

N A P P[®]
SOLUTIONS



Esphera

A Business Intelligence and Audit platform focused
in increasing sales performance

N A P P S O L U T I O N S

NAPP SOLUTIONS

Esphera



Overview

All data in a few clicks

Features

Audit

Management

Monitoring

Marketing

Results



Real Time

Live insights

Dashboards

Break Even Point

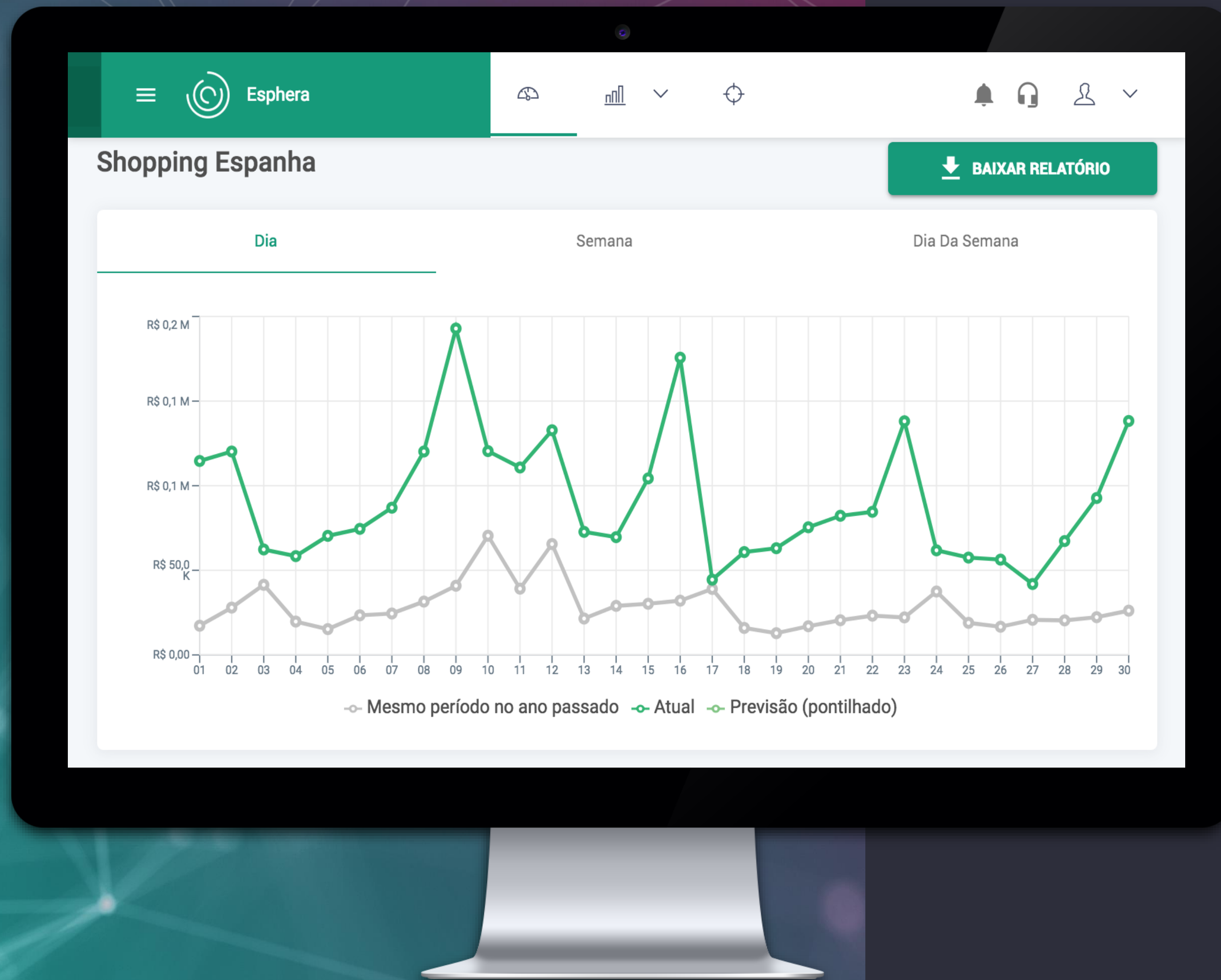
Goals

Store by store performance

Category classification

Sale by sale

Esphera – B.I. Management and Marketing Tools



Esphera (b.i.)

1. LiveSales

2. InfoSales

3. SmartCheck

Another connectors

How our platform works?

A Data Extraction platform based on three connectors

LIVESALES

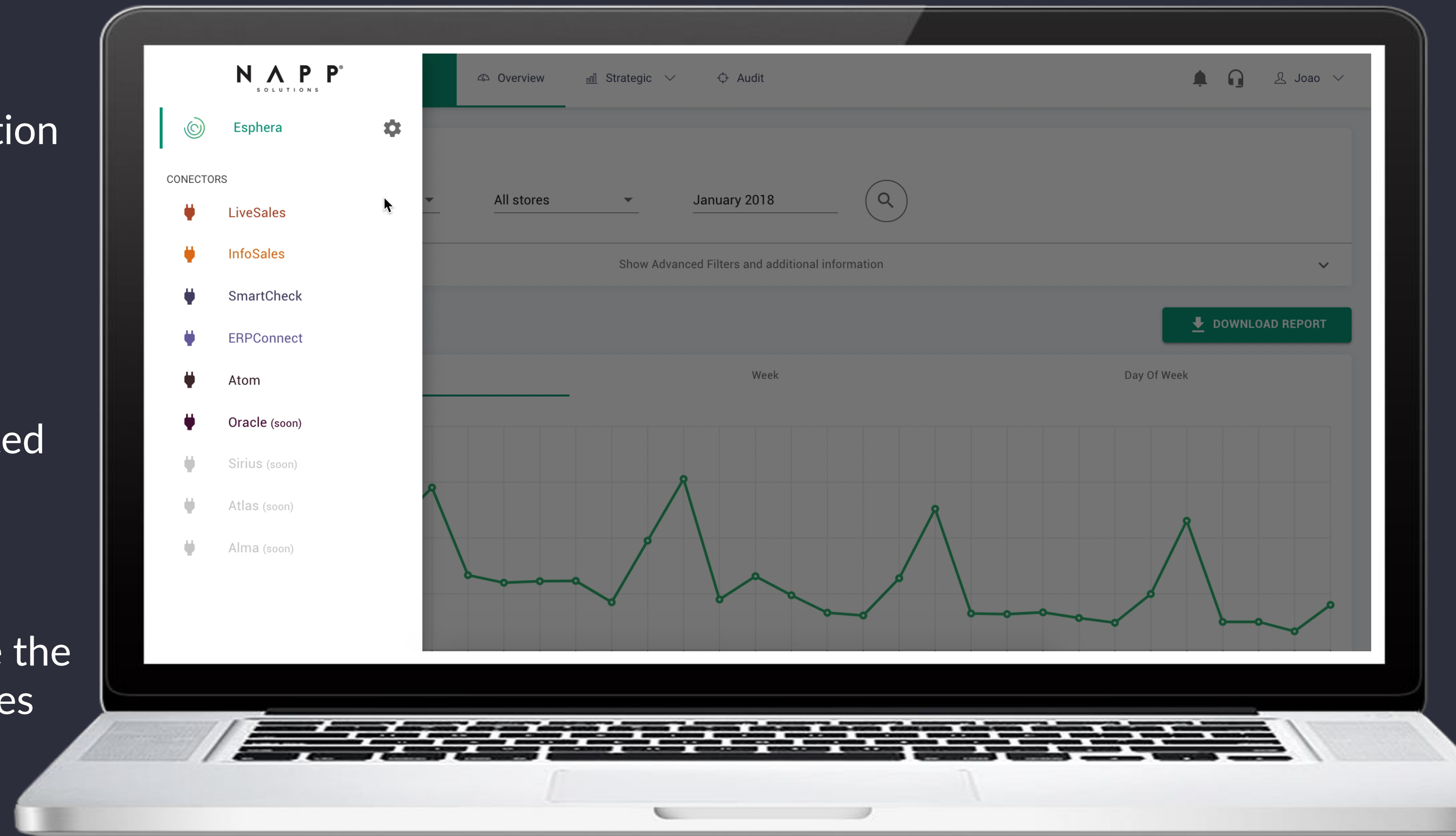
Automated data Extraction
Buy ID
Amount \$\$
Date and Time

INFOALES

Sales information imputed by the store

SMARTCHECK

Auditing app to validate the info imputed on InfoSales and LiveSales



Target

Target Management – YoY
revenue growth analyses

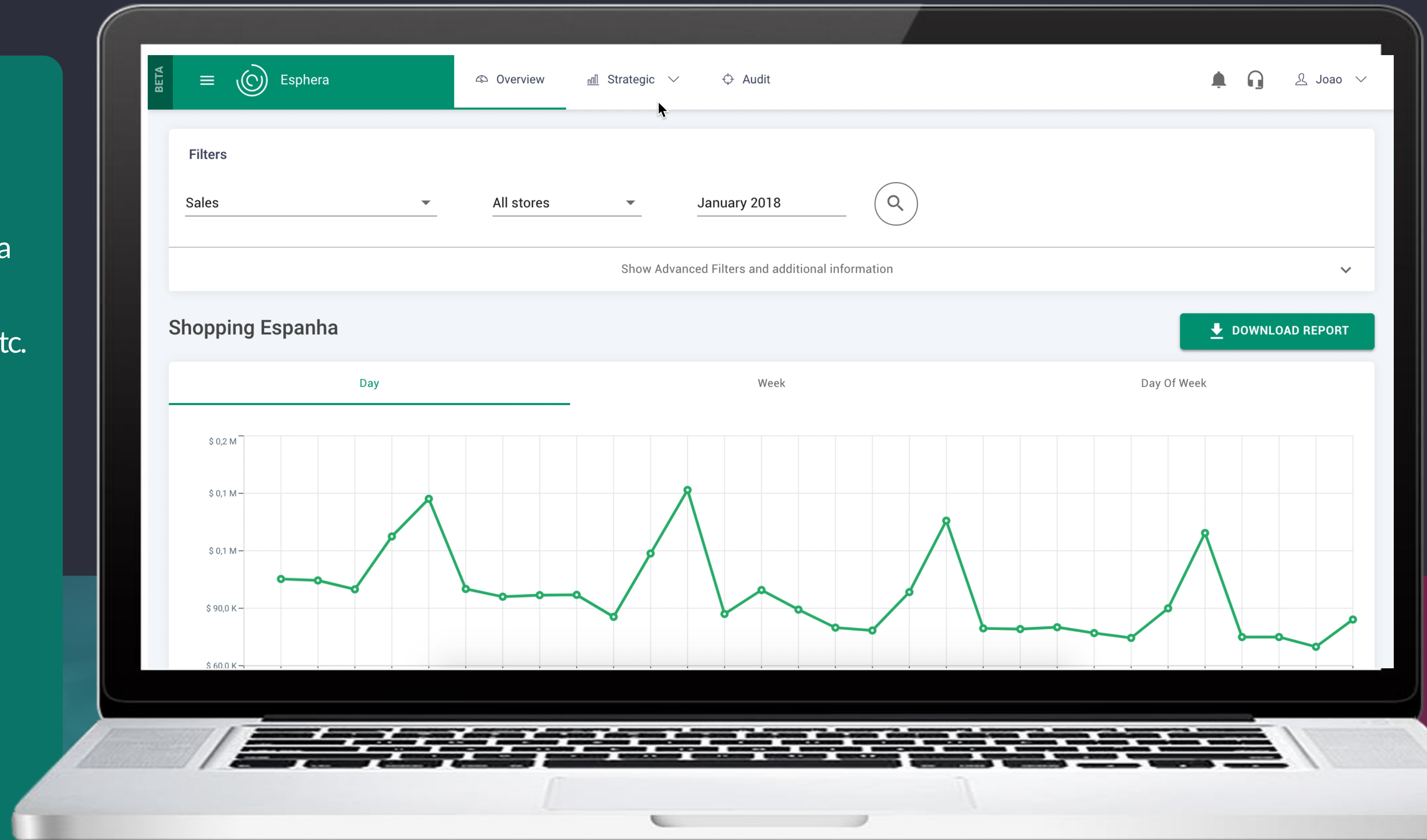
TARGET INPUT BY STORE

AUTOMATED TARGET DEFINITION

- Esphera uses historical data + External data like
- % of economic growth – GDP, Inflation , etc.
- Major Events
- Weather Forecast

THE TARGETS CAN BE VIEWED BY

- Category of Stores – Anchor, Satellite, Kiosks
- Floors
- Segment – Food , Sports , Clothing
- Classification – Fast Food , Restaurant
- Stores



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Ranking

Using Esphera
you Rank the
Shopping
Performance by
any data range

CATEGORY

- Net Sales
- Tickets Sold
- Average Ticket Price
- Sales by Square Feet

FLOORS

SEGMENT

CLASSIFICATION

STORES

Category

Floors

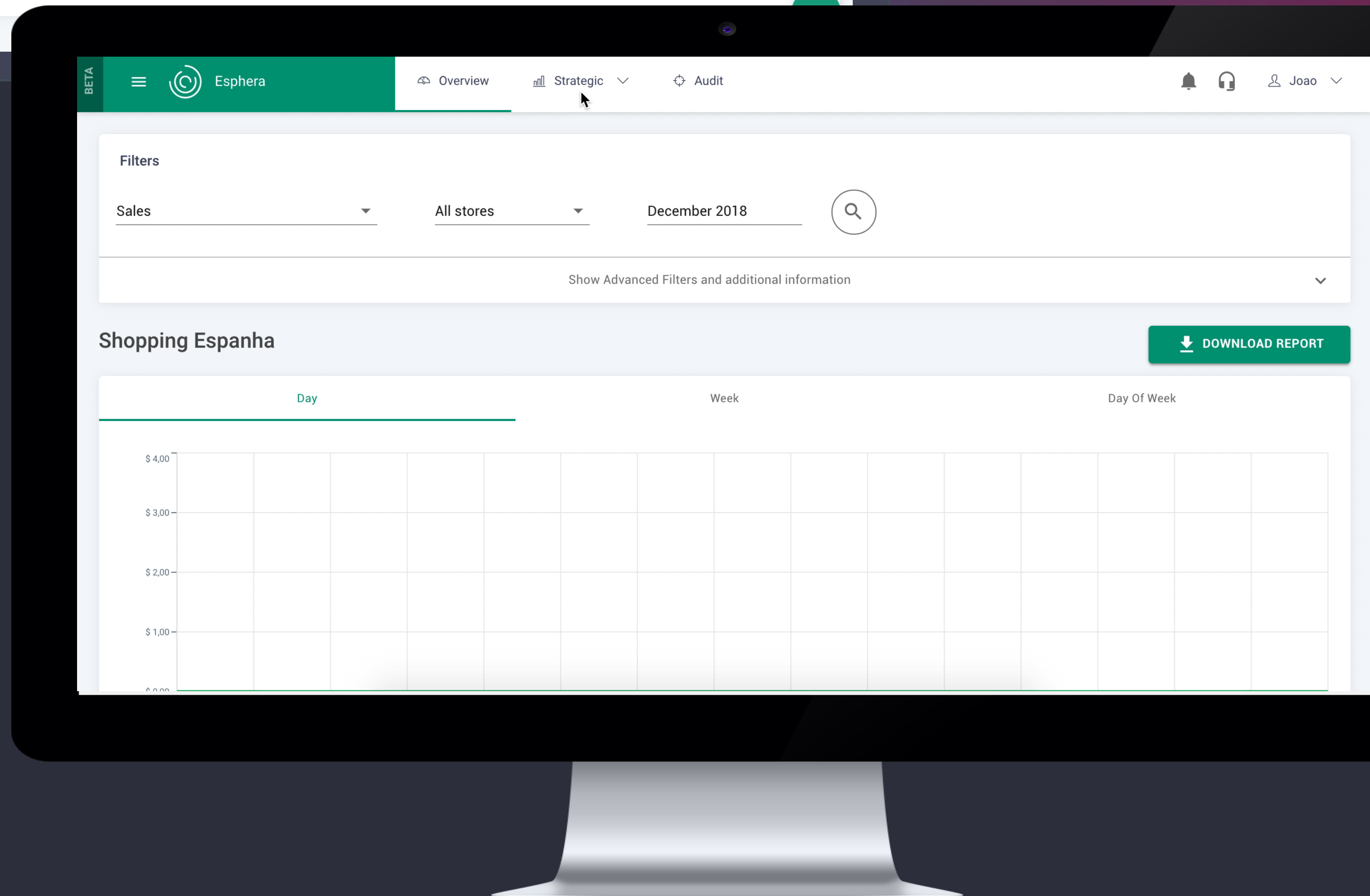
Segment

Classification

Pontos Fortes

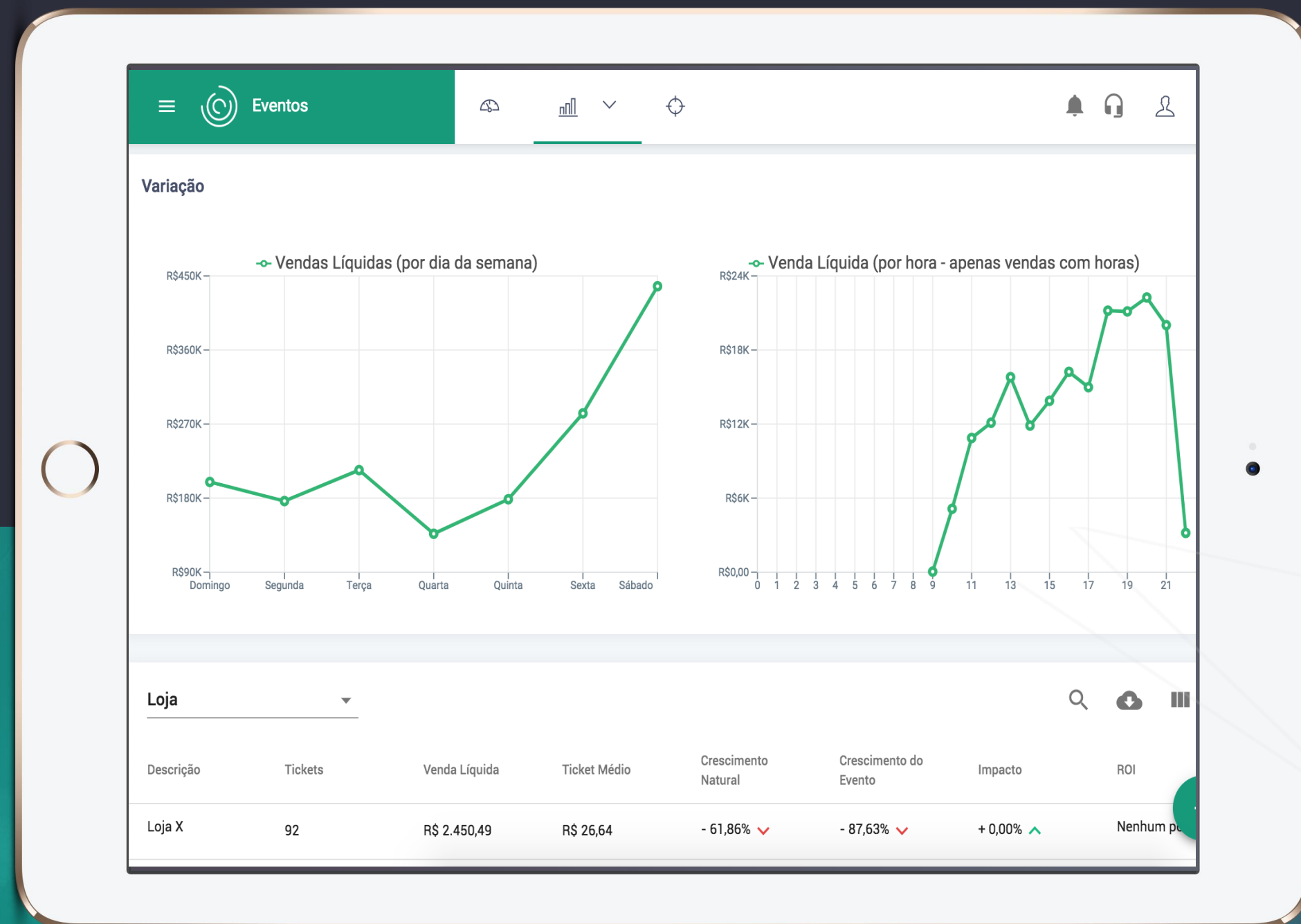
Descrição	Meta diária	Realizado Diário	Meta	Realizado	Previsto
Loja B	R\$ 1.000,00	R\$ 15.762,93 (+1.476%)	R\$ 30.000,00	R\$ 457.125,02 (+1.424%)	R\$ 457.125,02 (+1.424%)

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Events



MARKET EVENTS

- Black Friday, Mothers Day

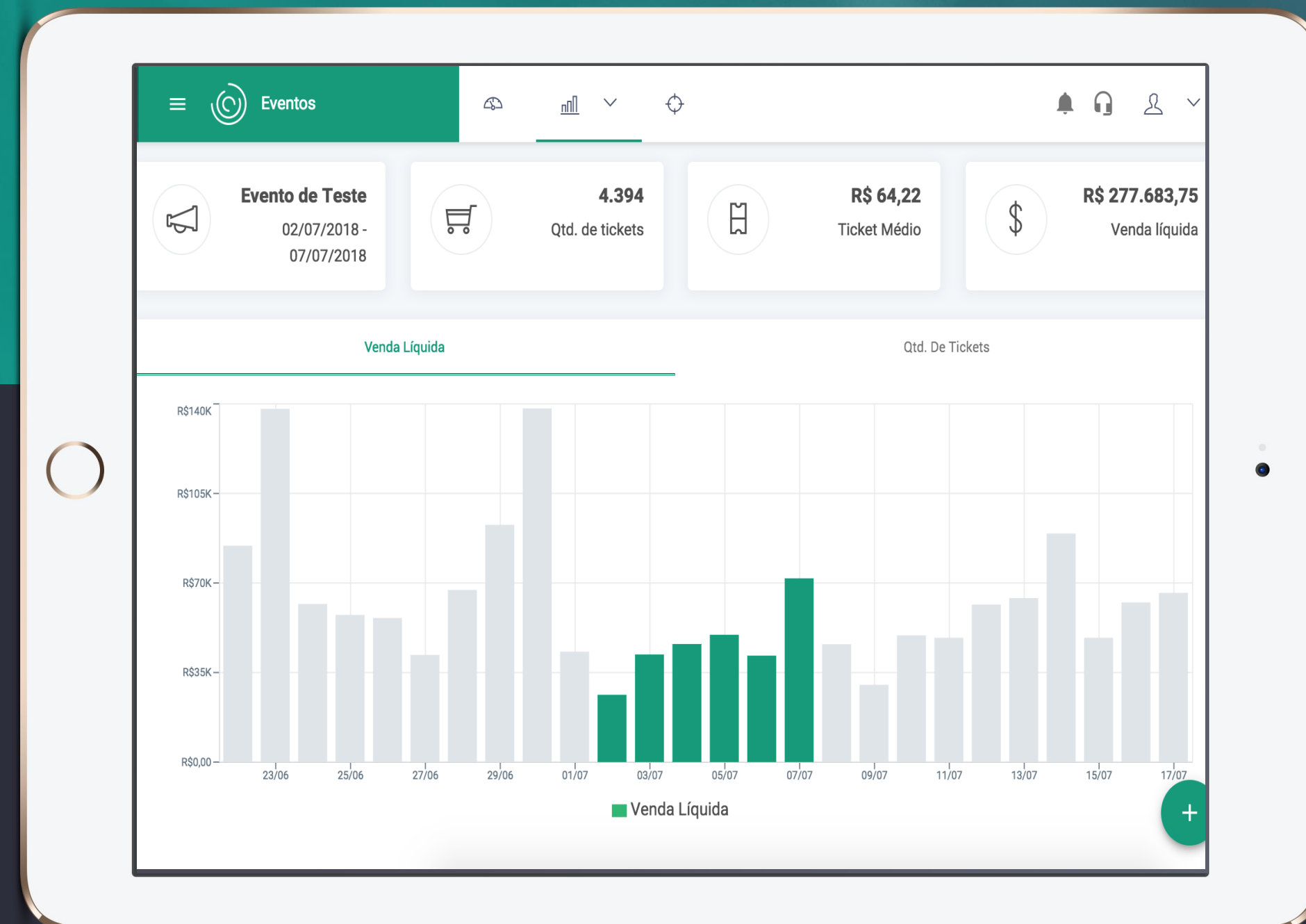
SHOPPING EVENTS

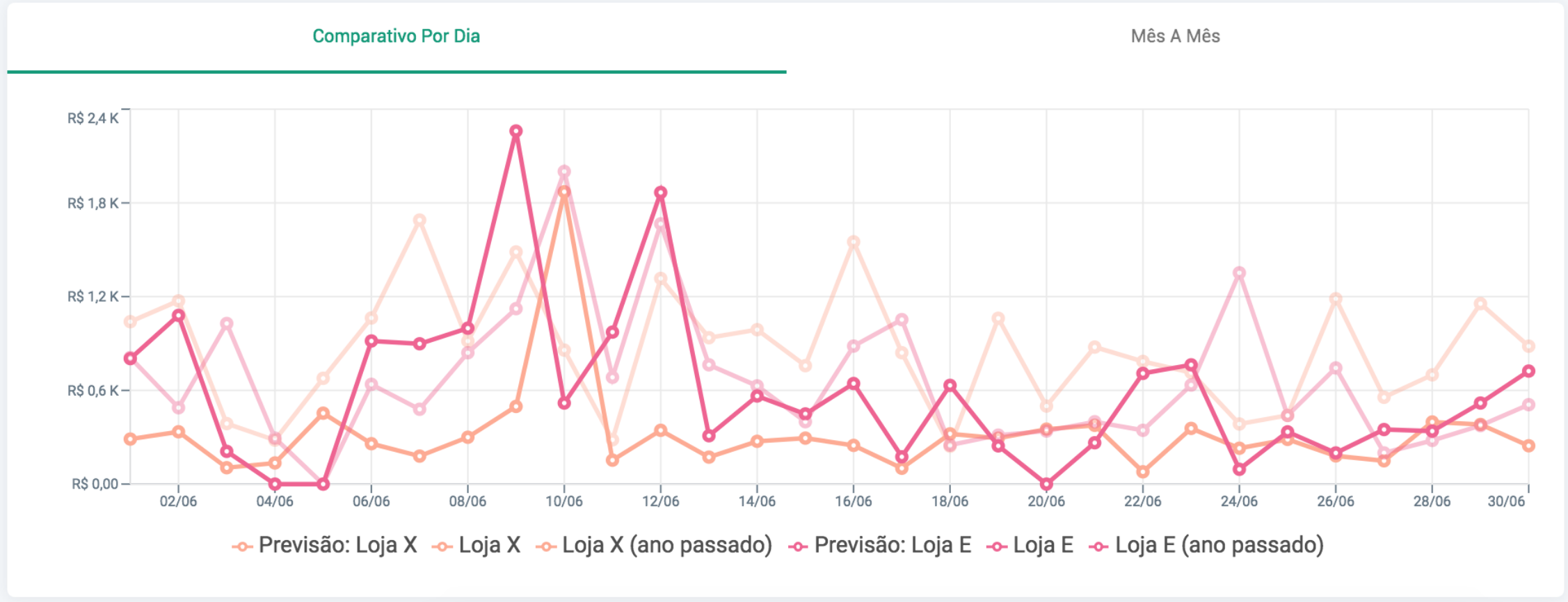
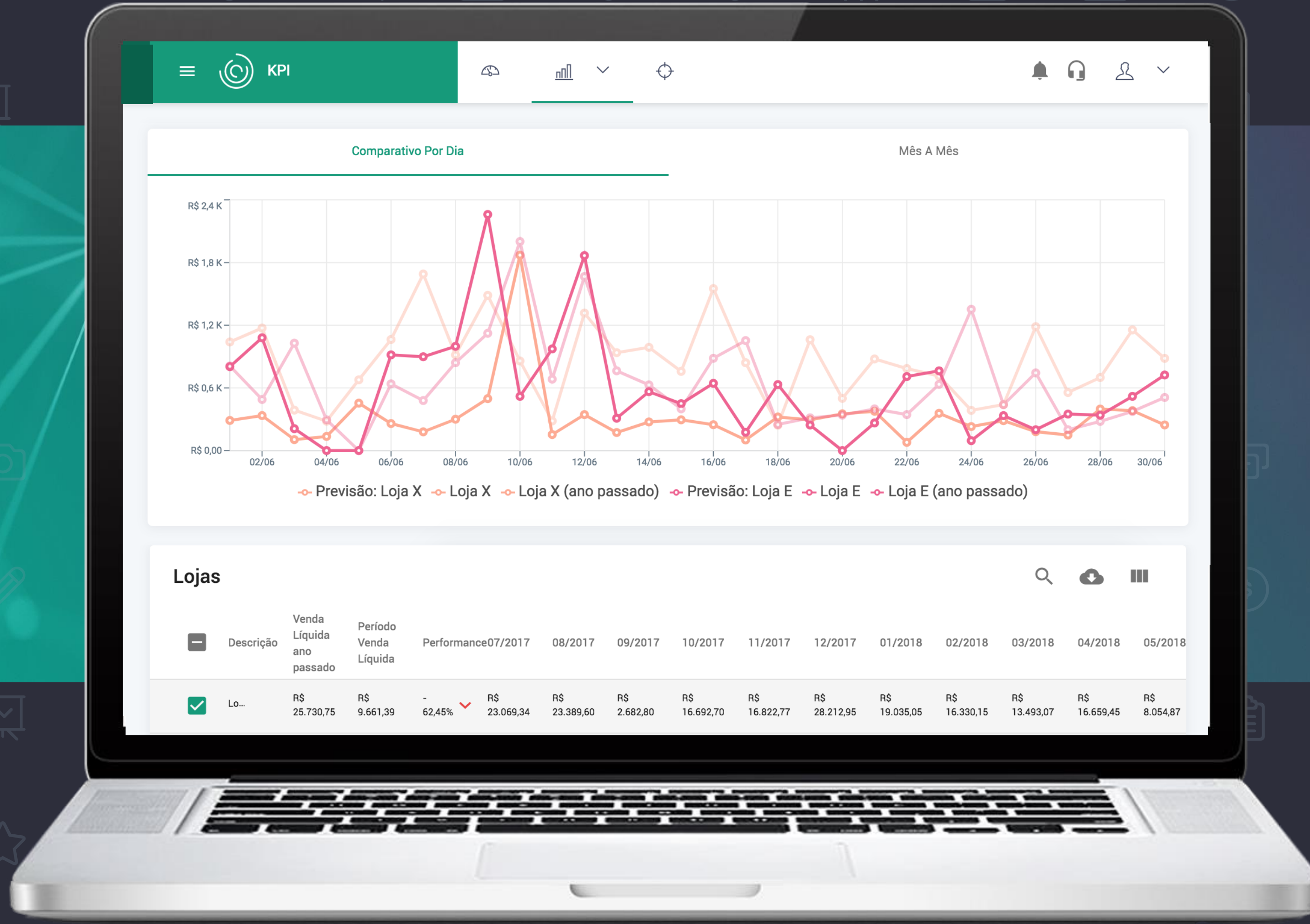
- Mall Promotions , Store Promotions , Advertising, City Events

EVENTS RANKING IMPACT

The Event Impact can be seen by:

- Category
- Floors
- Segment
- Classification
- Stores
- YoY
- Event x Event





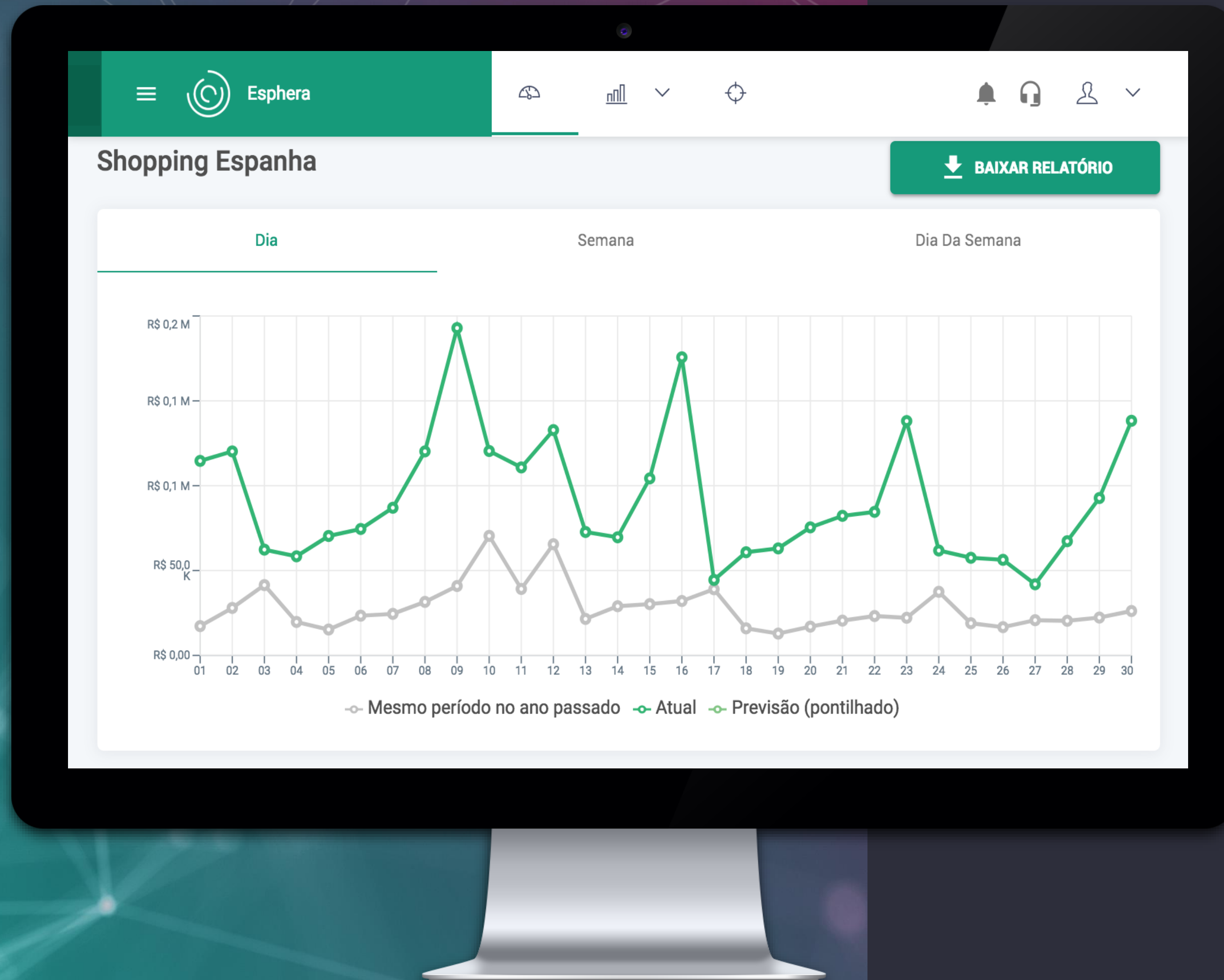
Lojas

Descrição	Venda Líquida ano passado	Período Venda Líquida	Performance	07/2017	08/2017	09/2017	10/2017	11/2017	12/2017	01/2018	02/2018	03/2018	04/2018	05/2018
Lo...	R\$ 25.730,75	R\$ 9.661,39	- 62,45%	R\$ 23.069,34	R\$ 23.389,60	R\$ 2.682,80	R\$ 16.692,70	R\$ 16.822,77	R\$ 28.212,95	R\$ 19.035,05	R\$ 16.330,15	R\$ 13.493,07	R\$ 16.659,45	R\$ 8.054,87

Esphera will deliver

- Exclusive data crossings, by integrating all connectors:
- Sales increase during the day? What stores? And at night?
 - What is your average ticket by frequency? What are the values?
 - What are the floors and rows with higher sales? Which categories?

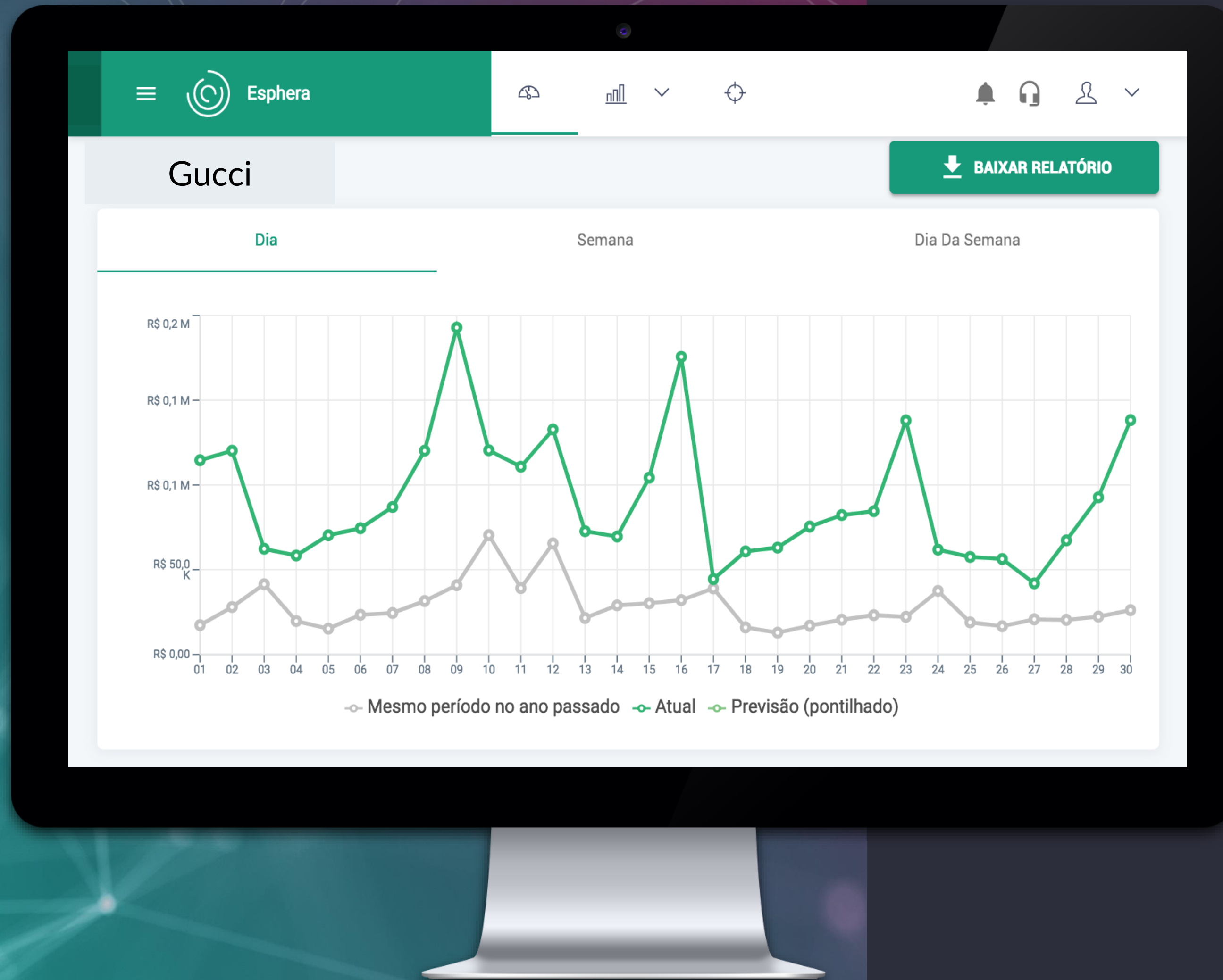
Esphera – Benefits for the Mall



Esphera (b.i.)

1. Increase revenue from tenants
2. Depper Knowledge of Tenant Business
3. Help in negotiations with better understand of your tenants
4. Better control in the commercial area and audit
6. Reduce cost in CAM and increase rent to the Mall

Esphera – Benefits for Retail



Esphera (b.i.)

1. Better control for inventory and sales
2. Monitoring your sales and inventory in real time
3. Understand the best season for your store
4. Compare what events is better for your store
5. Understand your best product by country, region and store