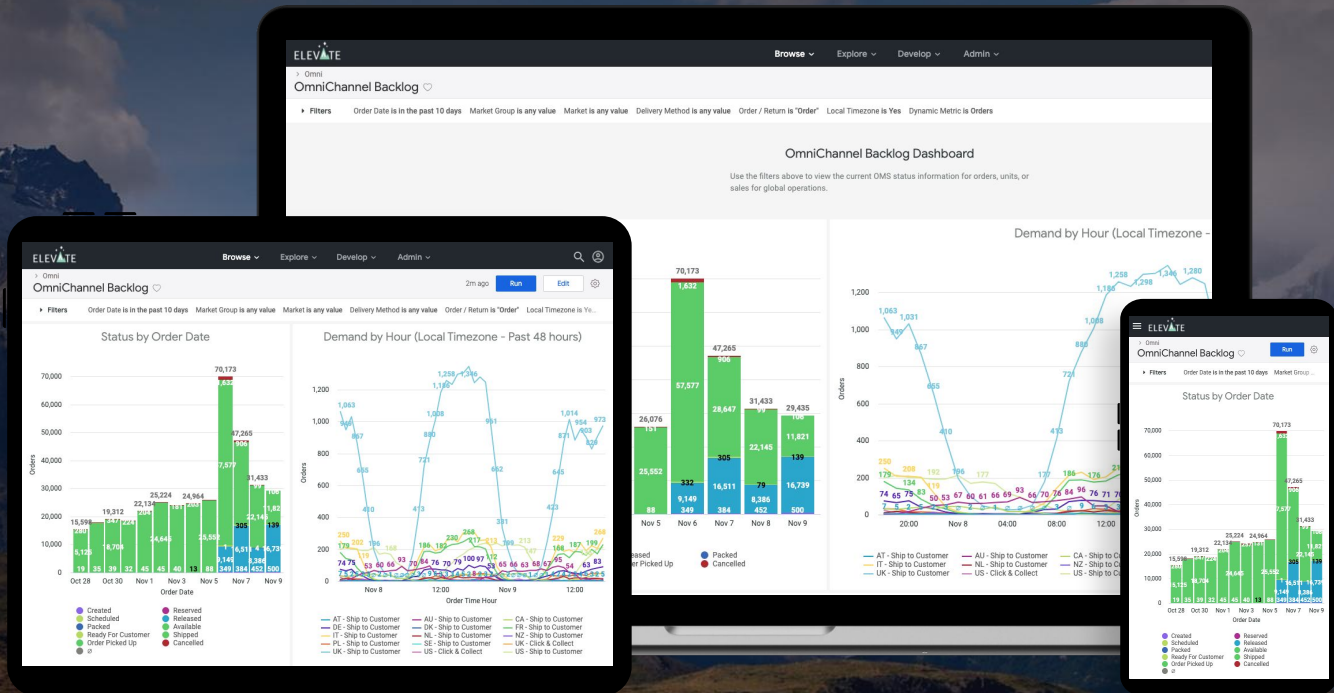




Elevate Your Operational Performance

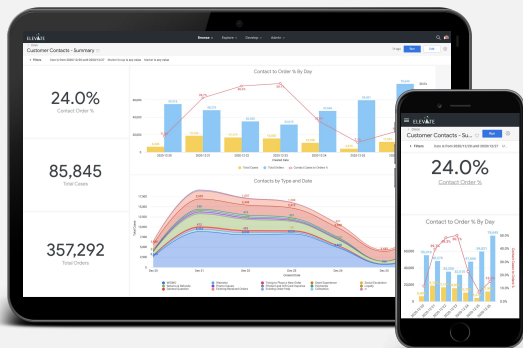
October 2021



Elevated Data Insights

Actionable insights for everyone.

Meet your new data platform.



- 1 Say goodbye to siloed, confusing, & difficult to integrate data.
- 2 Elevate's platform consolidates operational data from any source.
- 3 Pre-developed and cohesive product modules provide actionable insights.

ELEVATE

Product Modules



Network Modeling

Model capacity, throughput, & network performance scenarios as applied to various assumptions to develop strategic go-forward approaches.



OmniChannel Operations

Provide an overview of volume and performance across DC, Ship from Store, BOPIS, 3PL, & direct ship channels from order placement to returns.



Financial Performance

Compare sales and cost elements to evaluate profitability from the company total down to the order level.



Sales & Operations Planning

Analyze planning, sales demand, inventory levels, & buy quantities to better understand opportunities in purchasing and staffing.



Warehouse Operations

Evaluate performance insights by function within the warehouse and as a whole.



Delivery

Track delivery status and performance of customer shipments to the individual package.



Customer Contact Operations

Understand contact volume by reason and operational efforts to evaluate customer issues.

Elevated Data Insights

Analytics as a service.

Certified adapters with key supply chain products and technologies means implementation takes weeks instead of months.

IBM

salesforce

MANHATTAN ASSOCIATES™

ProShip

easypost.

Our fully managed service means that you can focus on operational performance.

OMS
ERP
WMS

ELEVATE

Jira Service Management

Opsgenie

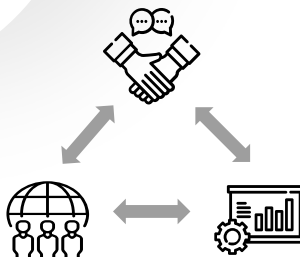
slack

We take your performance seriously.

- Operational performance alerting and shared Slack channels.
- Regular performance reviews with industry experts.

We're continuously raising the bar.

- Our team is constantly working with clients to improve visibility and insights that eventually release to all clients.
- Users across companies can collaborate to create new insights that span verticals; we are advancing the entire retail industry's operational analytics capabilities.



An overview of order demand and how they're being processed provides confirmation of order flow.



Orders & Fulfillment

Insights & Background

Questions to Answer

- How is demand being distributed across stores & DCs over time?
- How are orders flowing across fulfillment statuses from placement to delivery?
- What is order volume by market or DC as compared forecast?
- How are fulfillment locations performing as compared to internal and customer expectations?

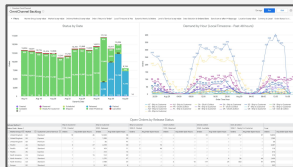
Key Metrics & KPIs

- Orders, Units, & Estimated Sales Amount by Market
- Order processing status timestamps
- Processed by SLA %
- Volume to Forecast Variance

Data Sources

- Order Management System
- Warehouse Management System (Optional)

Key Visualizations



OmniChannel Backlog



Network Performance



Volume Forecast -
Ship to Customer

Seeing merchandise available for sale and how it's distributed across the network informs decisions on exposure strategies.



Inventory & Availability

Insights & Background

Questions to Answer

- What are inventory levels by item and category across stores and DCs?
- What inventory is available for sale?
- How much inventory is suppressed due to safety stock?
- Which categories have the most inventory? The least?

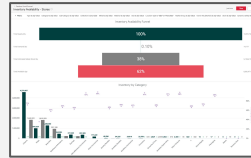
Key Metrics & KPIs

- Units & SKUs by Location
- Supply and Demand Units
- Safety Stock Units

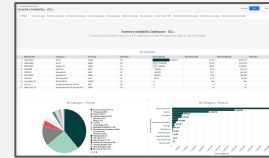
Data Sources

- Order Management System
- Warehouse Management System (Optional)
- Processing SLAs (Input)

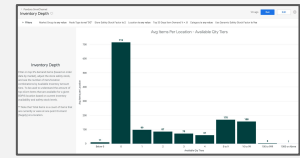
Key Visualizations



Inventory Availability - Stores



Inventory Availability - DCs



Inventory Depth

A holistic view of operating margin across fulfillment channels informs strategic decision making.



Financial Performance

Insights

Sample Client Observations

- Shipping costs per unit are roughly double that of labor costs per unit and efforts related to cost reduction should be focused accordingly.
- DC operating margin is higher than that of stores, despite having a lower gross margin.

KPIs

- Sales
- Avg Basket Value
- Units per Order
- Cartons per Order
- Releases per Order
- Unique Items Fulfilled
- Cost of Goods
- Shipping Revenue
- Shipping Cost
- Labor Cost
- Operating Margin %

Visualizations



Operating Profitability Waterfall

Organization	Revenue	COGS	Shipping	Supplies	Labor	Profit
DC	\$15,000,000	\$15,000,000	\$1,000,000	\$14,000,000	\$1,000,000	\$1,000,000
Store	\$15,000,000	\$15,000,000	\$1,000,000	\$14,000,000	\$1,000,000	\$1,000,000
Total	\$30,000,000	\$30,000,000	\$2,000,000	\$28,000,000	\$2,000,000	\$2,000,000

Profitability by Org & Channel

A view to profitability at the item level informs decisions on what and how to sell by channel.



Item Level Performance

Insights

Sample Client Observations

- Roughly 21% of distinct SKUs sold were sold at a negative operating margin. These should be evaluated for inventory exposure and limited to B&M or BOPIS only sales channels.
- 109 items are being sold at negative gross margin. These items should be reviewed and only sold as intentional loss-leaders or removed from the assortment entirely.

KPIs

- Sales
- Gross Margin
- Operating Margin
- Shipments
- Split shipments

Data Drills

Location	Description	Unit Type	Total Units Sold	Total Revenue	Total Cost	Total Margin	Total Profit	Total Loss	Total Margin %	Total Profit %	Total Loss %
1	1001	Unit	100	\$1,000	\$500	\$500	\$500	\$0	50%	50%	0%
2	1002	Unit	200	\$2,000	\$1,000	\$1,000	\$1,000	\$0	50%	50%	0%
3	1003	Unit	300	\$3,000	\$1,500	\$1,500	\$1,500	\$0	50%	50%	0%
4	1004	Unit	400	\$4,000	\$2,000	\$2,000	\$2,000	\$0	50%	50%	0%
5	1005	Unit	500	\$5,000	\$2,500	\$2,500	\$2,500	\$0	50%	50%	0%
6	1006	Unit	600	\$6,000	\$3,000	\$3,000	\$3,000	\$0	50%	50%	0%
7	1007	Unit	700	\$7,000	\$3,500	\$3,500	\$3,500	\$0	50%	50%	0%
8	1008	Unit	800	\$8,000	\$4,000	\$4,000	\$4,000	\$0	50%	50%	0%
9	1009	Unit	900	\$9,000	\$4,500	\$4,500	\$4,500	\$0	50%	50%	0%
10	1010	Unit	1,000	\$10,000	\$5,000	\$5,000	\$5,000	\$0	50%	50%	0%

Location-Level Details

Order ID	Order Date	Order Type	Order Status	Order Total	Order Cost	Order Margin	Order Profit	Order Loss	Order Margin %	Order Profit %	Order Loss %
1	2023-01-01	Standard	Shipped	\$1,000	\$500	\$500	\$500	\$0	50%	50%	0%
2	2023-01-02	Standard	Shipped	\$2,000	\$1,000	\$1,000	\$1,000	\$0	50%	50%	0%
3	2023-01-03	Standard	Shipped	\$3,000	\$1,500	\$1,500	\$1,500	\$0	50%	50%	0%
4	2023-01-04	Standard	Shipped	\$4,000	\$2,000	\$2,000	\$2,000	\$0	50%	50%	0%
5	2023-01-05	Standard	Shipped	\$5,000	\$2,500	\$2,500	\$2,500	\$0	50%	50%	0%
6	2023-01-06	Standard	Shipped	\$6,000	\$3,000	\$3,000	\$3,000	\$0	50%	50%	0%
7	2023-01-07	Standard	Shipped	\$7,000	\$3,500	\$3,500	\$3,500	\$0	50%	50%	0%
8	2023-01-08	Standard	Shipped	\$8,000	\$4,000	\$4,000	\$4,000	\$0	50%	50%	0%
9	2023-01-09	Standard	Shipped	\$9,000	\$4,500	\$4,500	\$4,500	\$0	50%	50%	0%
10	2023-01-10	Standard	Shipped	\$10,000	\$5,000	\$5,000	\$5,000	\$0	50%	50%	0%

Order & Carton-Level Details

Understanding where, when, and why exceptions occur enables corrective action and mitigation.

Cancellations & Returns

Insights & Background

Questions to Answer

- Which orders are being cancelled and what are the root causes of these cancellations?
- How are cancellations trending by market & delivery method?
- Which orders are being returned and why?
- What is the duration between original order and return?

Key Metrics & KPIs

- Cancelled Orders, Units, & Fill Rate
- Cancellation & Return Reason Codes
- Order to Return Days
- Partial vs Full Returns

Data Sources

- Order Management System
- Warehouse Management System (Optional)

Key Visualizations



Cancellation Dashboard



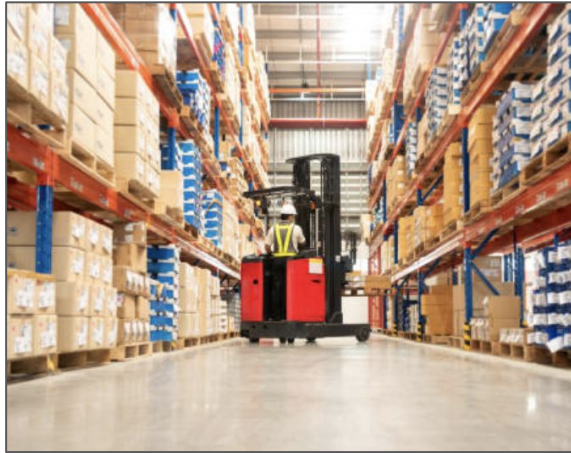
Returns Dashboard



Operational Cancel Trend



The ability to manage the warehouse within functional areas and as a whole ensures efficient flow of orders to meet processing expectations.



Warehouse Operations

Insights & Background

Questions to Answer

- How much is flowing into and out of my warehouse?
- What is my order backlog by area?
- Which orders are aging?
- Where are bottlenecks within my warehouse?
- How productive is each department?

Key Metrics & KPIs

- Processing Throughput
- Order to Ship Duration
- Units per Labor Hour productivity
- Inventory Utilization %

Data Sources

- Warehouse Management Systems



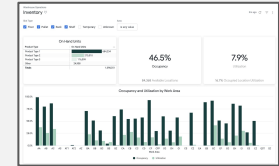
Key Visualizations



Warehouse Performance



Performance by Department



Inventory & Capacity

A unified view of carrier deliveries provides insight to shipments as related to customer experience.



Parcel Delivery

Insights & Background

Questions to Answer

- How long is it taking packages to deliver to customers by market?
- How many packages are being shipped by carrier?
- What is delivery performance to customer expectation?
- Where in the order to delivery pipeline are delays occurring?

Key Metrics & KPIs

- Order to Delivery Days
- Delivery Status
- Delivery Performance to SLA

Data Sources

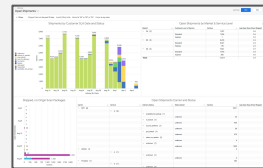
- Order Management System
- Warehouse Management System (Optional)

easypost.

Key Visualizations



Delivery Performance

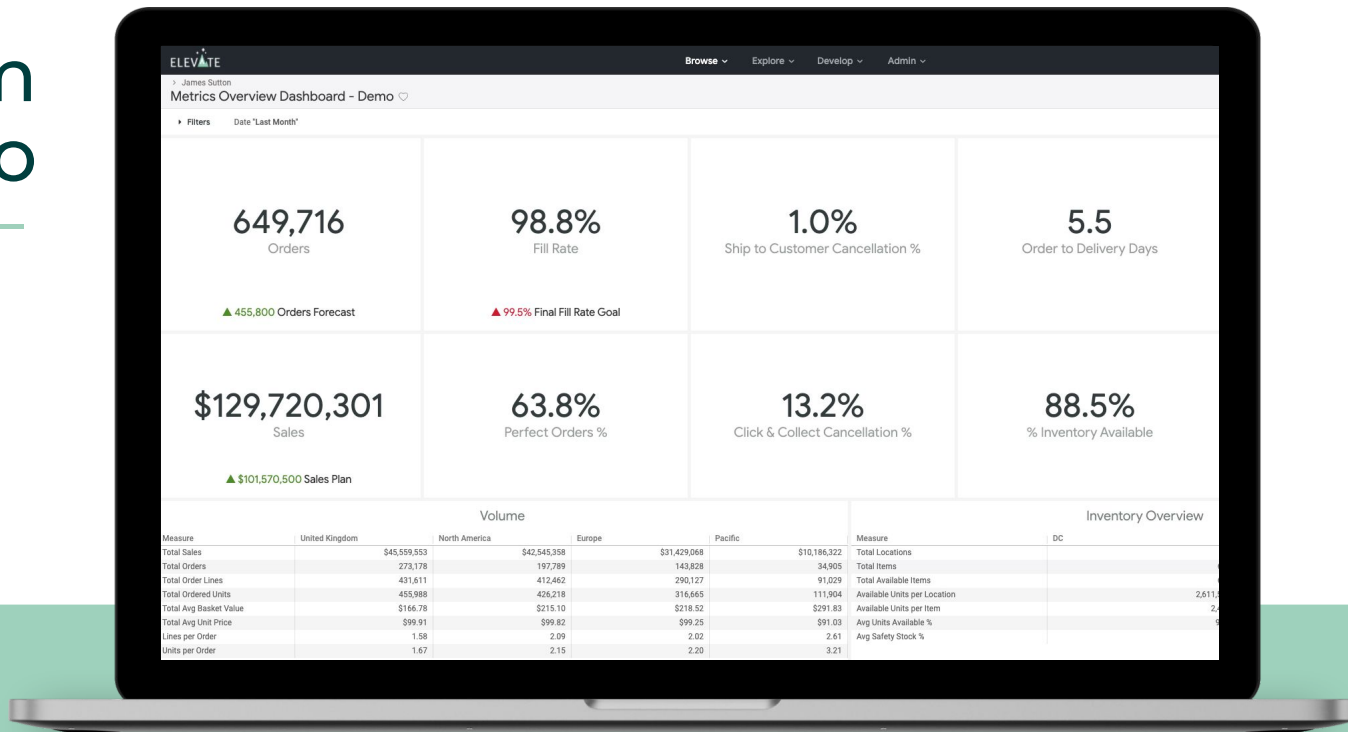


Open Shipments

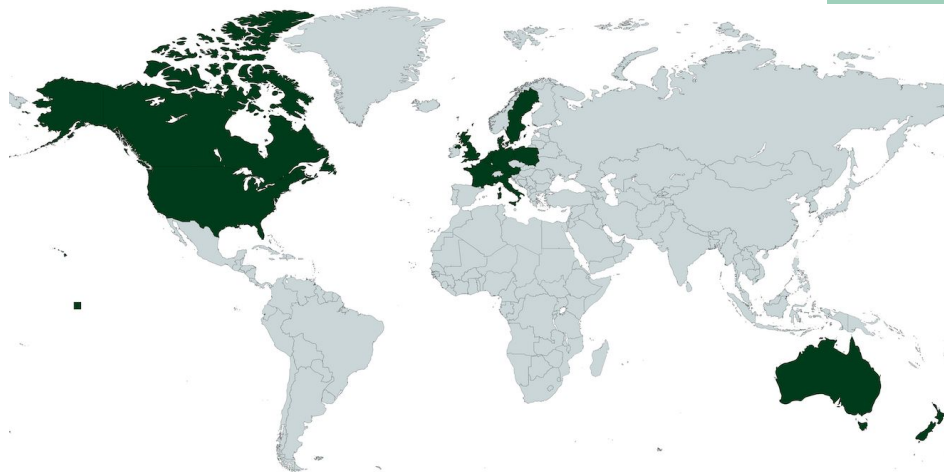


Order Lifecycle by Service

Platform Demo



Supporting Global Operations



Global Footprint

The Elevate platform is actively monitoring and supporting:

- 440 operational teams across 3 continents and 13 countries.
- 158 users that generated 46,728 queries in September 2021.
- 122 dashboards, 370 reports, and 258 scheduled plans.

Monitoring, Alerting, & Support

We take your performance seriously.



Performance alerting based on business parameters inform when KPIs are out of tolerance.



Shared Slack channels foster a high degree of collaboration between our teams.



Our internal alerting means we know about your data issues when they occur.



Service desk capabilities for any other requests.

Client Performance Benefits

Observation	Benefit	Elevate Link
Improved SLA performance due to visibility to late orders for follow-up.	\$ USD savings Reduction in customer contact rate and lost sales avoidance	<i>SLA Report</i>
Parcel expense savings opportunities associated with a high proportion of standard orders using expedited shipping methods.	\$MM USD in parcel expense savings	<i>Shipments by Carrier Service</i>
Abnormally high number of customer refunds and replacements associated with WISMO calls, driven by Narvar defect.	Prevented \$MM USD in unnecessary customer appeasements	<i>Contact Rate & Reasons</i>
About half of the units on supplier orders that are past due have been received.	\$ USD in lost sales due to lack of inventory availability	<i>Purchase Orders</i>

Adapters, Connectors, & Partnerships

Adapters are plug-and-play integrations into Elevate modules, rapidly increasing your speed-to-value



Sterling Order
Management



Salesforce
ServiceCloud



Sales & Operating
Plans



Manhattan Associates
Order & Warehouse Management



Epicor Prophet 21
ERP



EasyPost
(Parcel Carrier Data)

The Elevate team is continuously developing new adapters based on customer needs. Adapters typically take about four weeks and can be developed during implementation.



Over 50 Other Native Technology **Connectors**

Next Steps

WHERE WE GO FROM HERE



01

PLATFORM DEMO

Demo for the relevant team members.

02

EXPLORATION

Define the initial scope, align on the business value, and associated pricing.

03

IMPLEMENTATION PLAN

Define sequencing and implementation approach.

Thanks!

About Us

The Elevate platform quickly provides the essential data and actionable insights needed to make better decisions. By focusing on the metrics that matter, our customers accelerate performance and achieve operational sustainment.

Contact Us

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