

LEADING DATA & INSIGHTS COMPANY

DataOrbis **Credentials** 2020

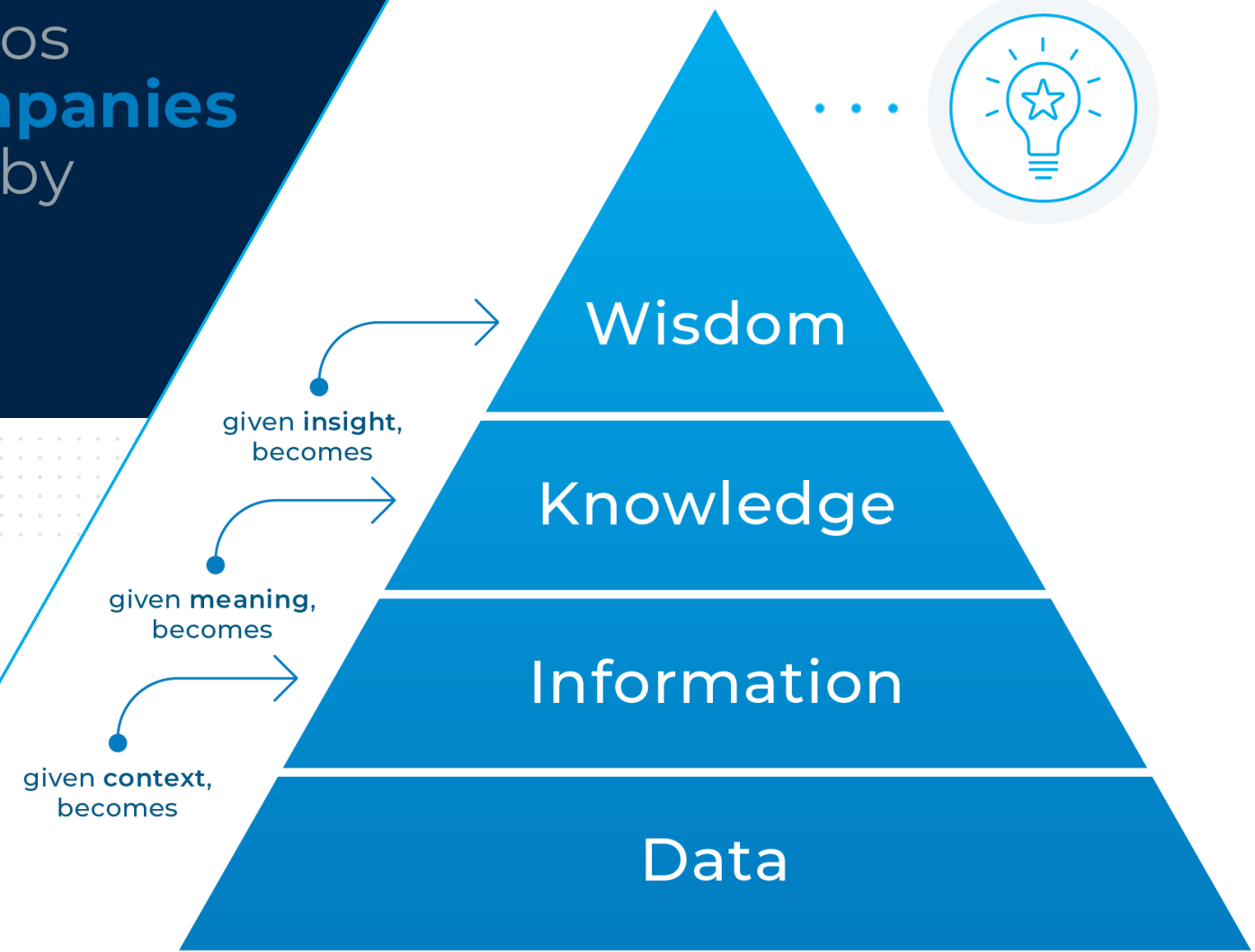


www.dataorbis.com

> We're **passionate** about breaking down data silos and **transforming companies** into businesses driven by data and insights.



DATA PYRAMID



ADVISORY

Our extensive experience and in-depth industry knowledge enable us to provide advisory services to help define business objectives and goals which informs strategic business planning.

MEASUREMENT & MONITORING

We direct people with data-led insights and alerts to empower teams to take action, resulting in measurable outcomes, improved returns and learnings.



TECHNOLOGY & DATA OPS

Our proprietary data platform, together with our skilled operations team, enables our clients to source, process, enrich, store and action their data assets.

VISUALISATION/PEOPLE

Our powerful combination of visualisation tools, skilled resources and the DataOrbis Exception Engine, seamlessly translates data into action.

INTELLIGENT DATA & INSIGHTS

We create business value by combining **people**, **process** & **technology** to enable:



**BETTER
BUSINESS
DECISIONS**



**IMPROVED
OPERATIONAL
EFFICIENCIES**



**PERFORMANCE
BENCHMARKING &
DATA MONETISATION**

MILESTONES

**OCT
2011**

**DATAORBIS
FOUNDED**

2 founding employees

**2013
-
2014**

**INTERNATIONAL
EXPANSION**

International expansion –
offices established in
Nairobi & Dubai

**2015
-
2017**

**MORE
NEW CLIENTS**

DataOrbis takes
on more clients &
consolidates growth
in South Africa

60+ employees

**2017
-
2019**

**FOCUS ON
AUTOMATION**

Major focus on data source
automation. Files processed
increase from 1 500
per month to over
10 000 per month.

2020

**PARTNERS
WITH SMOLLAN**

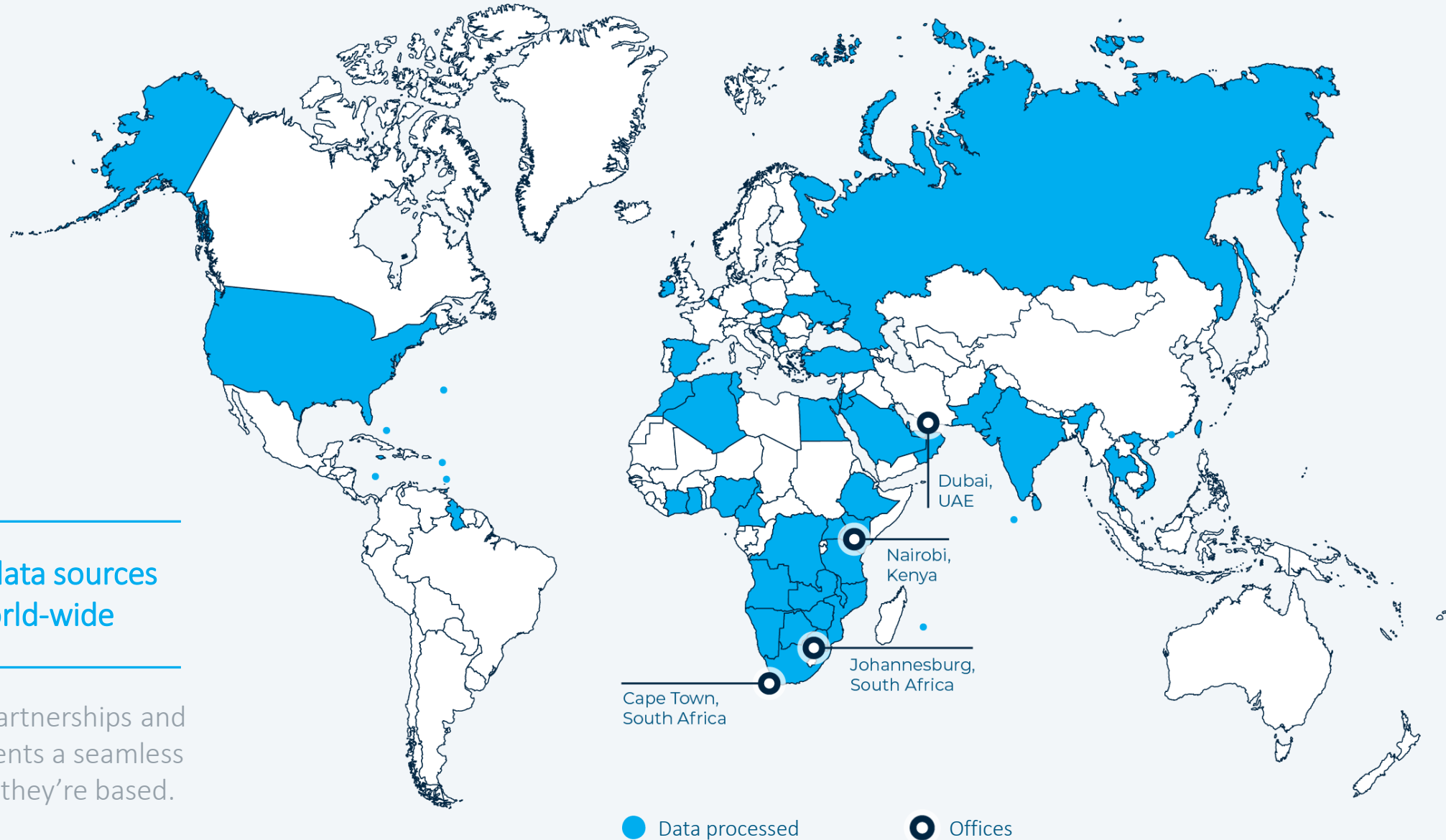
DataOrbis partners with
leading retails solutions
company, Smollan.

DataOrbis footprint

Trusted Globally.

We process over 350 data sources from 60+ countries world-wide

We have the footprint, partnerships and capability to offer our clients a seamless service no matter where they're based.



Capacity & capability



On the ground client engagement backed by a powerful **DATA OPS TEAM**

OFFICES IN CAPE TOWN (HQ), JOHANNESBURG, NAIROBI, DUBAI

- 140+ employees

OFFICES IN SA (HQ)

- Strong client facing team spread across Cape Town and Johannesburg with a powerful data ops team based in Cape Town.

OFFICES IN NAIROBI

- Local client facing team on the ground supported by a dedicated operational team. The team is well positioned to support our clients and data sources throughout East and West Africa.

OFFICES IN DUBAI

- Local client facing team on the ground supported by a dedicated operational team.
- Well positioned to expand our offerings internationally, currently working for clients and data sources across Europe, the Middle East, Asia and the Americas.

Subject matter expertise: **The magic ingredient**



The balance of people, process and technology **working together** drives action.

Delivery focused Data Ops teams



- Oversee the monthly processing of over 350 data sources from across 60+ countries

Highly skilled data architects, scientists and engineers



- Experienced in architecting solutions to meet business requirement
- Ability to develop fit for purpose applications
- Adept at combining in-house expertise with best in class technology

Experienced Insights team



- Tableau accredited company
- Extensive FMCG analytics experience
- Technical expertise on world-class data visualization tools

Global Commercial team



- Manages 80+ blue chip clients globally
- In-depth understanding of the market landscape
- Analytical ability to identify opportunities



Category Management specialists



- Extensive cat man experience
- Accredited Blue Yonder partner
- All specialists certified on Blue Yonder

Trusted by clients from across the globe



We process data from over 35 retailers globally



SOUTHERN AFRICA



United Group
South Africa



Booths Durban

AFRICA

Bestley
Cosmetics



INTERNATIONAL



A member of the Smollan family

The commitment, network, relationships and capability to evolve and deliver solutions aligned to industry best practice.



INSIGHTS & ADVISORY



DATA & INSIGHTS



A Smollan Company



MARKETING SOLUTIONS



REGIONAL

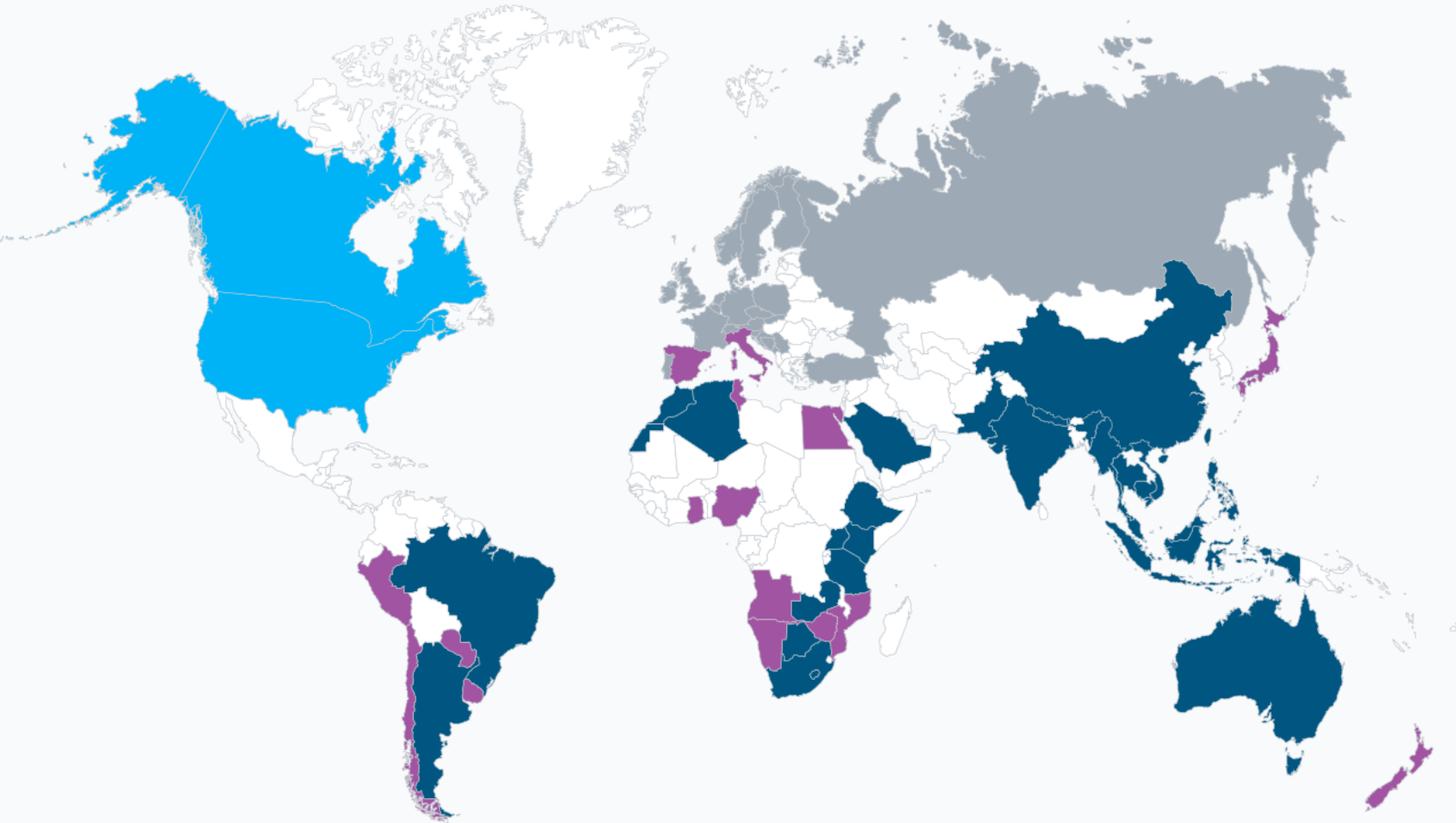


ECOMMERCE



Smollan global footprint

The footprint, partnerships and capability to offer our clients a seamless service internationally.



AFRICA

Algeria
Angola
Botswana
Ethiopia
Ghana
Kenya
Malawi
Mauritius
Morocco
Mozambique
Namibia
Nigeria
Rwanda
Tanzania
Tunisia
Uganda
Zambia
South Africa

MIDDLE EAST SOUTH ASIA (MESA)

Egypt
India
Nepal
Pakistan
Saudi Arabia
UAE

SOUTH AMERICA

Argentina
Brazil
Chile
Paraguay
Peru
Uruguay

ASIA PACIFIC (APAC)

Australia
Cambodia
China
Hong Kong
Indonesia
Japan
Malaysia
Myanmar
New Zealand
Philippines
Singapore
Taiwan
Thailand
Vietnam

Territories
to Launch



USA & Canada



ADVANTAGE | SMOLLAN

Austria
Belgium
Croatia
Czech Republic
Denmark
Finland
France
Germany

Ireland
Italy
Luxemburg
Montenegro
Netherlands
Poland
Portugal
Russia

Serbia
Slovakia
Slovenia
Spain
Switzerland
Turkey
United Kingdom



LEADING DATA & INSIGHTS

Solutions

RETAILER

Insights solution enabling retailers to engage directly with their suppliers to maximize the value of their data assets, which can be white-labelled

DISTRIBUTOR

Insights solution enabling distributors to proactively manage their brand principle's route to market data requirements, which can be white-labelled

MANUFACTURER

Seamless integration of data and insights across your entire value chain

RETAILER Solution

OPPORTUNITY

Maximise your data assets.

Retailers are often reliant on 3rd party data aggregators to share data with suppliers.

Without significant IT investment, retailers don't have an effective insights solution to maximize the value of their data assets and deal directly with suppliers.

RETAILER Solution

SOLUTION

We provide retailers and their suppliers with access to a templated **insights solution** which creates visibility into sales, inventory and margin management performance. These insights are deployed via our white-labelled information portal.

Our Category Management services provide retailers with the tools and expertise to deploy an effective category management strategy.

RETAILER Solution

TOP 5 BENEFITS

- 1 An easy way to **monetise the information** shared directly with suppliers as part of trading terms
- 2 An **end-to-end data management and reporting solution** that creates the basis for collaboration on data-led opportunities
- 3 Empowers all users to **easily identify data-led opportunities**
- 4 Attractive outsourced model with **limited investment risk**
- 5 Increased **supplier engagement** and ROI measurement

DISTRIBUTOR Solution

OPPORTUNITY

Gain control and maximise
your data assets.

In most cases distributors are **contractually required** to provide sales and stock data to brand principles. The challenge for most is that brand principles utilize sophisticated BI tools to structure this information and as such have an **advantage in terms of insights into the market.**

DISTRIBUTOR Solution

SOLUTION

We provide distributors with access to a templated insights solution which creates visibility into sales, inventory and route to market performance enabling distributor to take the advisory lead when it comes to identifying opportunities and engaging with their brand principles.

These insights are deployed via our white-labelled information portal.

DISTRIBUTOR Solution

TOP 5 BENEFITS

- 1 An end-to-end data management and reporting solution that positions distributors as an advisory partner based on transparency of performance and opportunities
- 2 The ability to lead the strategic engagement with brand principles around reporting requirements
- 3 Empowerment of all users to easily identify data-led opportunities
- 4 Attractive outsourced model with reduced investment risk
- 5 Increased brand principle engagement and ROI



MANUFACTURER
Solution

OPPORTUNITY

All your data in one place.

Manufacturers have access to vast amounts of data across the value chain. However most data sets are disparate making it difficult for manufacturers to source, process and integrate the information so it can be effectively utilized.

MANUFACTURER

Solution

SOLUTION

DataOrbis utilizes its purpose-built cloud-based data platform to break down data silos.

Scalable to any size business, the DataOrbis Platform enable companies serious about becoming data-driven to source, process, enrich, store and action their data on one platform in ways just not possible with traditional data warehousing and BI tools.

MANUFACTURER

Solution

BENEFITS

- 1 Make better business decisions
- 2 Improved operational efficiency
- 3 Benchmark your performance

ALL YOUR DATA IN ONE PLACE



BETTER
BUSINESS
DECISIONS



IMPROVED
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PERFORMANCE
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