIMATE HAIR CARE EXPERT



Sepiring
UNIQUELY MALAYSIAN



Point B!
Premier Fashion Outlet • Japanese & Korean Speciality Store



Les Georgettes
PARIS



Brahim's



NATURE REPUBLIC

HOT & ROLL



JUICEworks®
Your Favourite Juice Factory

Mb
Marrybrown



Kickers

EyeSave
Save your eyes, save your money.



First Lady

GINTELL
HEALTH • LOVE • LIFE

Pureen*
Thinking About Baby and You



TONY MOLY

George OWIN
Apotik • Pharmacy • 巧治西药行

BMS Organics
body • mind • soul
Health Food • Vegetarian Cafe



myBurgerLab

HI STYLE



alpro
pharmacy



HAIRDEPOT®
Treat Your Hair Right!

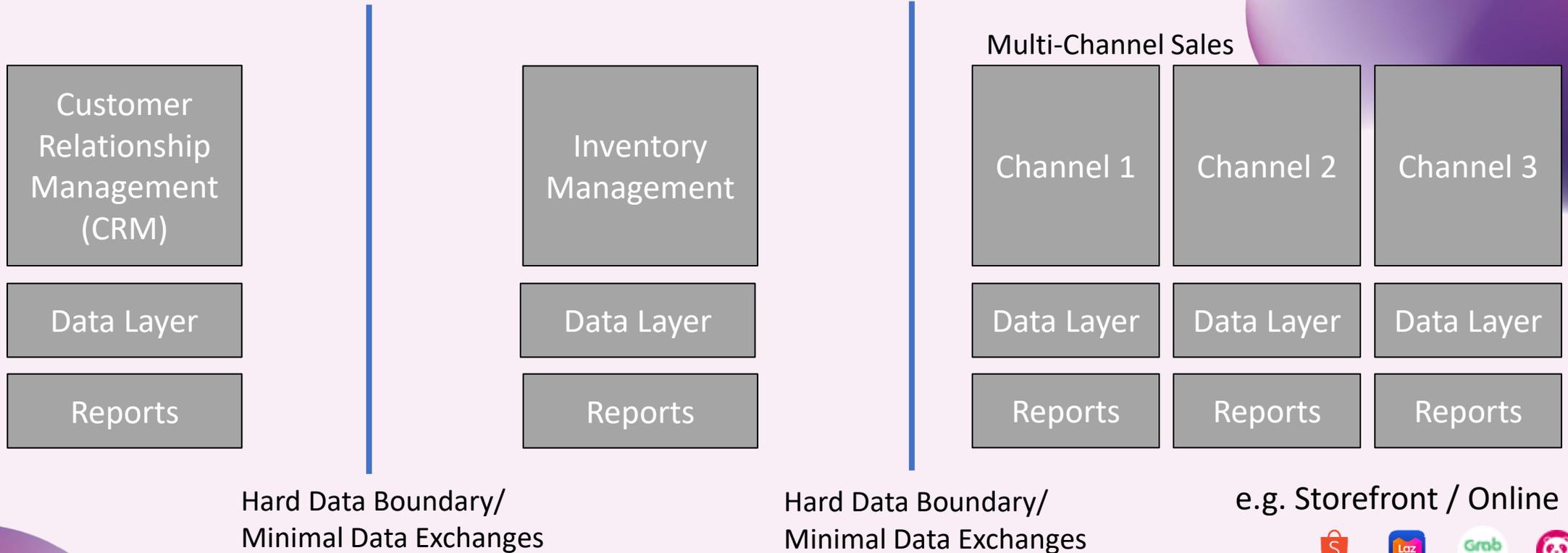


LA JUICERIA
RAW. REBOOT. RENEW
WWW.LAJUICERIA.COM



COSTA COFFEE

Typical tech stack works in SILO and REACTIVE



e.g. The customer who purchased from Lazada; is considered a different customer who came to the store.



Industry Technological Shift

Customer Relationship Management (CRM)



Customer Engagement Platform

- From centrally storing customers records; to enable customers **personalized engagement** via automation and trackability from all active and passive customers communications channels.

Inventory Management



Product Information Management

Intelligent Supply Chain Management

- From inventory control; to an omni-channel integrated product management that handles all in/out channels intelligently assisted by **automation** and **artificial intelligence**.

Multi-Channel Sales



Omni Channels Sales

- From silo-individual sales channel; to a true omni-channel sales where **customers data, inventory information, promotions and marketing are unified** for optimum organizations efficiencies.

On-Demand Reports

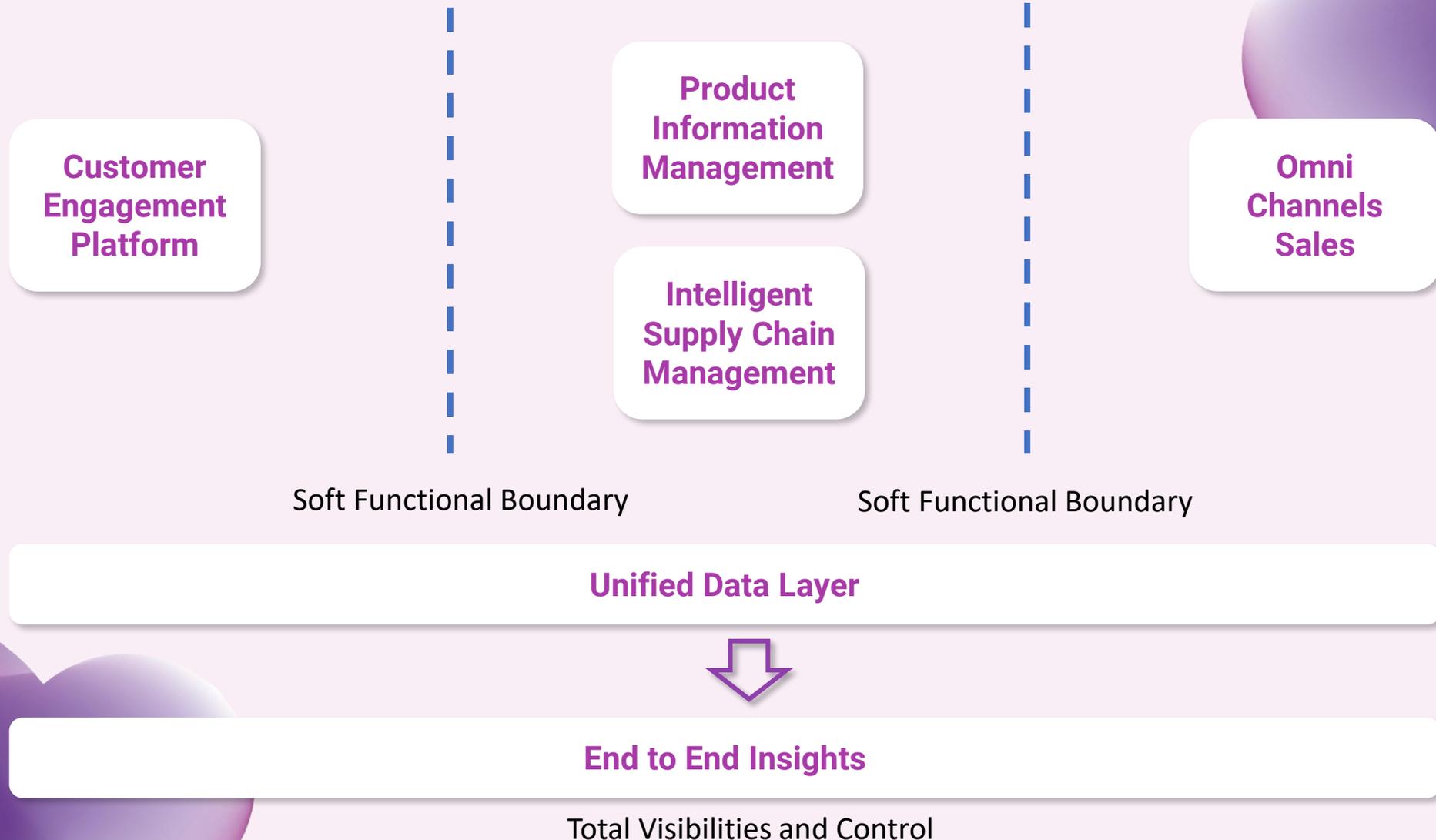


End-to-End Insights

- From reporting operation data; to providing a **total insights** to drive **efficient** and **fast decision making** which is important to the continuity of today's businesses.



Transform businesses into a **Proactive-Retailing** organizations



Proactive Retailing Framework



Proactive Retailing

REIMAGINE CUSTOMER ENGAGEMENT

- Proactively engage Customer's Purchase Activations Beyond Physical Locations

EMPOWER WORKFORCE

- Human, Software and Hardware

CONTINUOUSLY REUNDERSTAND THE BUSINESS

- Measurable, Trackable and Forecastable Metrics

BUILDING ALLIANCES

- Seamless business collaborations and leveraging





Proactive Retailing

**REIMAGINE CUSTOMER
ENGAGEMENT**

XILNEX CX-BUILDER

XILNEX LOYALTY

XILNEX LIVE ORDER

XILNEX BIG

EMPOWER WORKFORCE

**XILNEX CLOUDPOS /
XILNEX GO /
XILNEX IPAD POS**

XILNEX MOBILITY

XILNEX KITCHEN

**CONTINUOUSLY
REUNDERSTAND THE
BUSINESS**

XILNEX INSIGHTS

XILNEX REPORTING / ETL

XILNEX ON THE MOVE

BUILDING ALLIANCES

**XILNEX VOUCHER
NETWORK**



3. Home Delivery :
Serve the vicinity.



4. Pre-Order :
Order now-pick later



2. Outright/Dept. Store :
Consignment



**Omni-Channel +
Continuous Customer Engagement**

5. Contactless Ordering :
Drive-In pickup



1. Store-Front :
Purchase and get delivered.
Click and Pick



9. Third-Party Pick Up :
Advance order
collection counter



**8 . Digitalize/Mobile
Warehouse Operation**

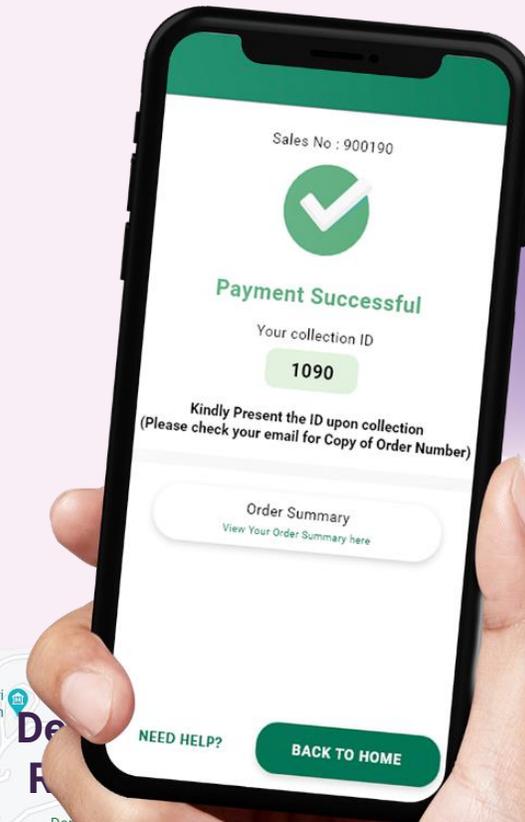


**6. Marketing
Places**

**7. Own Website :
Loyalty App**

Serving the On-Demand

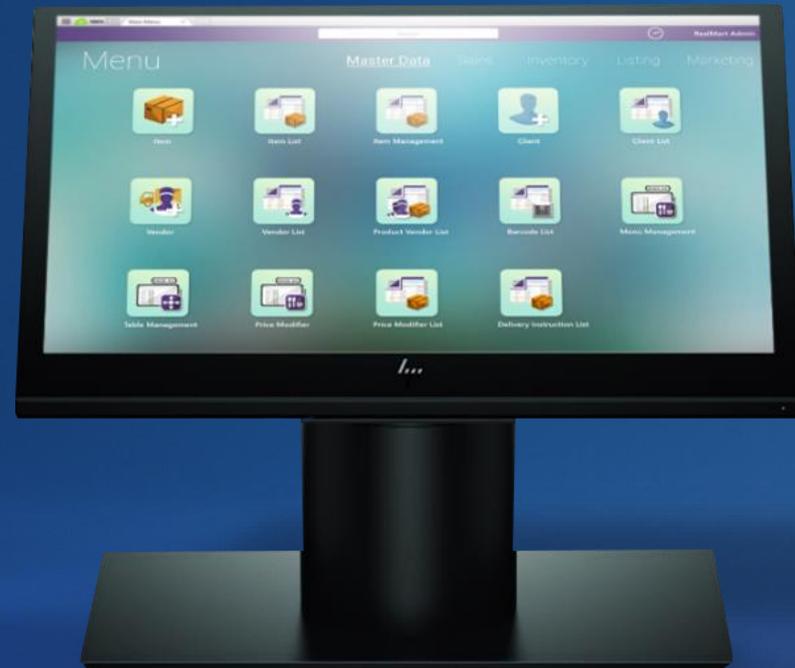
- System will automatically propose the nearest outlet for pick up / shop.
- Integrated with Xilnex on-demand delivery service.

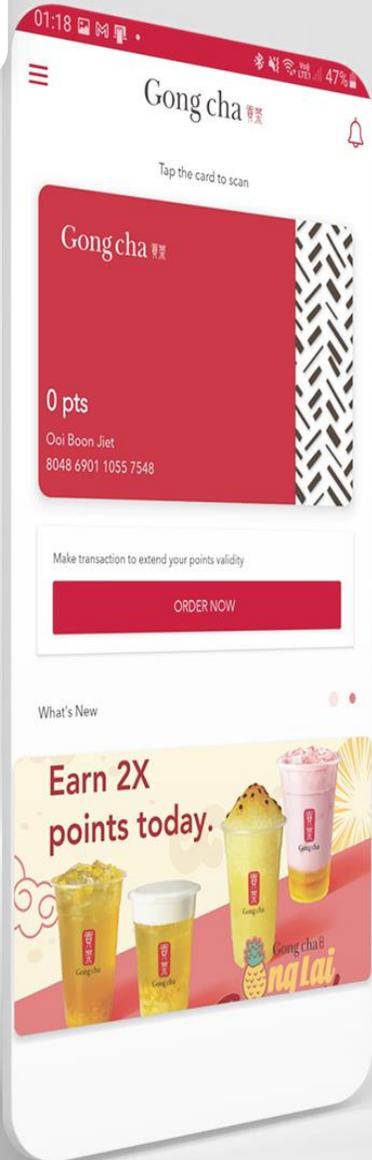




TNG MiniApp

Direct access to 15 millions Malaysians





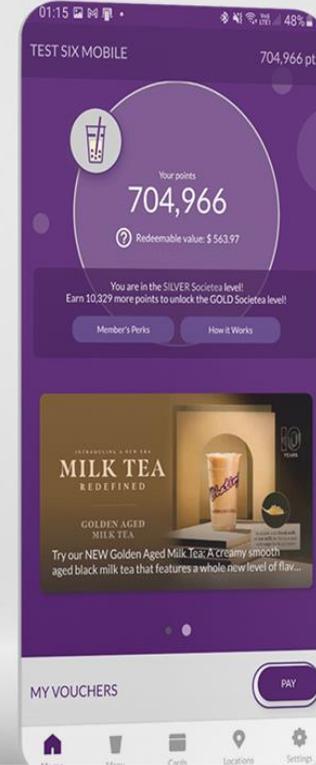
Gong cha Fully design in-house
Compliances to requested Corporate Identity



tealive 100% design in-house
Flagship, Custom featured
Compliances to requested Corporate Identity



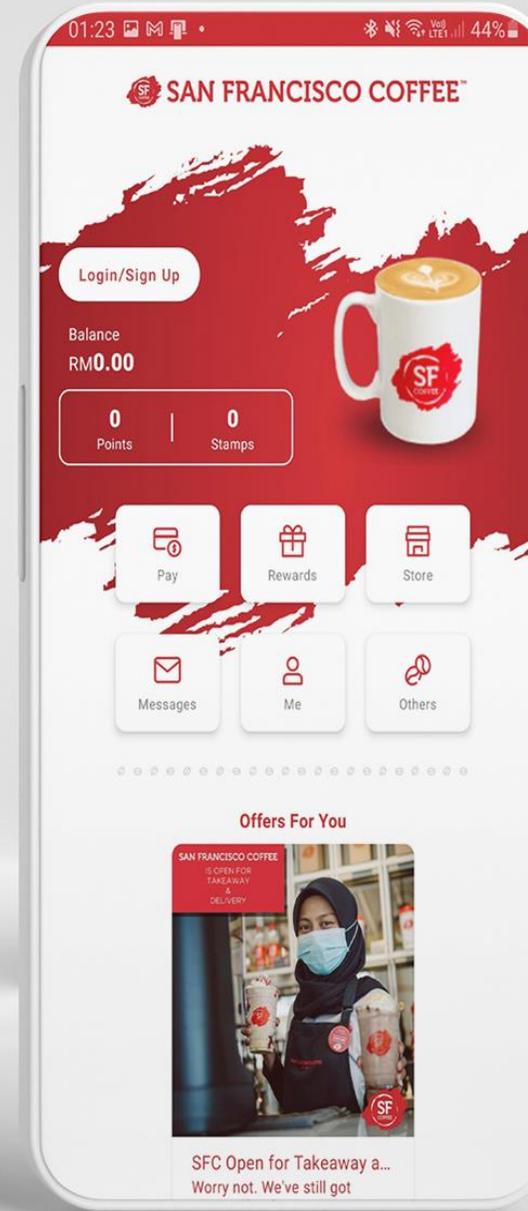
EMPIRE SUSHI Partially design in-house
Lengthen home-screen UX

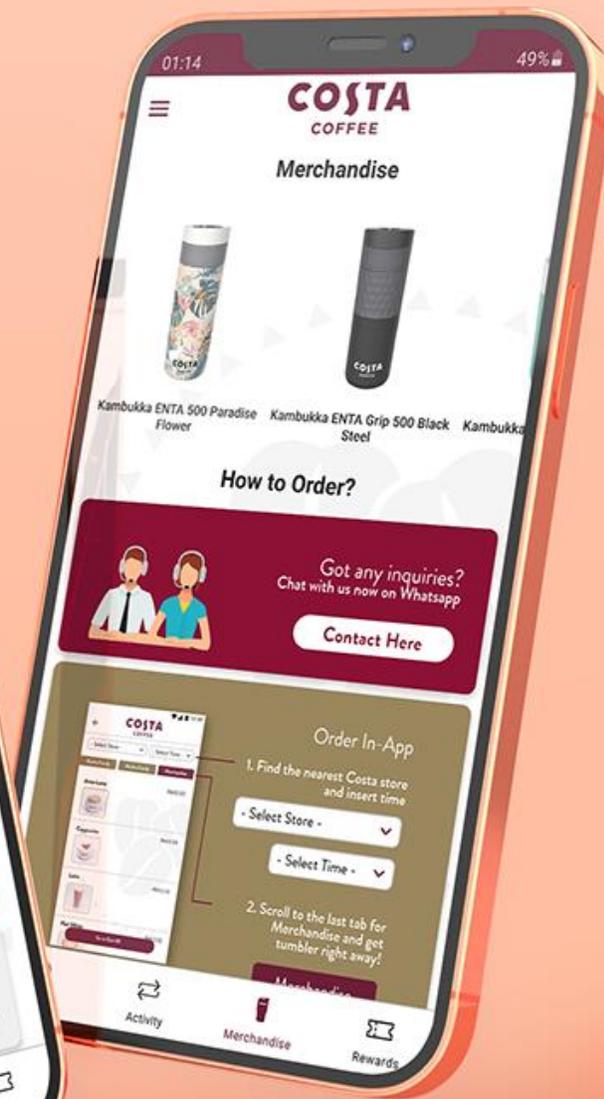
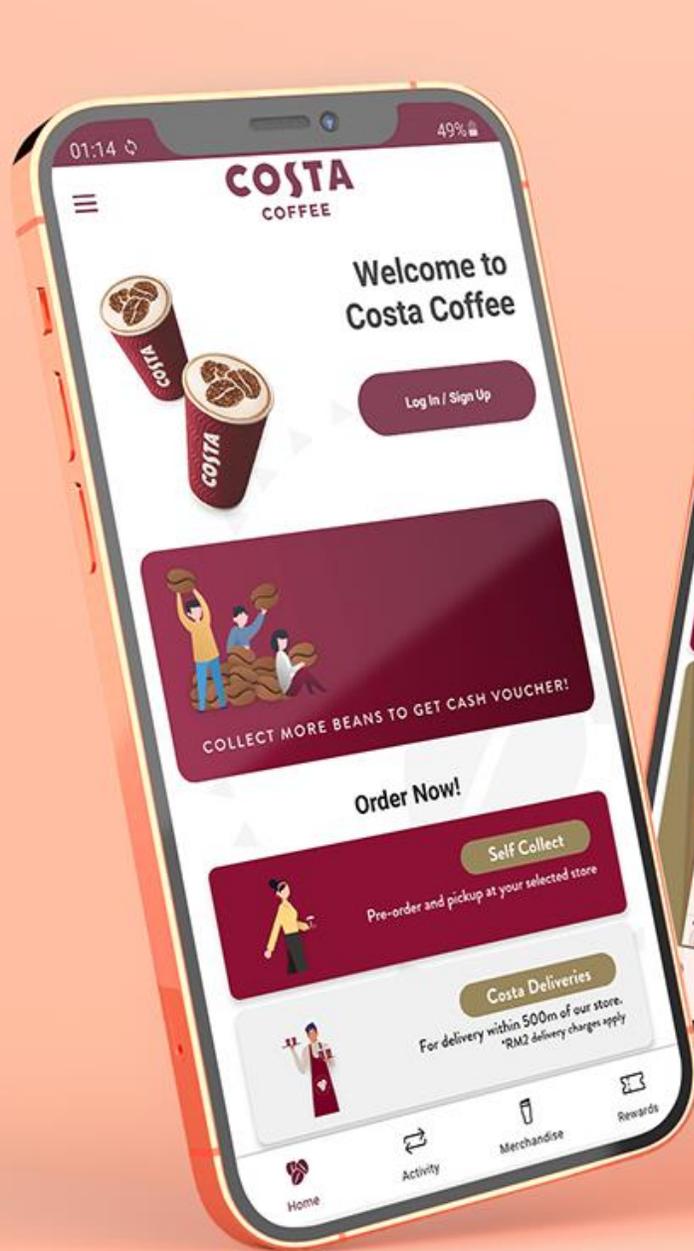


Chatime Partially design in-house with
Chatime Canadian Team
Custom tailored UI and features



100% design in-house
Crafted UI/UX from
scratch with marketing team
Animated





CostaCoffee

100% design in-house

Compliance with CostaCoffee Global Marketing Team





JuiceWorks
100% design in-house

Brand Identity Scoping

Audiences Survey

UI/UX proposal

Mock Test Cases

Build

Testflight + Softlaunch

Productions

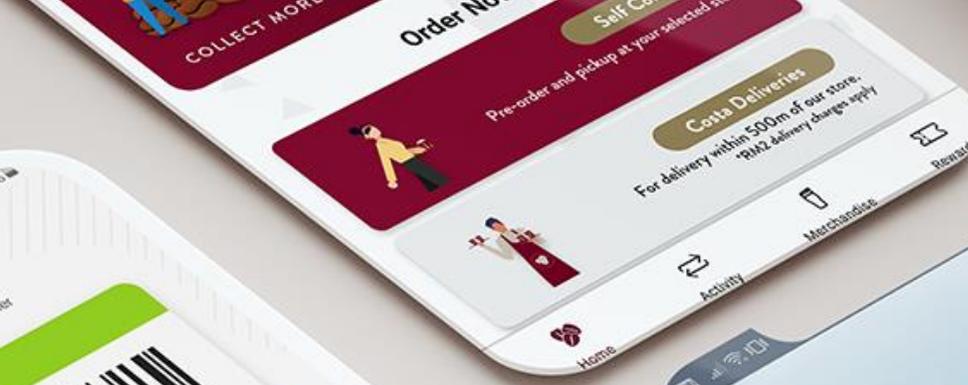


Robust Theme & Identity

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As a member, you can redeem rewards and enjoy exclusive treat all year round! Simply Because You Deserve More.



Pre-order and pickup at your selected store
Costa Deliveries
For delivery within 500m of our store, RM2 delivery charges apply



3800 beans
★ RM18 VOUCHER

120 beans
★ RM6 VOUCHER



myllaollaclub
You can scan this barcode over the counter

0 pts
Petitlloo Level
how to get points
5 pts
10 pts
15 pts
Petitlloo
Small Tub
Medium Tub/Smoothie



SP Setia One Touch
100% design in-house

Myllaollaclub
Top10 F&B App 2021 April in Malaysia iOS Store
100% design in-house
Crafted UI/UX from scratch with marketing team
Fully Animated



Mydin Ewallet
100% design in-house



Donutes
100% design in-house



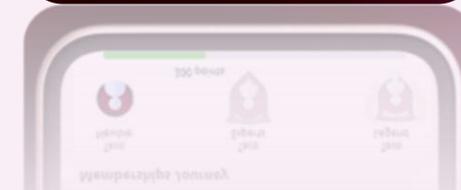
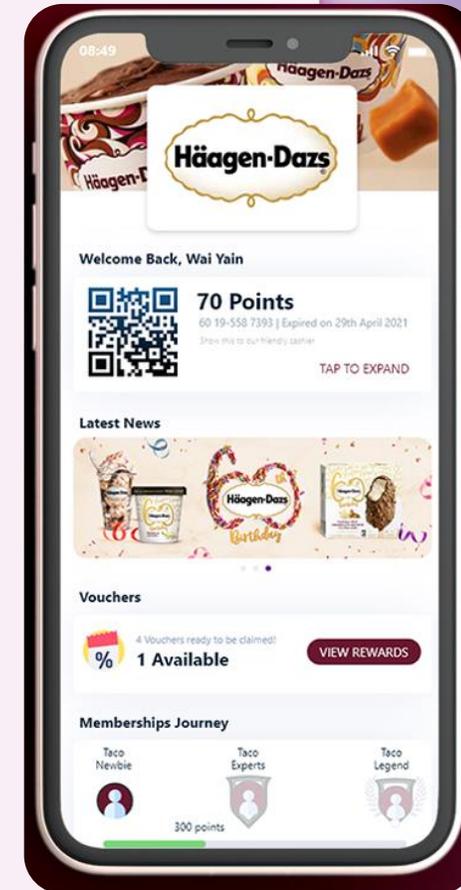
Uniquely Handcrafted

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Omni-Channel Loyalty

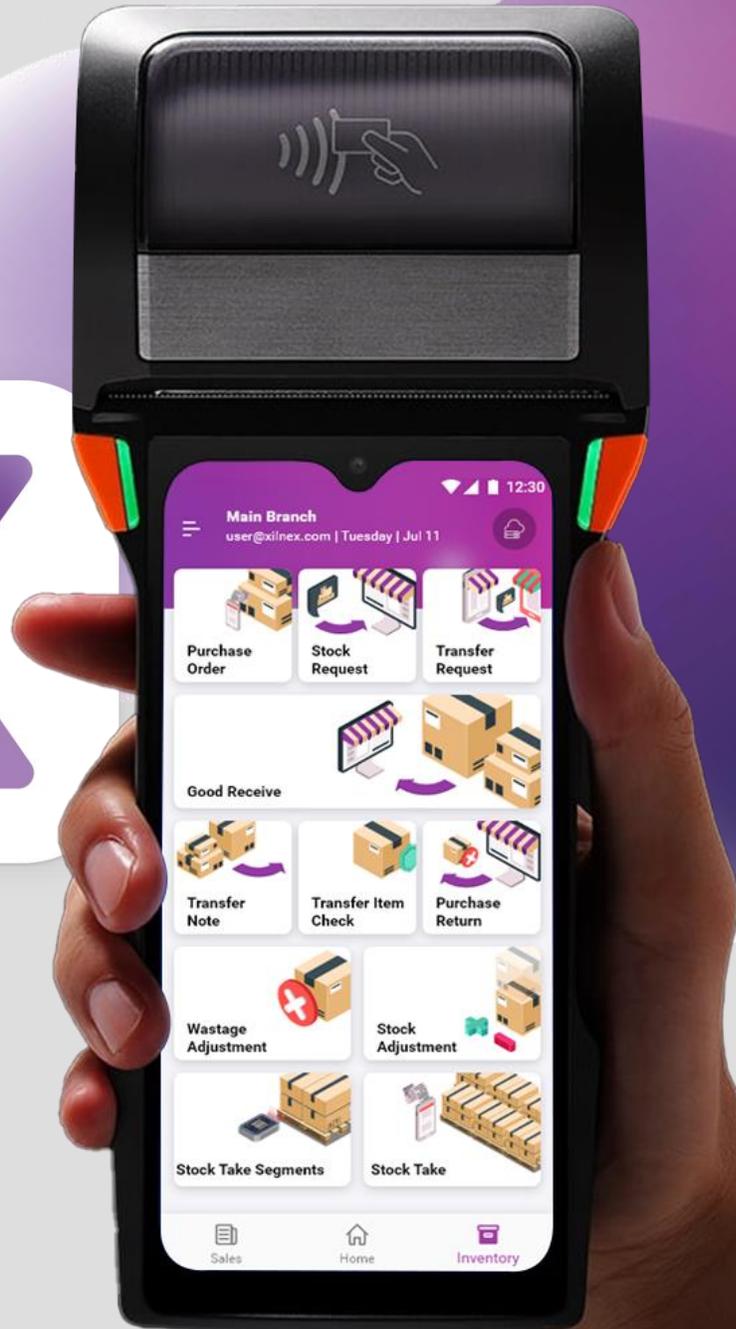


Loyalty Lite (PWA)



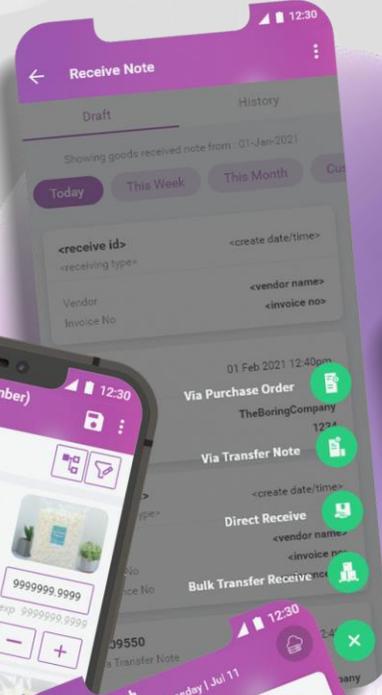
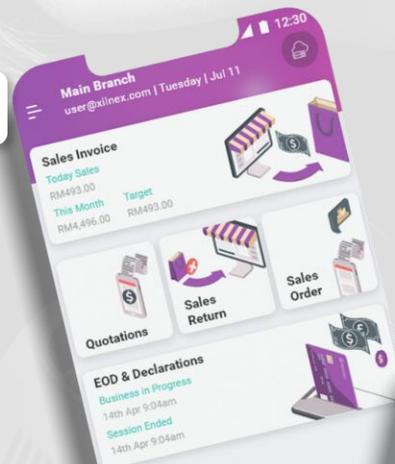
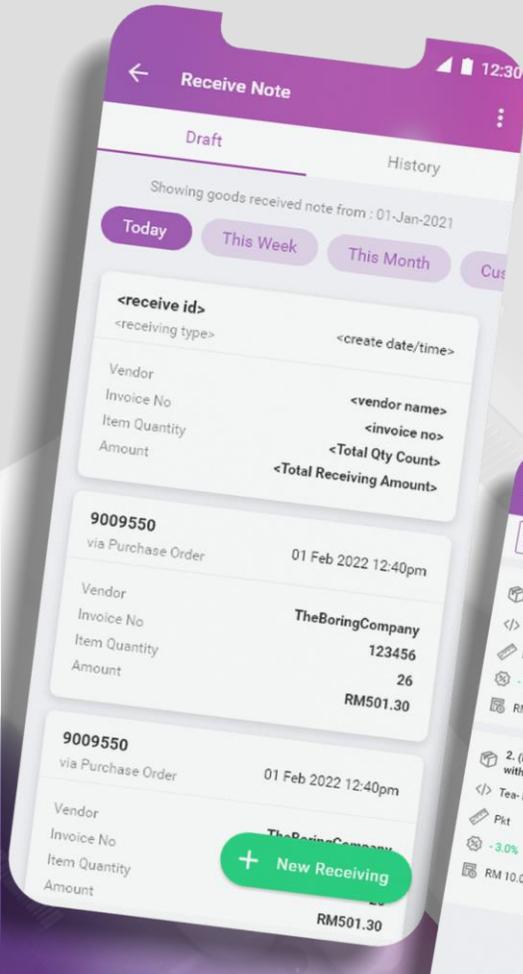
XILNEX MOBILITY

The CENTERPIECE of
digital operation convergence



Sales

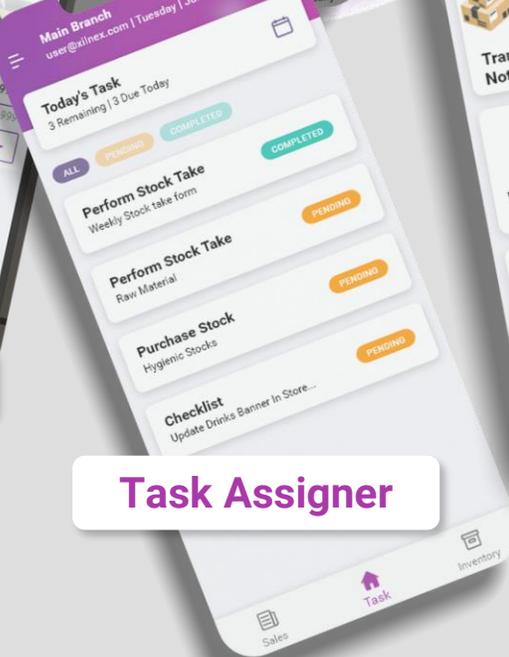
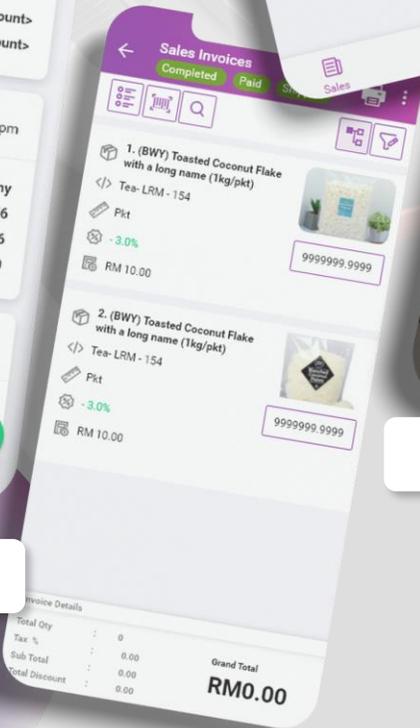
Supply Chain



Invoices

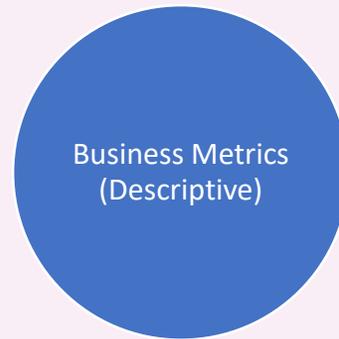
Goods Receive

Task Assigner



What is in Xilnex Insights?

What can we do better?



Find out what happened.

Find out what causes it to happen.

Find out what will happen.



Important of Insights

Classic Example:

Promotions Buy above RM50 and get a free gift.

AVG Dollar Spent = RM 45

Data Driven Decision:

AVG Dollar Spent (for Champion Client) = RM 80

AVG Dollar Spent (for Normal Client) = RM 25

Better Promotions:

Buy Above RM 30 and get a free gift

Buy Above RM 85 and get a premium free gift



Important of Insights

Classic Example:

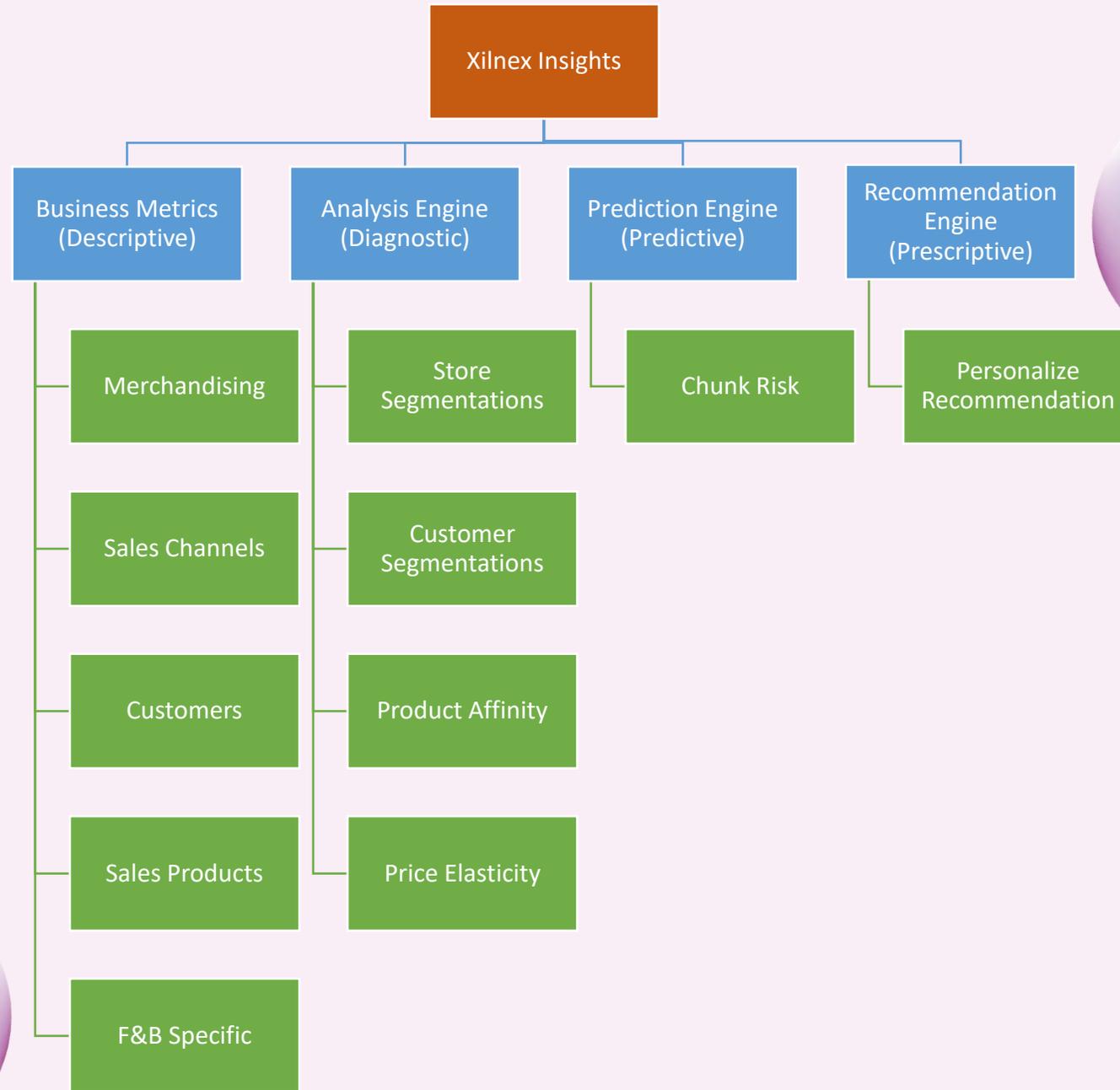
Sell at RM50 - 100 units sold
Sell at RM40 - 150 units sold

Data Driven Decision:

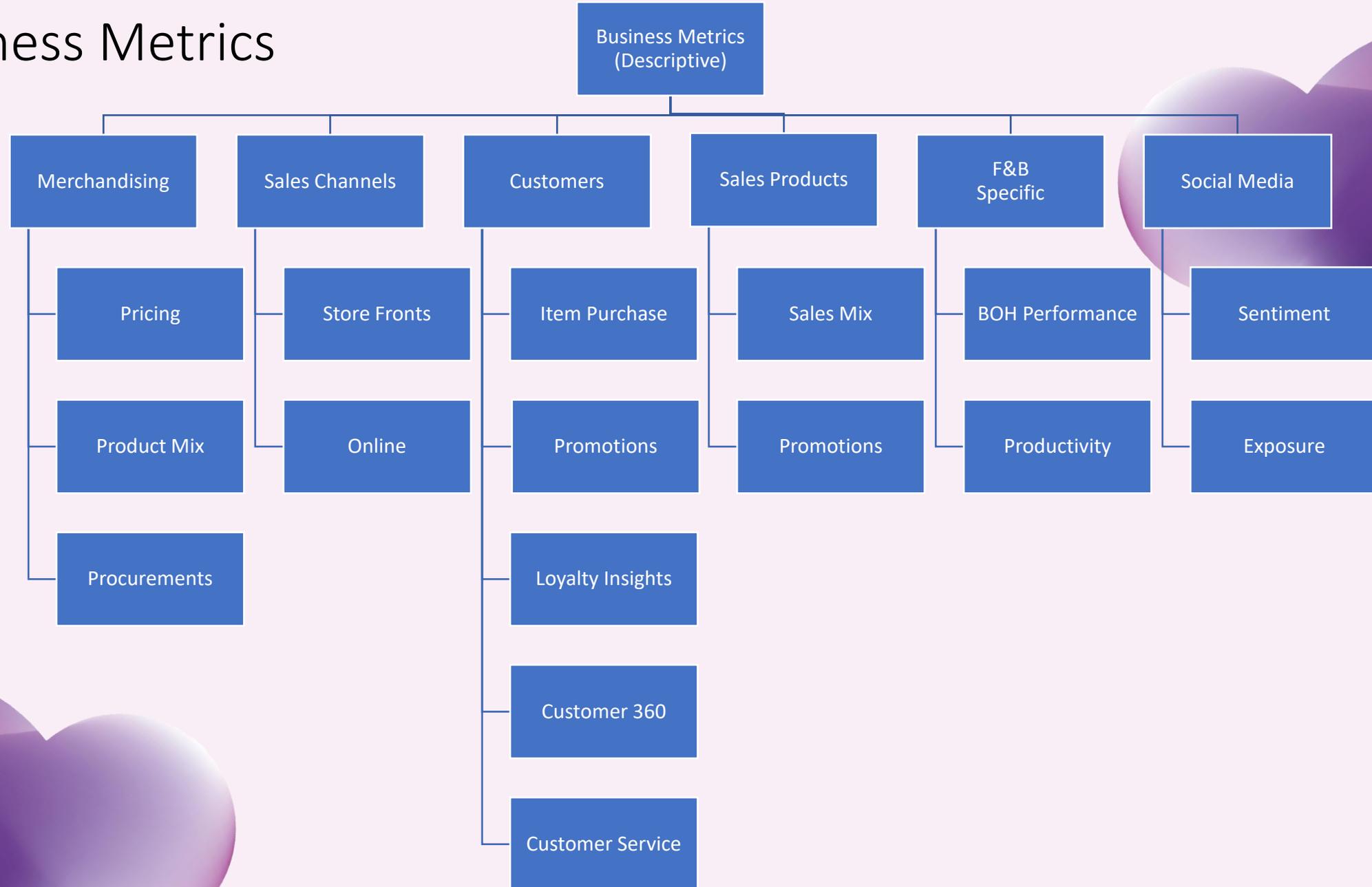
Price Elasticity / Prediction Engine:

Sell at RM45 – 145 units sold





Business Metrics



Understanding Customers

Xilnex Insights

Understand

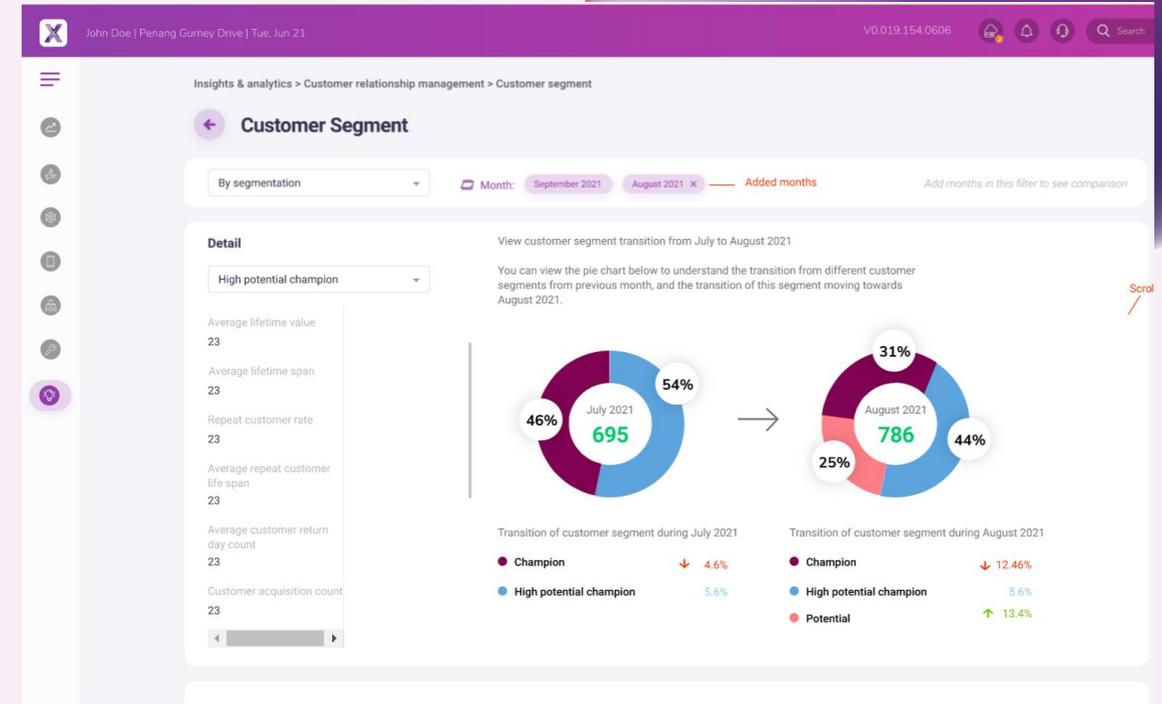
Drill into customers purchases and interactions; obtains intelligently structured and actionable insights that can be used to drive business decisions.

Segmentize

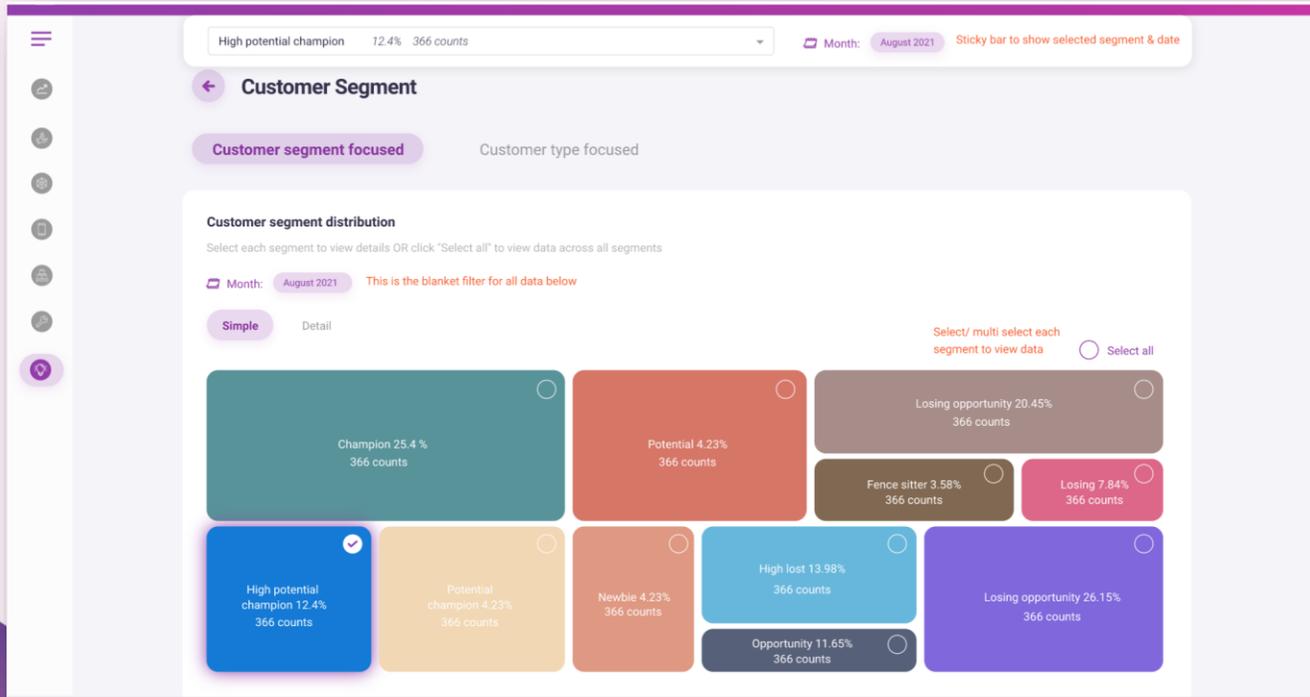
Segmentized customers into actionable audiences and follow the movements of these customers over time to provides business with ability to precisely target them with personalized engagement.

Personalized Engagement

Create targeted campaign with remarketing capability which precisely addresses and engage with selected audiences which provides higher measurable success.



Customers : Segmentation



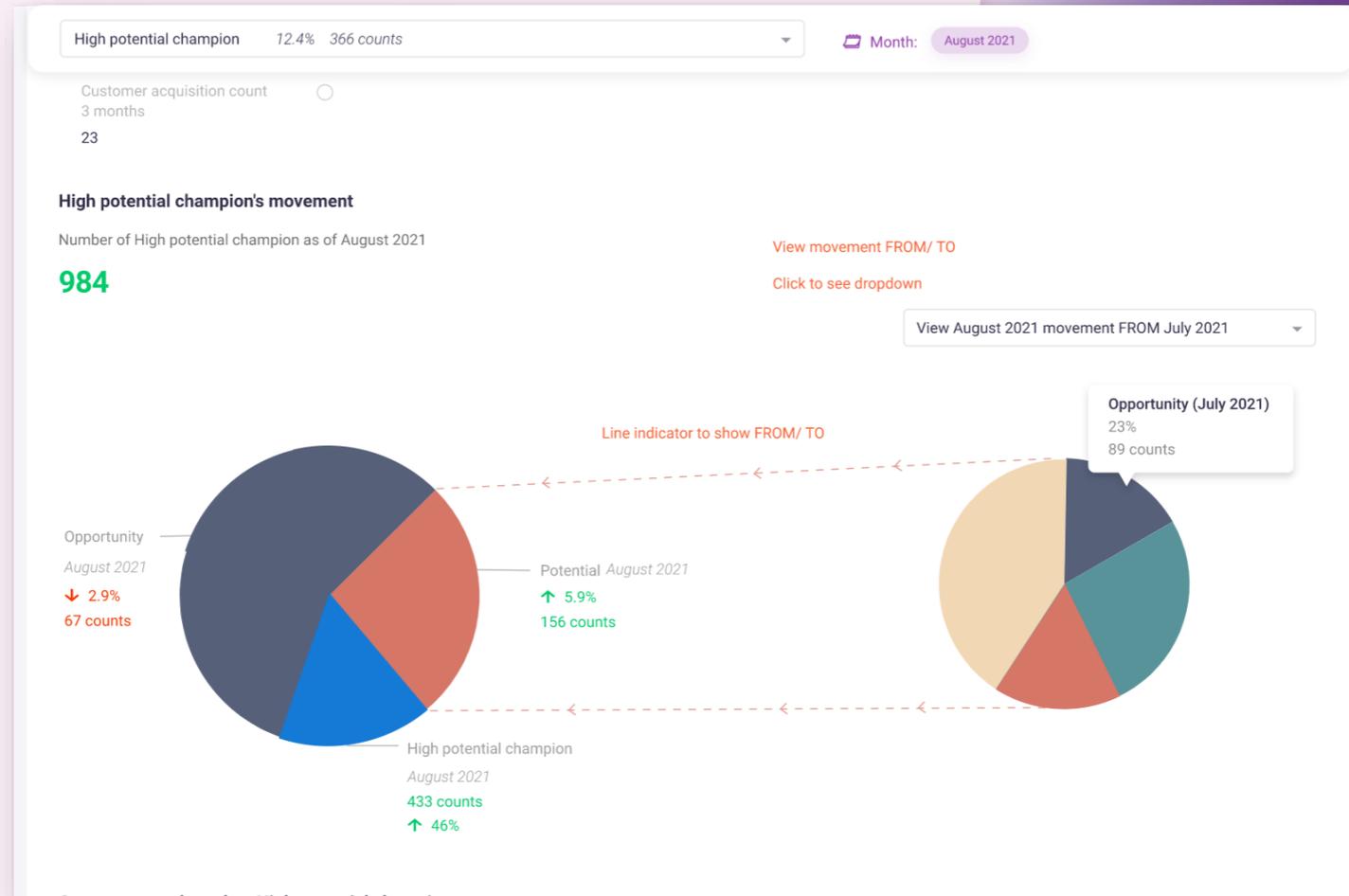
L1 Segment (Simple)	L2 Segment (Detail)
CHAMPION	VIP CHAMPION CHAMPION
HIGH POTENTIAL CHAMPION	VIP HIGH POTENTIAL CHAMPION HIGH POTENTIAL CHAMPION
POTENTIAL CHAMPION	VIP POTENTIAL CHAMPION POTENTIAL CHAMPION
POTENTIAL	VIP POTENTIAL POTENTIAL
NEWBIE	VIP NEWBIE NEWBIE
HIGH POTENTIAL CHAMPION	VIP HIGH POTENTIAL CHAMPION HIGH POTENTIAL CHAMPION
POTENTIAL CHAMPION	VIP POTENTIAL CHAMPION POTENTIAL CHAMPION
OPPURTUNITY	CANT LOST OPPURTUNITY OPPURTUNITY
FENCE SITTERS	CANT LOST FENCE SITTERS FENCE SITTERS
LOSING OPPURTUNITY	CANT LOST OPPURTUNITY LOSING OPPURTUNITY
LOSING	MUST WIN BACK LOSING
LOST	TRY WIN BACK LOST
HIGH LOST	MUST WIN BACK TRY WIN BACK HIGH LOST

Note: Segment naming are configurable

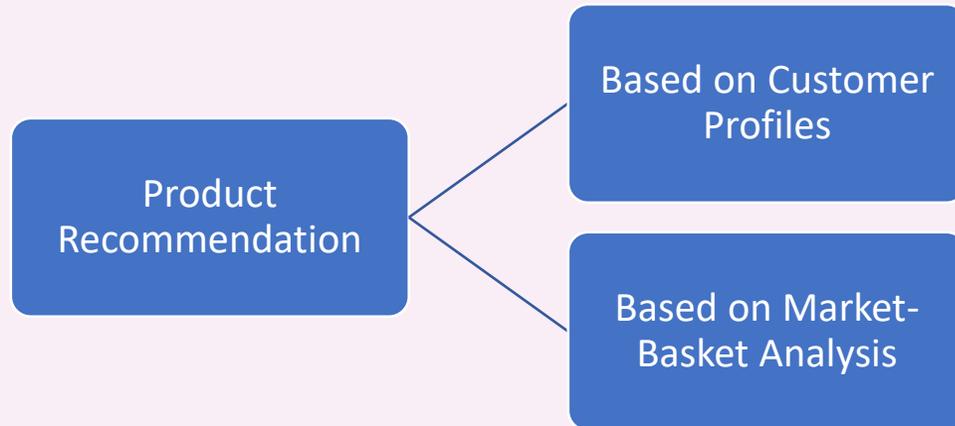


Movement of Segmentations

- Month by month movement.
- Monitor “From” and “To”.
- Sample model can be apply to
 - Customer Tagging
 - Customer Type



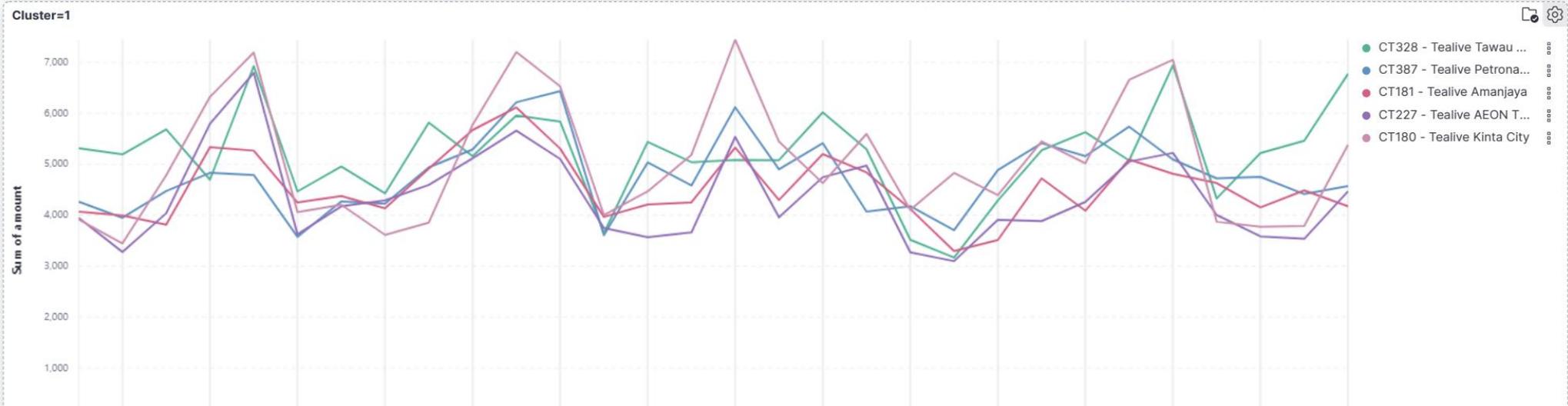
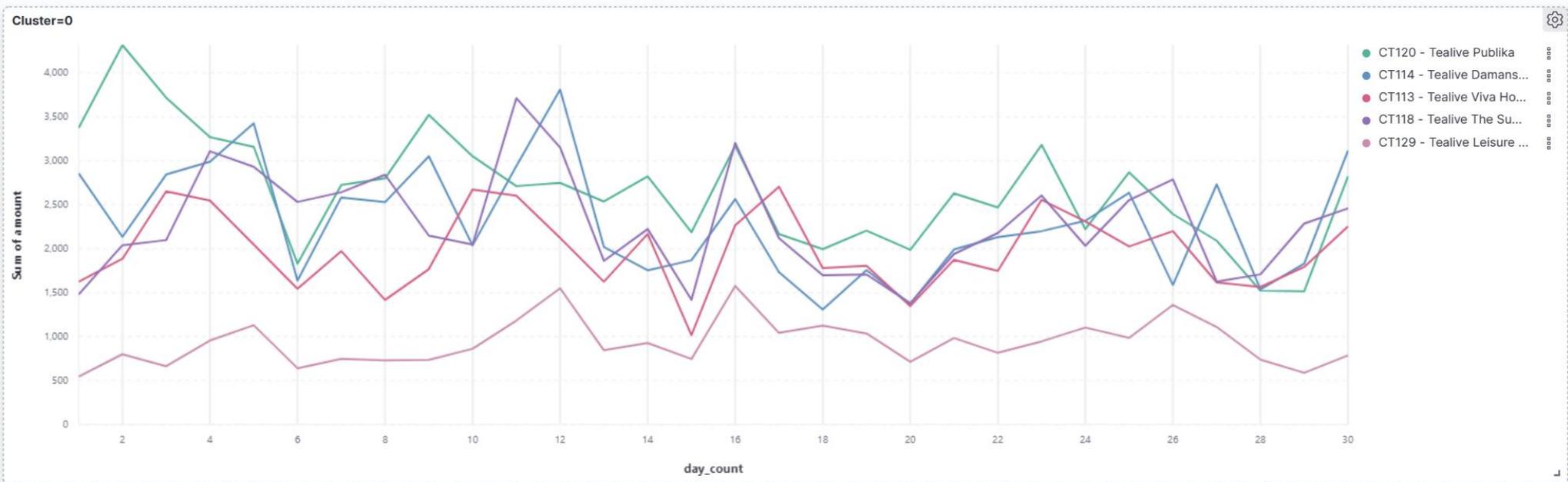
Customers : Product Recommendation



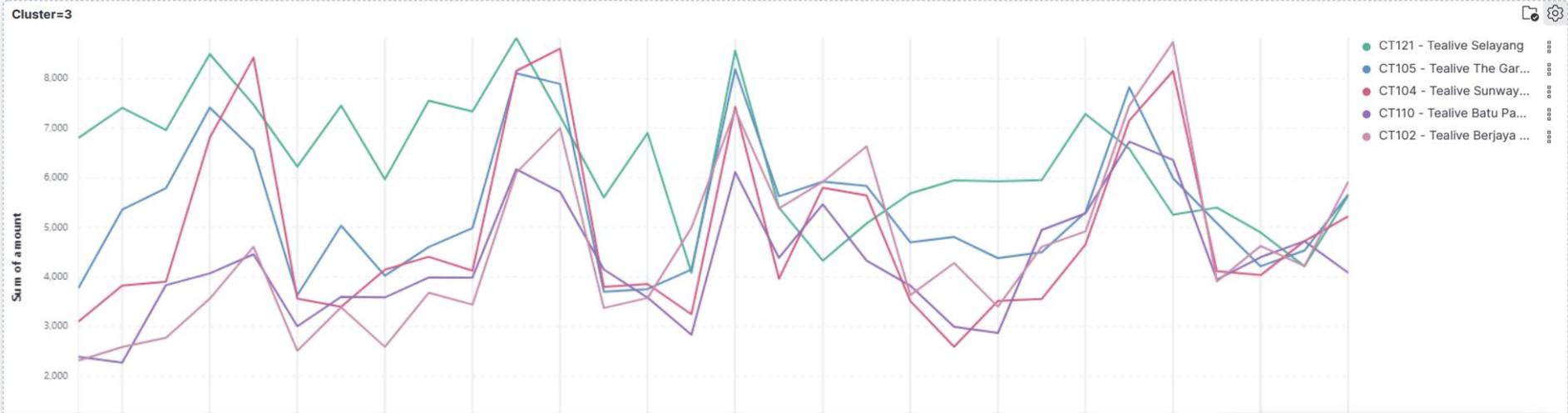
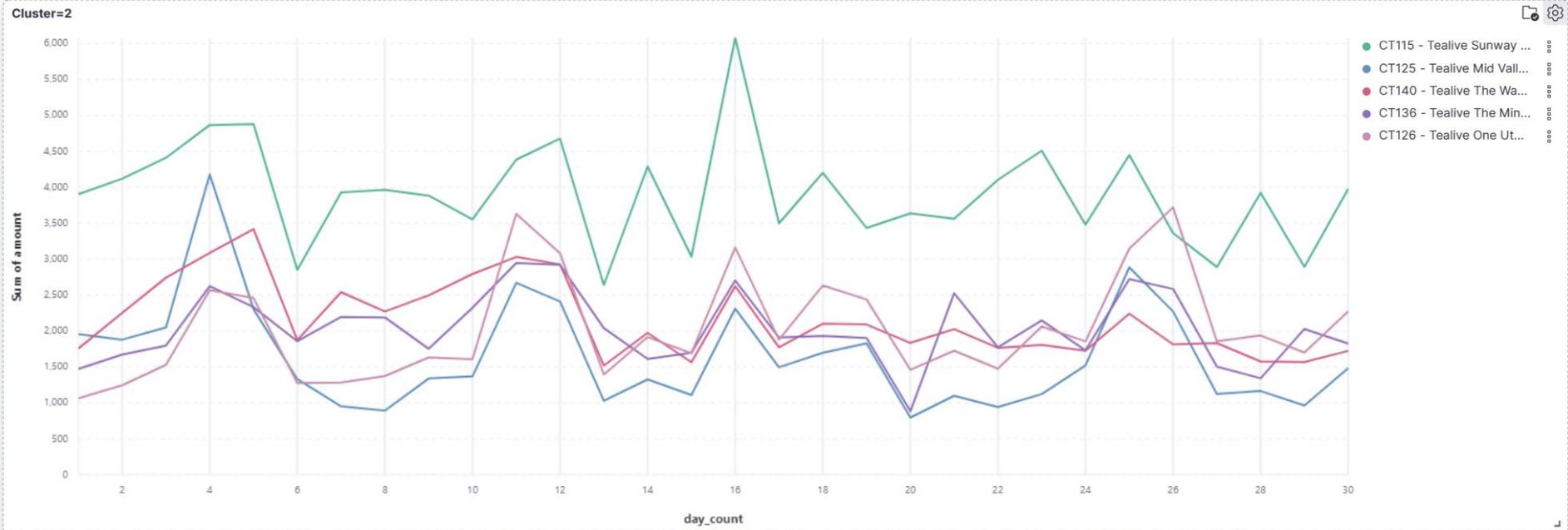
- Targeted promotions.
- Based on product features. (e.g. soft-drink drinkers)
- **Only uses sales data with customer profiles.**
- Use for immediate check-out.
- Provide visibility in campaign design. (e.g. PWP setup)
- **Uses all sales data within Active Period**



Store Segmentations : Sample 1

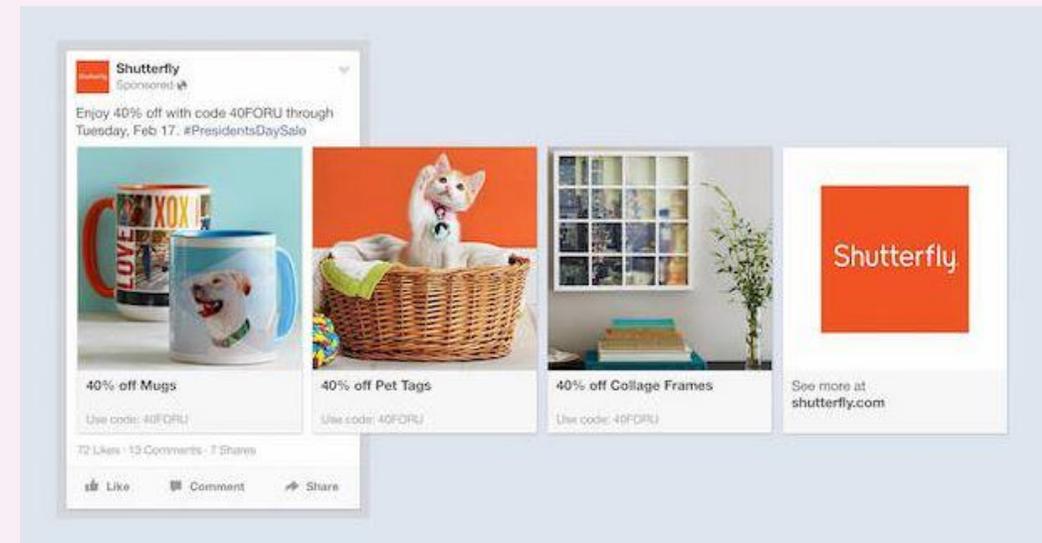


Store Segmentations : Sample 2



Xilnex CX-Builder

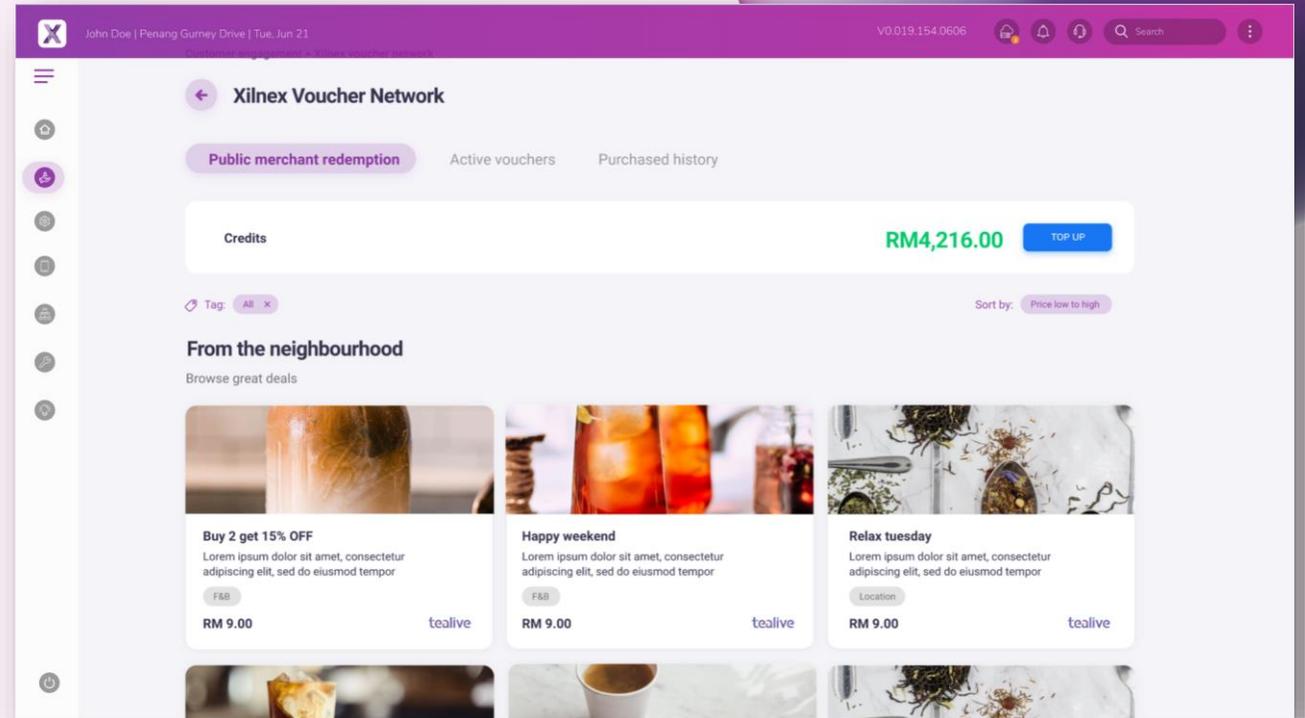
- On-demand orchestration of customer journeys.
- Customers activation beyond physical locations.
- Dynamic tagging / audiences builder.



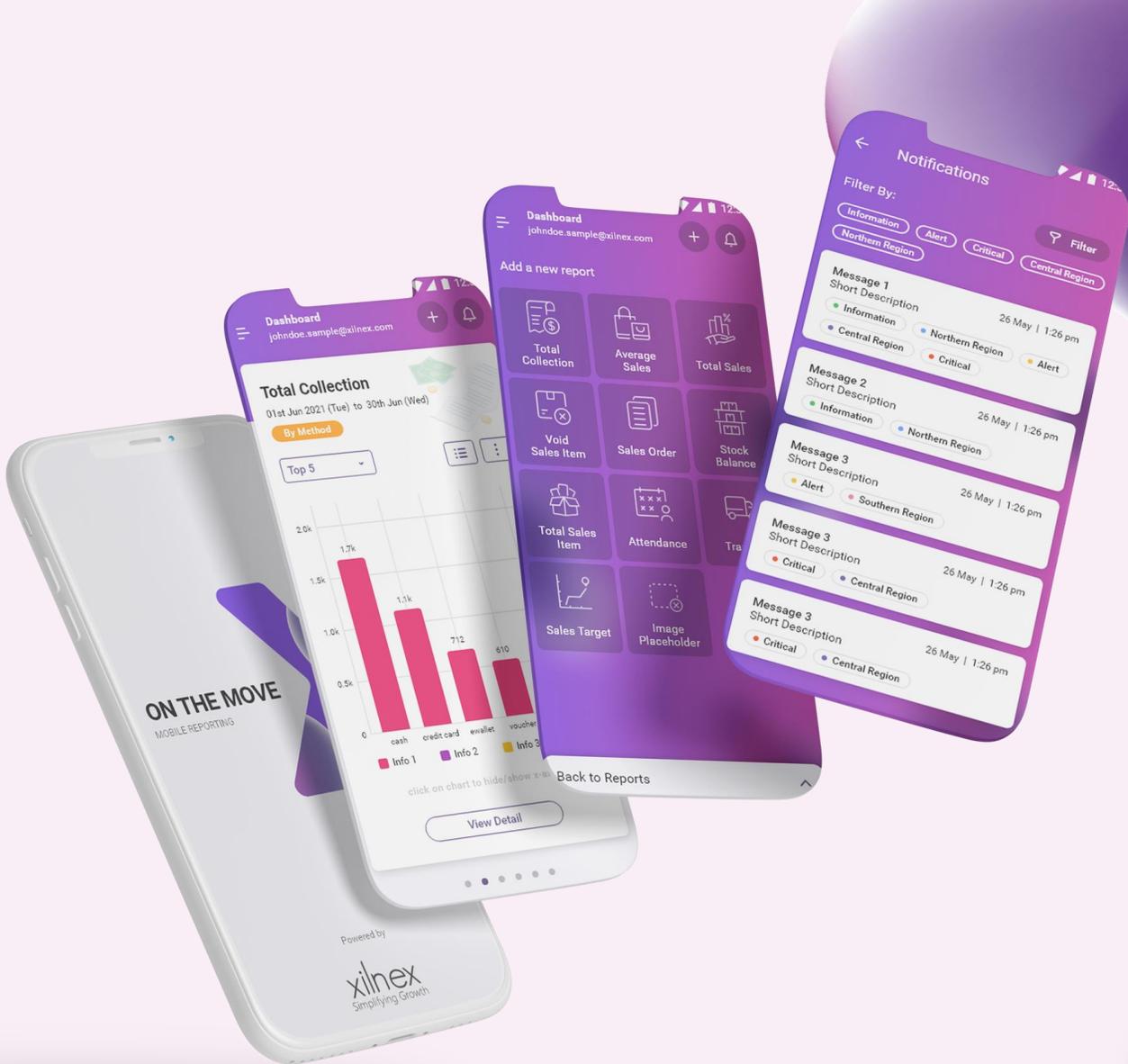
Xilnex Voucher Network

Collaboration for Growth

- Leverage on brands alliances seamlessly.
- Opportunity to upsell/cross sells with different brands/retailers.
- Publish vouchers (discounts / paid) for other merchants/partners to use as rewards or upselling.
- Utilize other merchants vouchers to generate / increase value to customers.
 - A Fashion Retailer can issue discount vouchers of another F&B upon a RM 200 receipt. The discount vouchers has a monetary value of RM 10 but cost at RM 5.



Democratizing Retail Control





Why Xilnex?

“We are successful only when you are successful”





Interested ?
Contact us for more!



Let's continue to explore in detail ?