

## Supply Chain Management Solution with built-in B2B Marketplace





- I. The Unified SCM with built-in B2B Marketplace
- II. Atalink B2B Marketplace
- **III. Procurement Management Solution**
- IV. B2B Order Management Solution



#### **BUSINESS CONTEXT**

Global economic recession: A challenge and a golden opportunity for SMEs to transform and breakthrough based on technology leverage





OUR MISSION

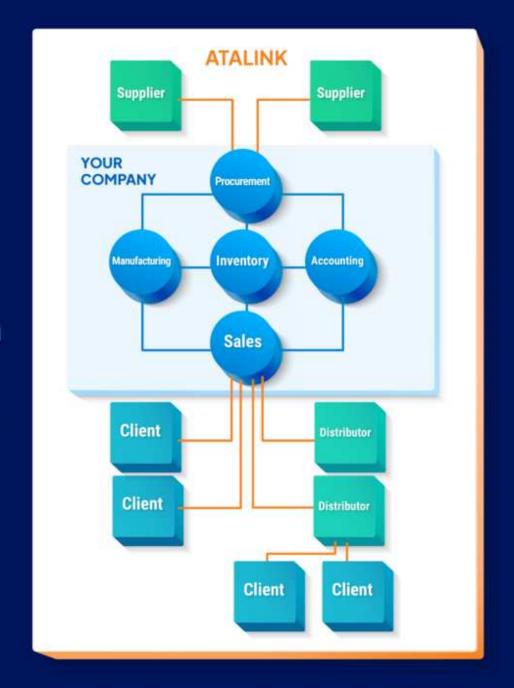
### To foster interactivity across the supply chain — with standardized master data

Multi-National Enterprises as well as Small & Medium Businesses can all interact seamlessly with their Suppliers, Distributors and Clients - to optimize operation, reduce cost and drive more revenue

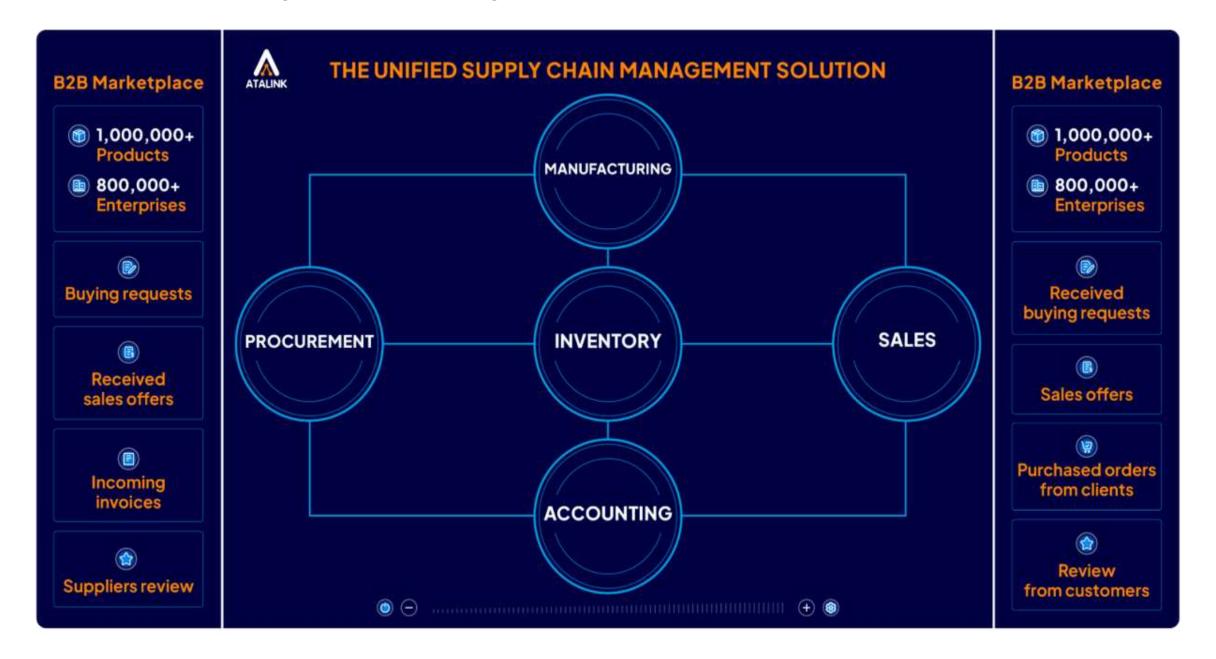
### Atalink – The unified supply chain management solution

Interact within your company and with trading partners in 1 unique platform — empowered with standardized master data

- Connect your company with suppliers, distributors and clients
- Connect manufacturers with its supply chain of raw materials
- Connect products with markets
- Expand opportunities for buyers and suppliers with our built-in B2B marketplace



#### The Unified Supply Chain Management Solution with built-in B2B Marketplace



#### PRODUCTS

Atalink solutions are designed to work cohesively to help your business manage the supply chain efficiently



**B2B Marketplace** 

#### BENEFITS

16%

Increase visibility into your supply chain, reduce cost

32%

Increase responsiveness, drive more efficiency across your organization and with trading partners

128%

Get better work experience, engagement and satisfaction for your staff and trading partners



#### ATALINK UNIQUE SELLING POINTS

- Atalink enables companies to interact both internally and externally in one platform
  - Help optimize operational costs, thereby enhancing business efficiency
- Atalink comes with master data of products and over 800,000 businesses that are verified and standardized
  - Save time and effort on data entry, avoid information errors, and synchronize transaction data
- Atalink provides a B2B Marketplace with more than 12,800 active businesses across various industries
  - Help businesses increase opportunities for growth

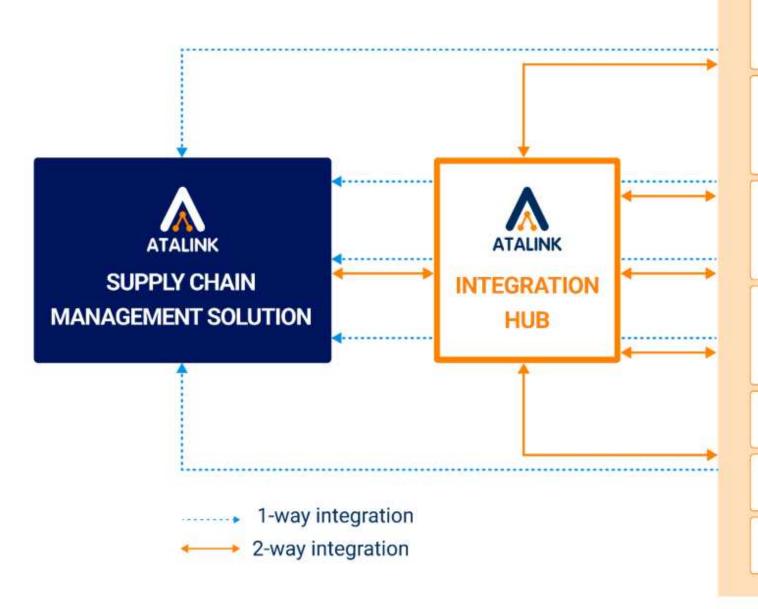
#### THE ECOSYSTEM

#### 12,800+ companies onboarded

In various industries and domains



#### DATA INTEGRATION HUB































#### THE SOLUTION



Cloud SaaS



Desktop / laptop web and mobile app [iOS, Android]



Security and information safety according to ISO 27001:2013



Modern technologies (ReactJS, NodeJS, React Native ...)



Intelligent solution

#### SERVICE QUALITY COMMITMENT

- Uptime is consistently maintained at a minimum of 99%
- Downtime, excluding force majeure or pre-planned events
  - Do not exceed 12 consecutive hours
  - Do not exceed 24 cumulative hours in two weeks
  - Do not exceed **36** cumulative hours in any month
- 97% of customer interactions on each screen/page receive feedback within 3 seconds
- 90% of critical issues are resolved within
   8 working hours from the time the request is received



#### **SECURITY & INFORMATION SAFETY**

Atalink builds and maintains trust with Customers and Partners every day by creating products and services with four pillars of information security:

- Security: Atalink ensures the safety and security of data for businesses and users
- Privacy: Users own and control their own data
- Transparency: Users know how their data is collected, stored and accessed
- Compliance: Atalink complies with global standards for information security

Consistency in our Mission + Business Model

The success of Customers and Partners is the key to Atalink's success





### **ATALINK** Marketplace

+008 @



... What are you looking for ...

For Buyers

For Sellers

□ Categories 
 □ Overview

FEATURED CATEGORIES

# Office Equipment BITTS

a

A Mart willing now Select a Province - A V

MITTING MIGHERT

#### Atalink SCM with built-in B2B Marketplace Platform



2a

- Search Products & source Suppliers
- Send Buying Requests and invite Suppliers to quote
- Receive and negotiate on Quotation sent by Suppliers
- Manage Purchase Orders to Suppliers
- Manage Goods Receipts & Inventory
- Manage Payments & Accounts Payable to Suppliers
- Manage Incoming Invoices from Suppliers
- Review & Rate Suppliers
- Share Product Catalog to Marketplace & Buyers
- Promote Sales and business to the Marketplace
- Receive Buying Request & send Sales Offers from/to Buyers
- Send Quotation & negotiate with Buyers
- Create & share Price Lists to Buyers
- Create & manage Sales Orders to Buyers
- Manage Goods Deliveries & Inventory
- Issue Invoices to Buyers and manage Accounts Receivable from Buyers



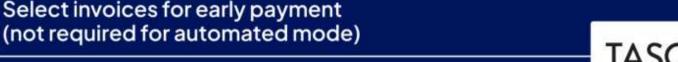




4 Settle on maturity date

- TASConnect pulls approved invoices from client ERP
- 1b Auto eligibility checks per respective Bank term sheet

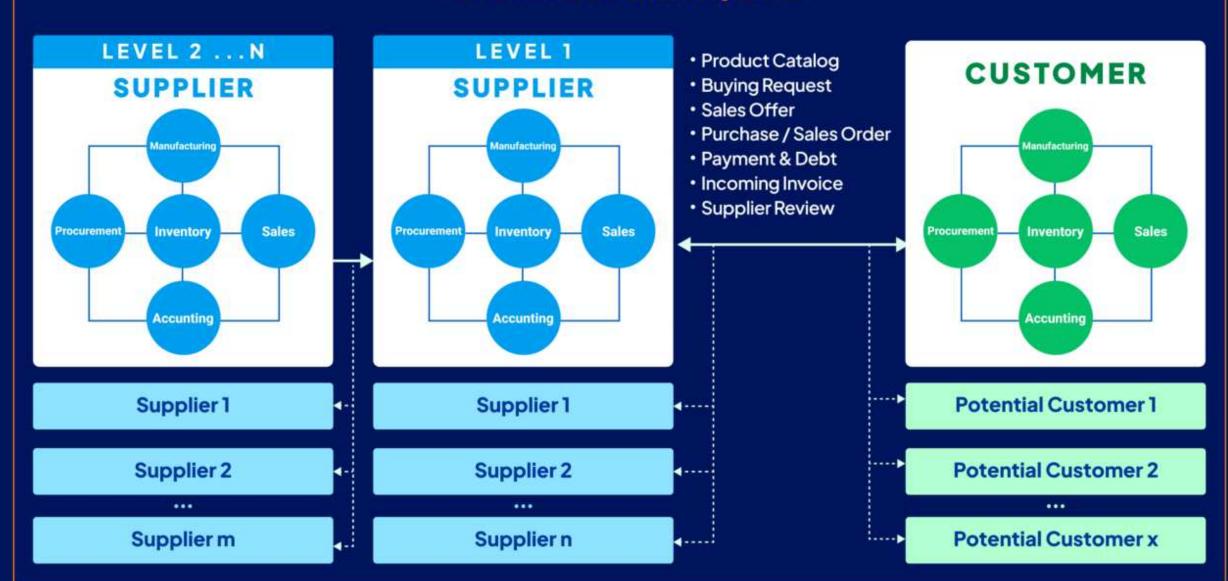






Instructions to Banks

#### **ATALINK** Marketplace



#### THE BENEFITS

#### **FOR SUPPLIER**

- Participate in bidding & send quotation to the customers
- Implement effective sales promotion programs
- Promote sales & business to potential customers on Atalink
- Manage the sales effective

#### **FOR CUSTOMER**

- Search for the products quickly
- Perform supplier sourcing simple and effective
- Receive & compare quotations from the online suppliers
- Manage the procurement effective

#### **B2B Marketplace Features**

#### Global Search

#### Search:

- Products
- Sales Offers
- Buying Requests
- Companies
- Associations
- IZ/EPZ/IC

#### **Atalink Marketplace**

#### View:

- Atalink Marketplace by Category
- Association Marketplace
- Company Profile
- Company Store

#### **Product**

- Post the product to the Marketplace
- Chat with Suppliers
- Request Quotations
- Compare prices

#### **Sales Offer**

- Post the Sales Offer to the Marketplace
- Send Sales Offer & invite Customers to negotiate
- Negotiate with Customers

#### **Supplier Review**

- Configure rating's criteria & weights
- Review & rate Suppliers

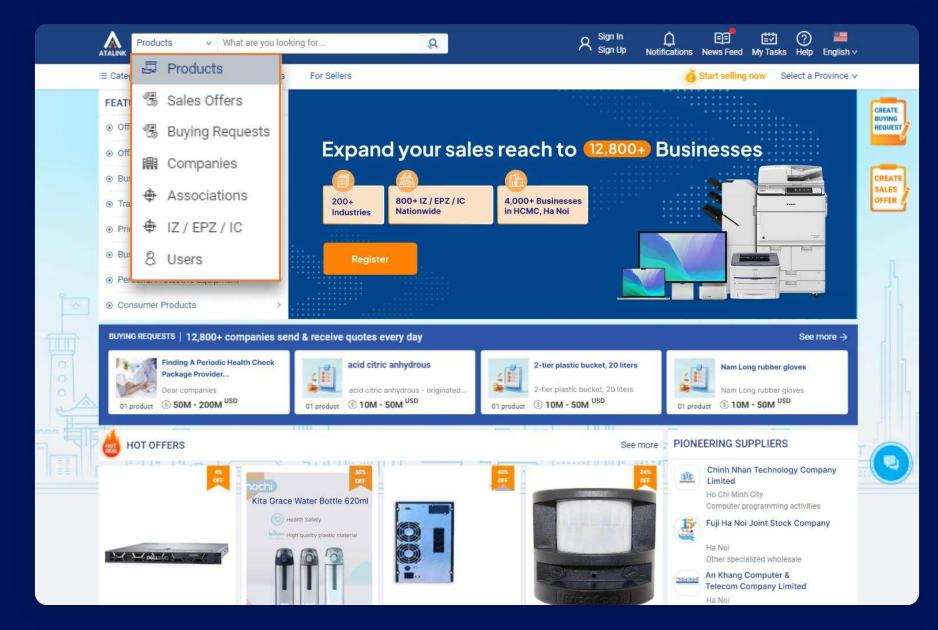
#### **Buying Requests**

- Post the Buying Requests to the Marketplace
- Send Buying Requests & invite Suppliers to quote
- Receive and Negotiate on Quotations sent by Suppliers

### The overview of the B2B Marketplace

### Efficiently locate the information you need about:

- Products
- Sales offers
- Buying requests
- Companies
- Associations
- IZ/EPZ/IC
- Users



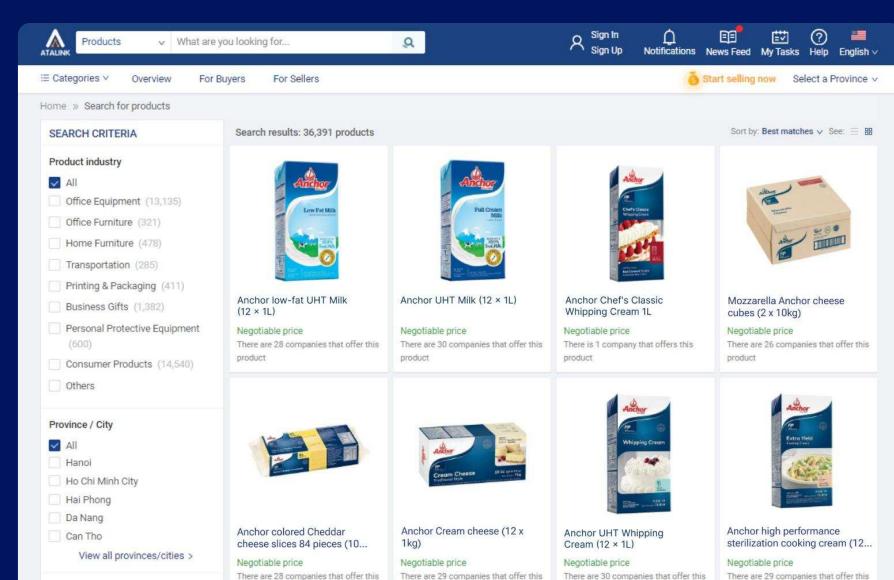
# Master data of products are standardized and readily accessible on the B2B marketplace

### Users can quickly search for suitable products by:

Price from (USD)

product

- Product industry
- Categories
- Province / City
- Price from



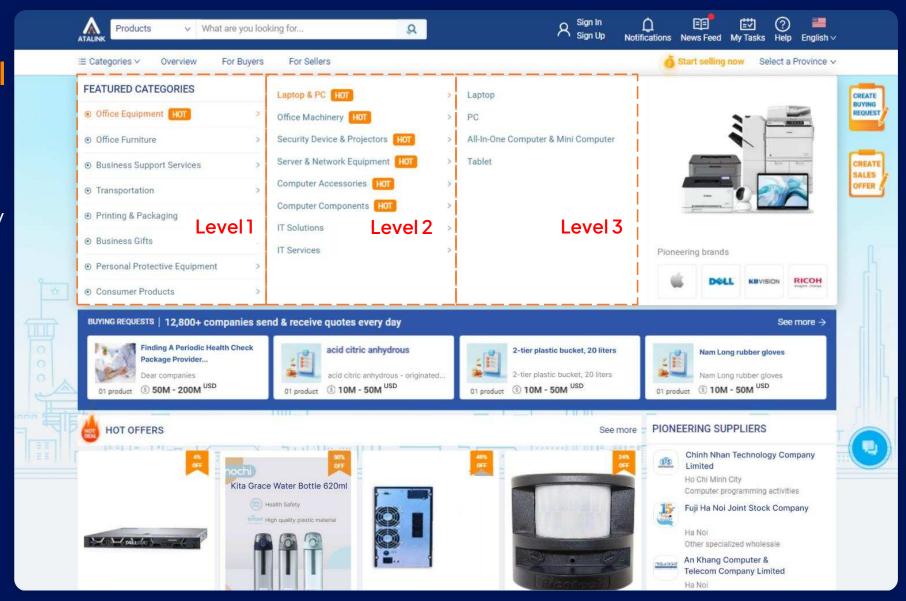
product

product

product

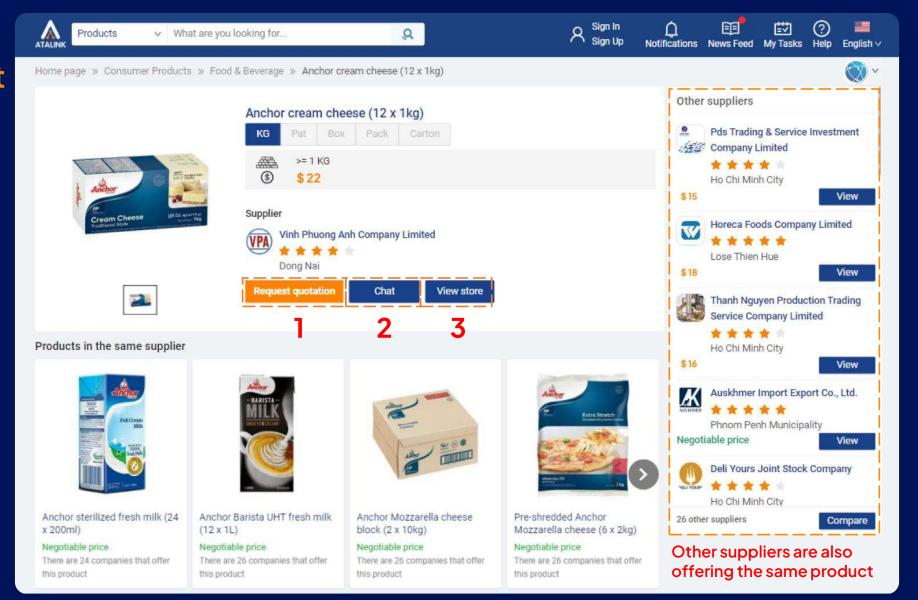
## Search for products easily with multi-level categories

Drill down into multi-level categories to help Buyers easily search for products and hot offers based on their needs



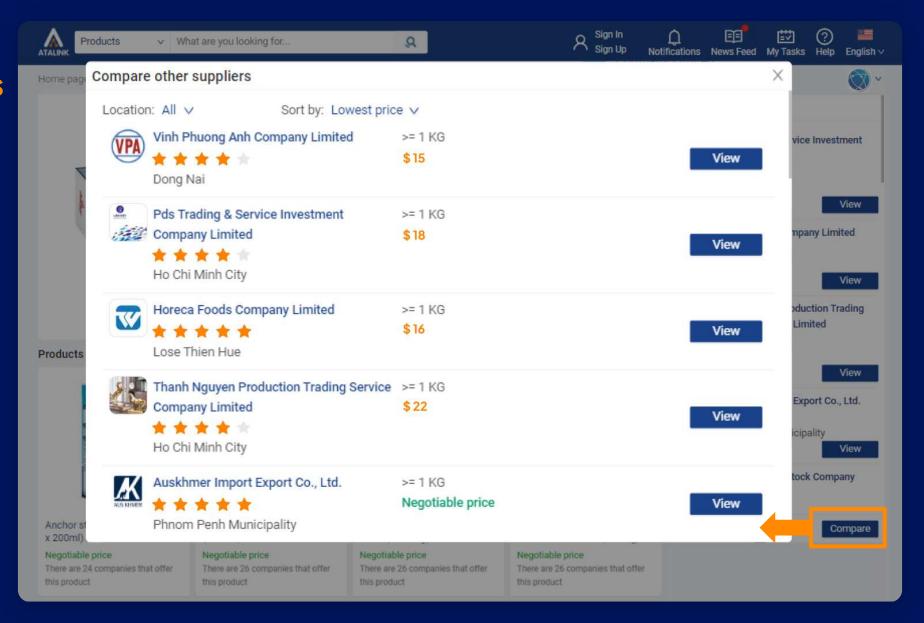
#### Convenient features for Buyers to connect with and find the right Suppliers

- Request quotations from Supplier for your company
- 2 Negotiate with Supplier
- Review Supplier' credentials



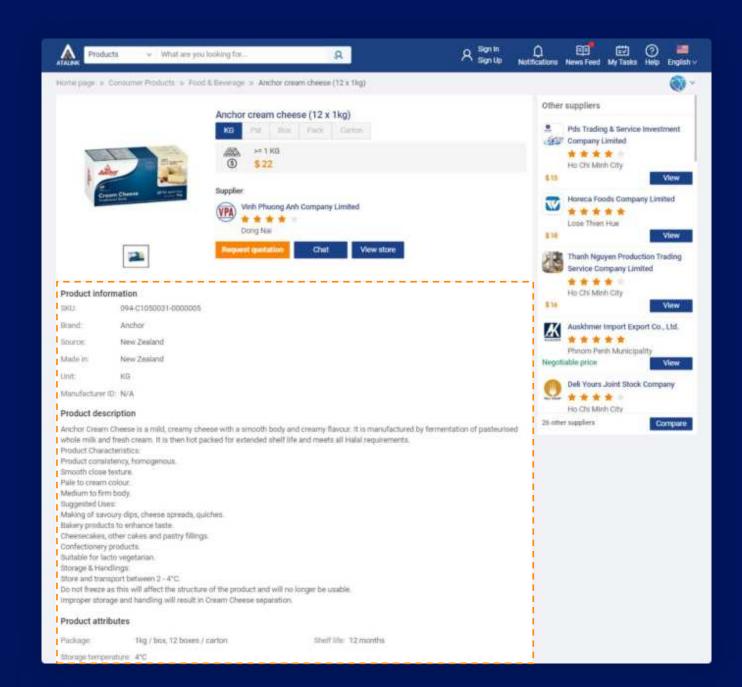
## Compare product prices from Suppliers visually and quickly

Efficiently compare and select appropriate Suppliers



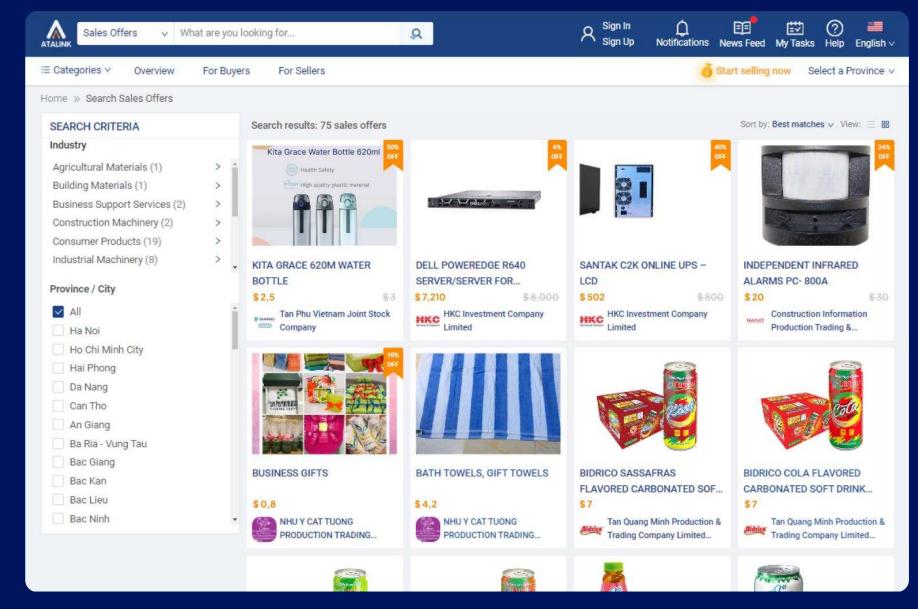
#### Quickly access products and easily compare product information

Product information is standardized, allowing Buyers to easily access and compare product details



# Quickly capture ongoing products and promotions with Sales Offers

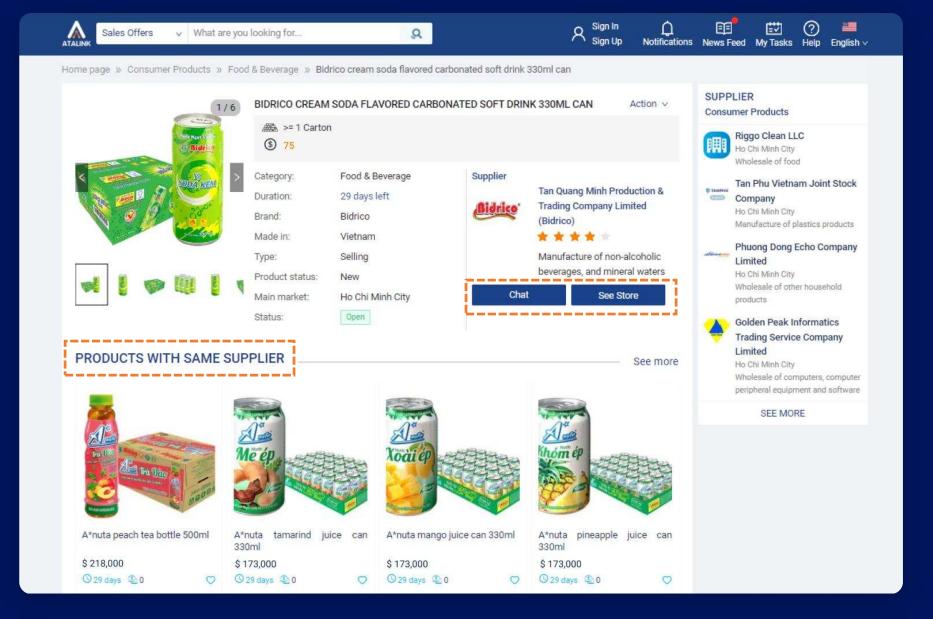
- Instantly capture promotional programs and "hot deals" from Suppliers on the platform
- Facilitate the categorization of Sales offers by industry, region, and other criteria



# Quickly capture ongoing products and promotions with Sales Offers

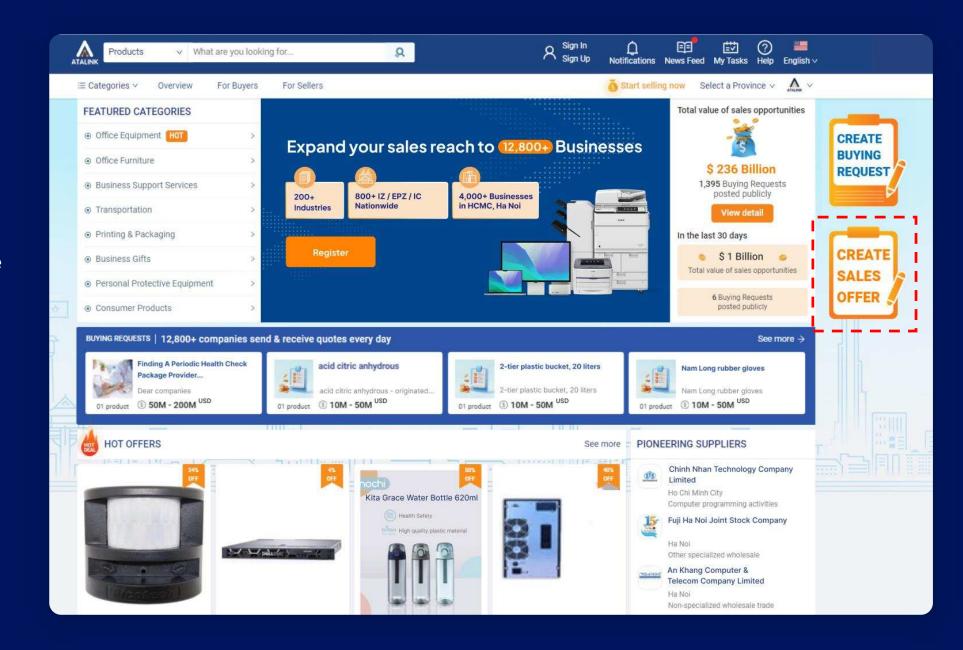
Detailed information of a Sale offer:

- Real-time communication and negotiation with Suppliers
- View Supplier's credentials
- Review other products offered by the Supplier



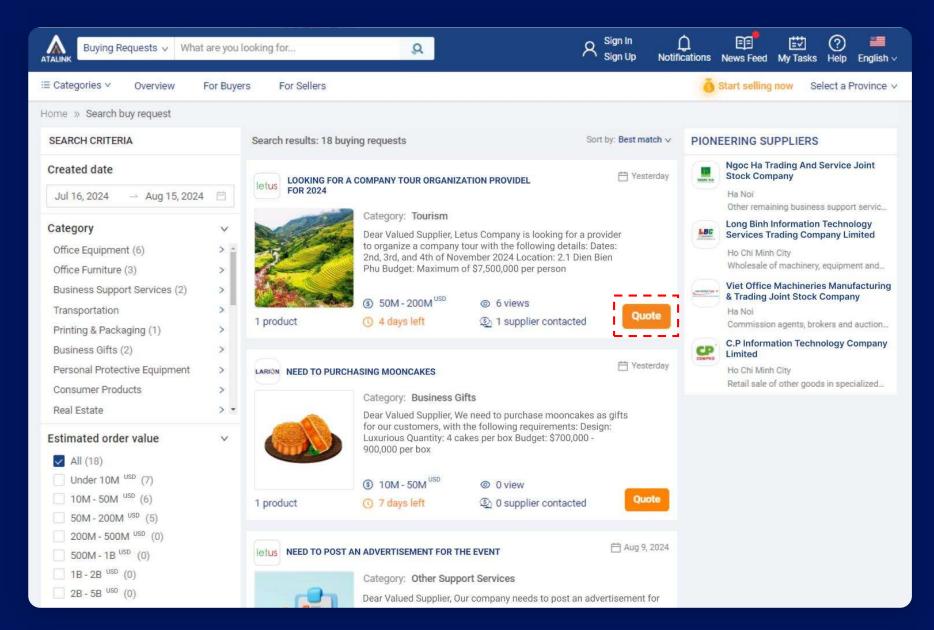
# Easily create Sales Offers to expand sales opportunities

Suppliers can quickly create and send Sales offers to promote products to potential customers on the B2B Marketplace



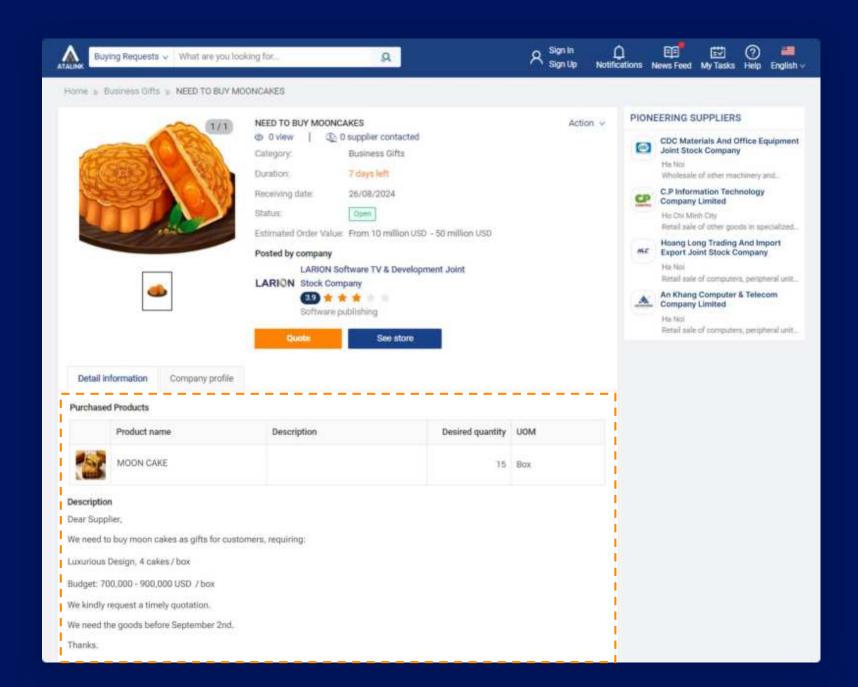
#### Quickly access available Buying requests to expand sales opportunities efficiently

Unlimited access to Buying requests on the platform, increasing sales opportunities



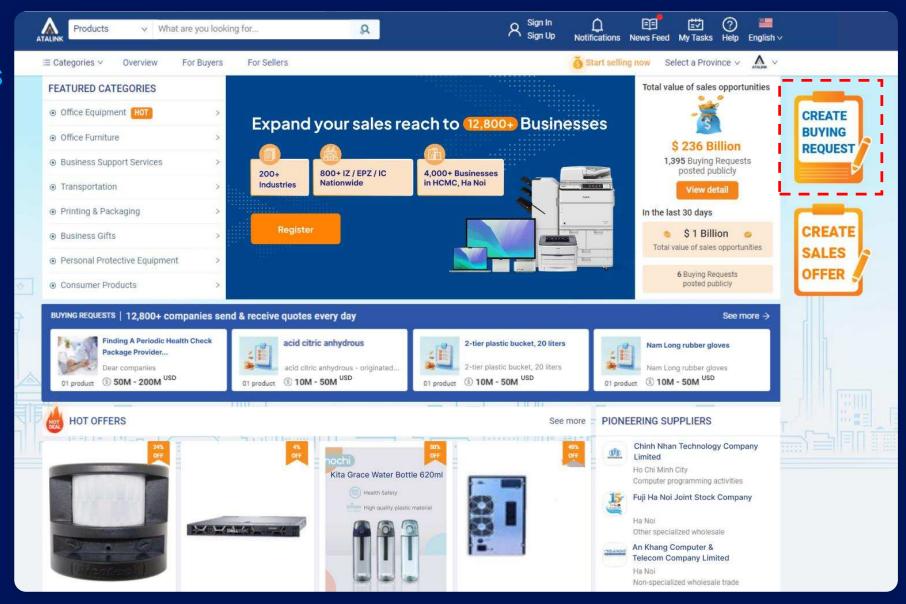
#### Quickly access available Buying requests to expand sales opportunities efficiently

Provide detailed information on the requested products and the company's order requirements



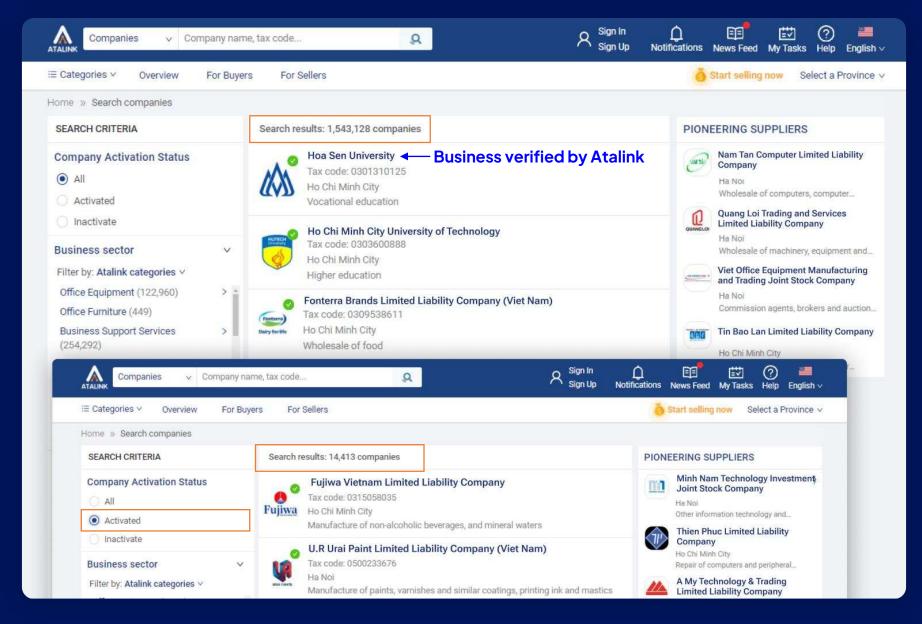
#### Quickly create and send Buying requests to current and potential suppliers on the platform

Buyers can quickly create and send Buying requests to current and potential Suppliers on the B2B Marketplace



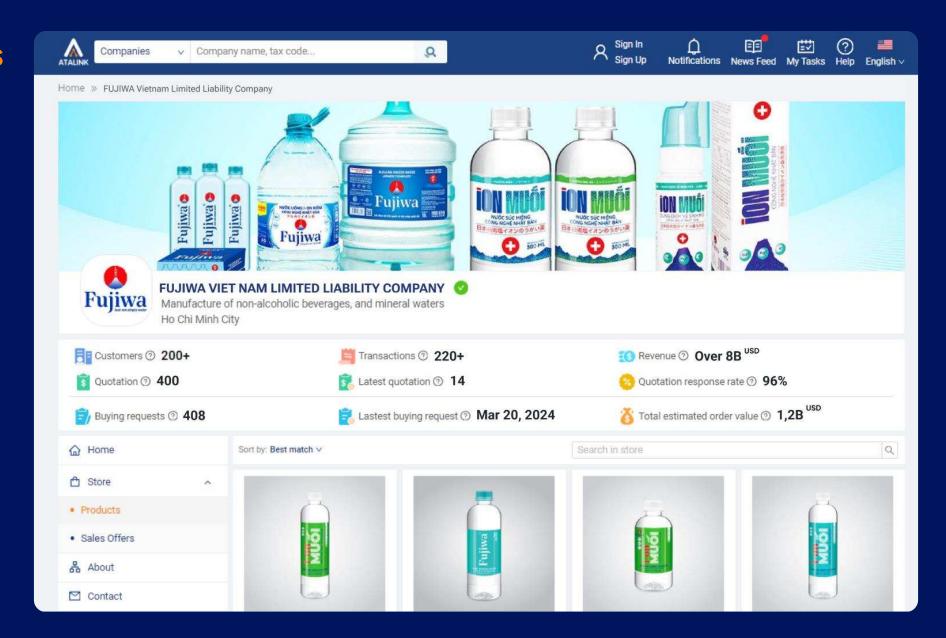
# Master data of 800,000+ verified and standardized businesses

With 12,800+ activated companies onboarded across various industries and domains



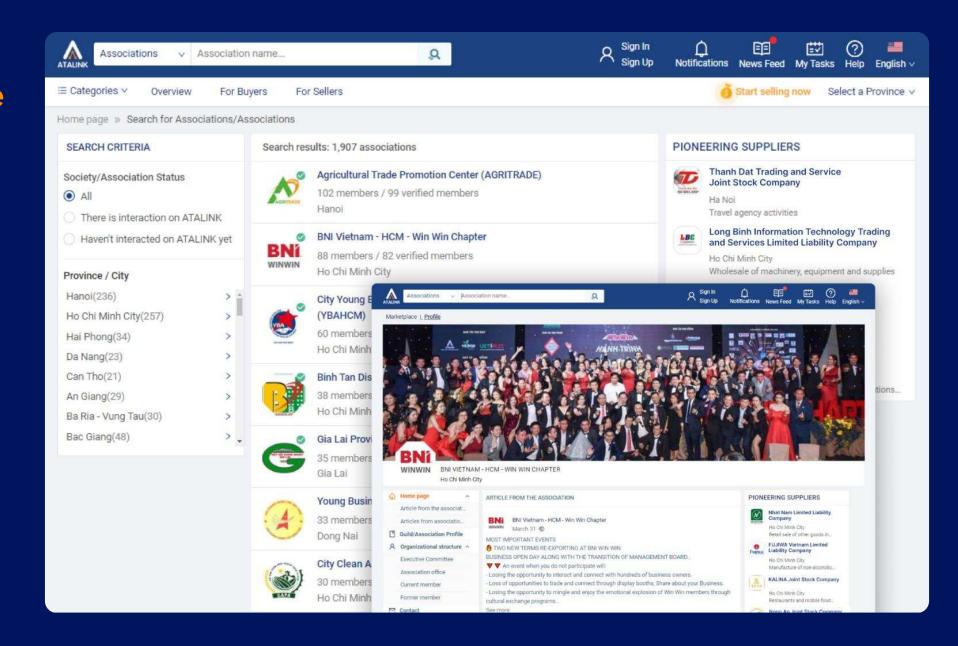
## View the company's credentials and profile information

Showcase the company's brand and capabilities to potential customers on the platform



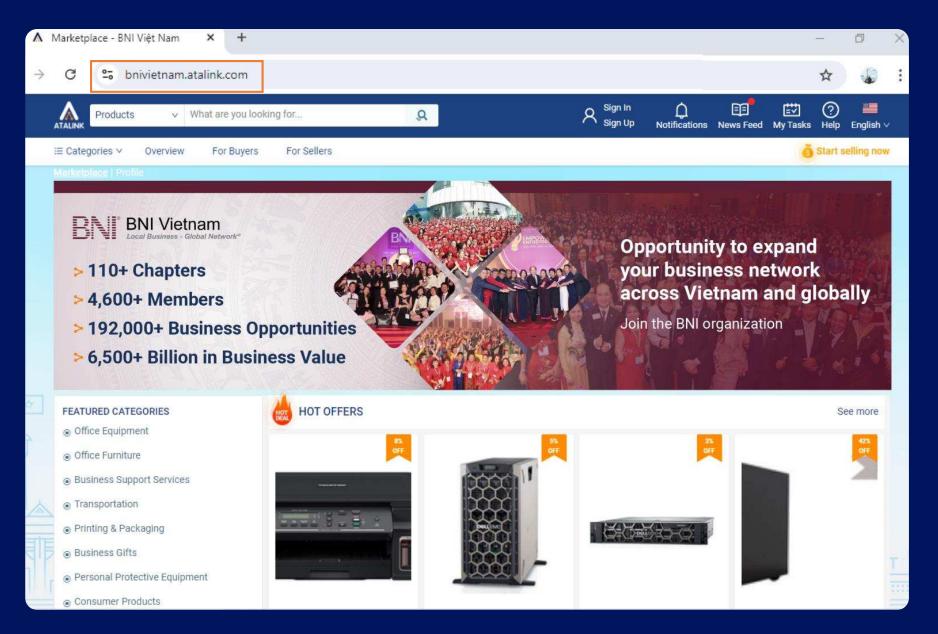
#### Data on 800+ Associations on the platform

Build communities of entrepreneurs and business associations



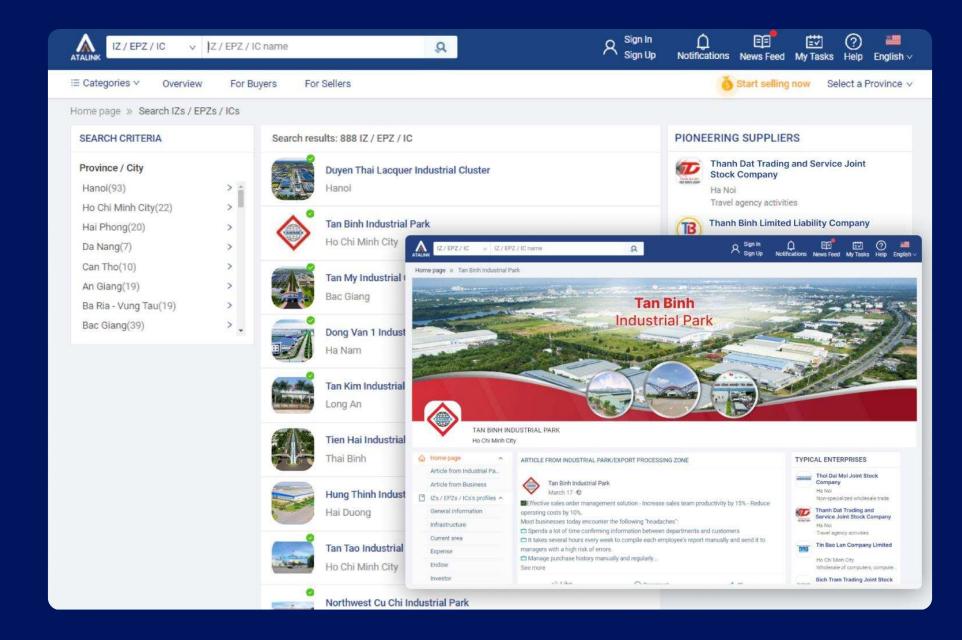
# Establish a dedicated marketplace for your association

Professionally build a marketplace for your business community to enhance trade connections



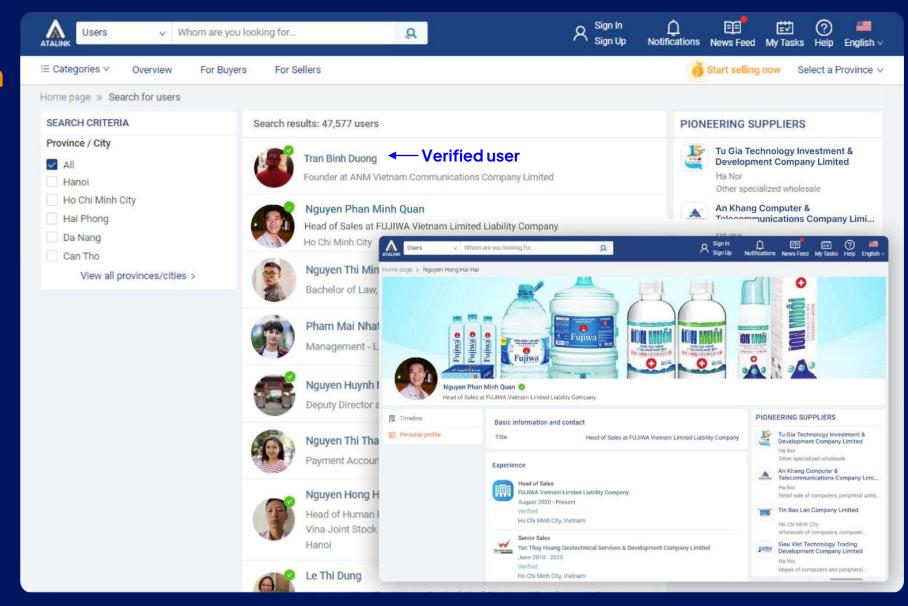
#### Data on 400+ IZs / EPZs / ICs

Connect businesses within IZs, EPZs, and ICs for trade and collaboration



## Data on 40,000+ users on the platform

Verify users based on their experience on the platform to help reduce risks for businesses

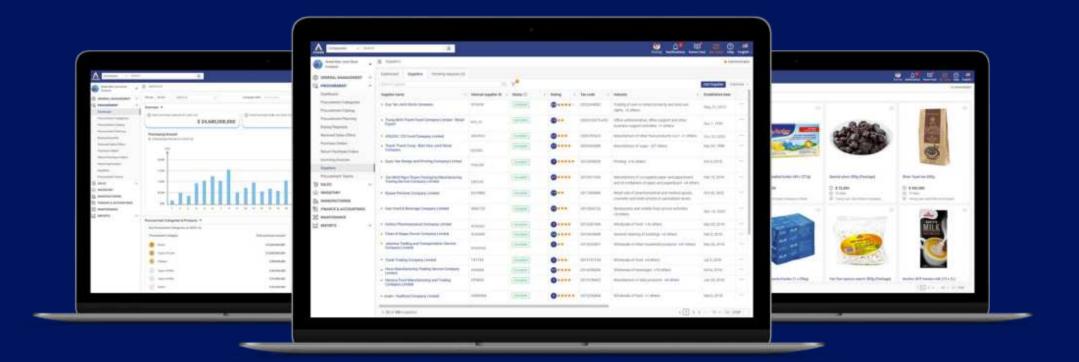






### **Procurement Management Solution**

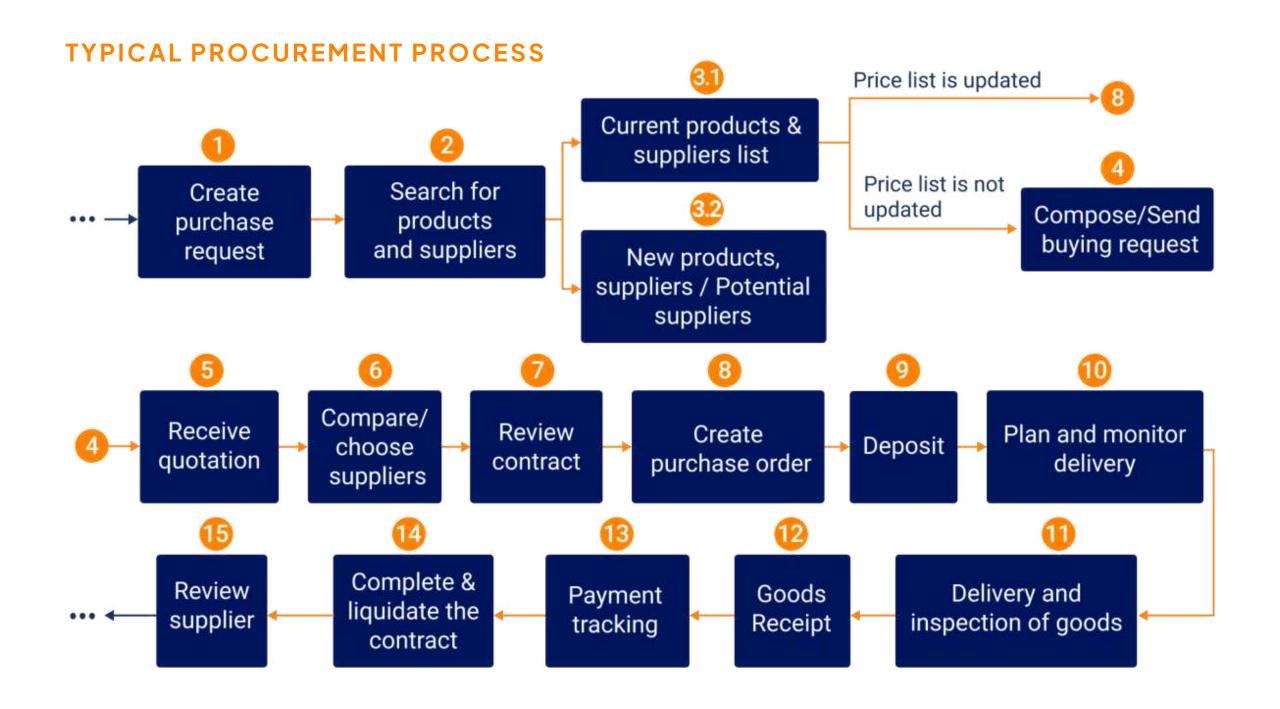
Increase visibility into your supply chain & reduce cost



#### **CHALLENGES**

# Cost management and profit enhancement equation always goes hand in hand with the efficiency of procurement management

- The procurement costs are exceeding the budget, and hidden costs occur continously, making manual tracking and control difficult
- The cash flow related to procurement, payments and outstanding debts is not effectively monitored, which is closely tied to the business objectives
- Inefficient management and interaction with Suppliers, ineffective warehouse management, lack of synchronization among departments and with Suppliers
- The increasing transportation costs are reducing profitability





#### ATALINK PROCUREMENT MANAGEMENT SOLUTION

# Increase visibility into your supply chain & reduce cost

Atalink facilitates effective procurement management for businesses, covering tasks from searching, comparing and selecting products and suppliers to order processing, inventory control, payment progress and liabilities, incoming invoices management; combined with a robust reporting analysis and decision support system

- Information is consistently updated across functional departments and with Suppliers
- Enhance procurement efficiency
- Facilitate the establishment and nurturing of close relationships with suppliers





#### BENEFITS OF IMPLEMENTING THE ATALINK PROCUREMENT MANAGEMENT SOLUTION



The performance of the enterprise's supply team and with Suppliers



Operating 80% Reporting time

- Real-time purchase order updates across departments and with Suppliers
- Effective debt management and purchase history

- Optimize inventory turnover, expiry control and stock levels
- Enjoy unlimited benefits and support features from Atalink

#### ATALINK PROCUREMENT MANAGEMENT SOLUTION FEATURE LIST

- Procurement categories management
- Accounts payable / Payments to Suppliers

Supplier management

Incoming invoice management

Procurement planning

Suppliers review

Buying requests

Procurement analysis reporting system

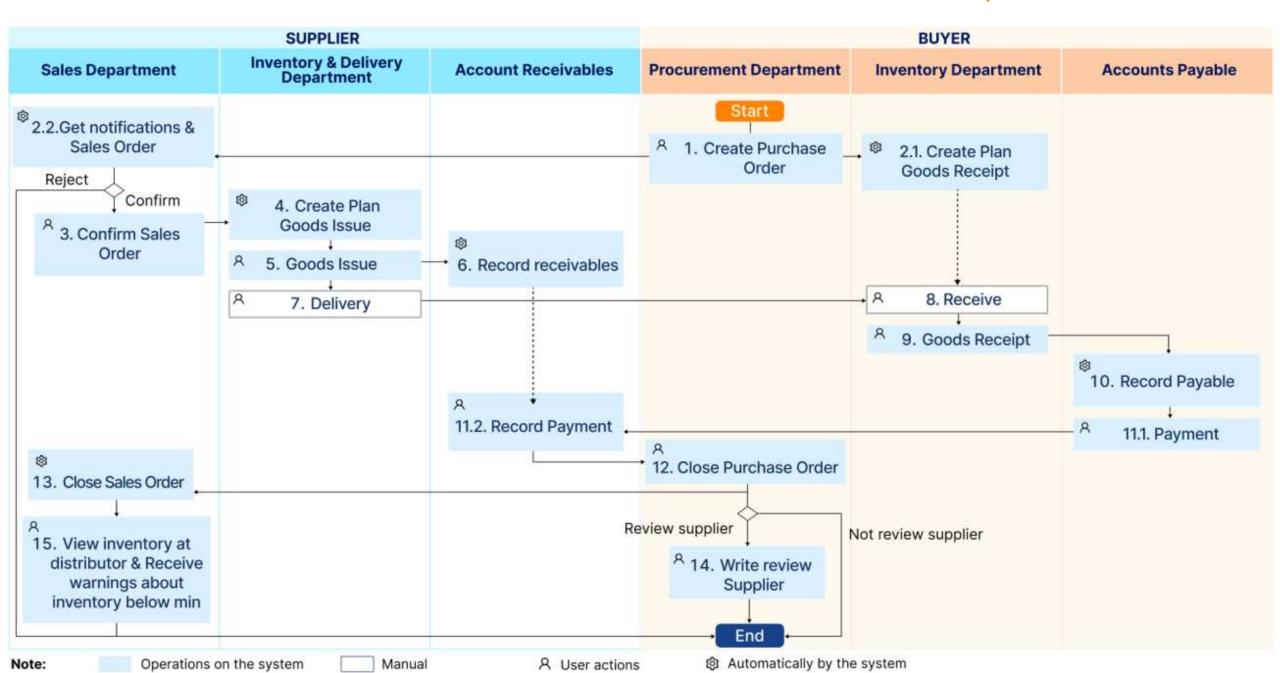
Purchase order management

Report, forecasting of goods in stock

Inventory management

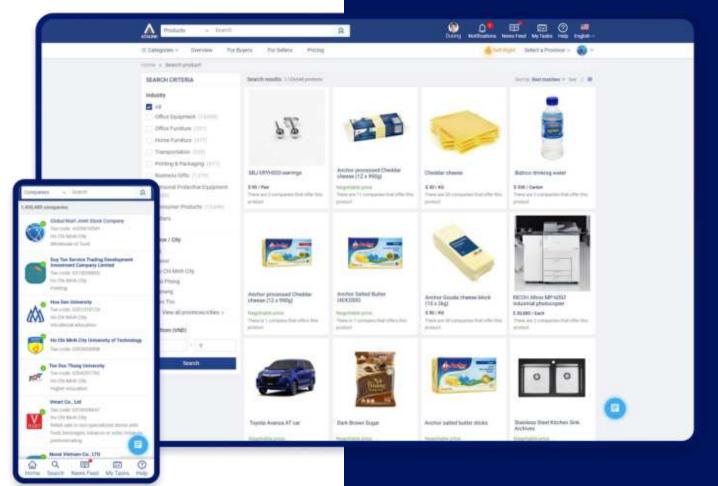
Accounts payable report

#### INTERACT WITHIN YOUR COMPANY AND WITH TRADING PARTNERS IN 1 UNIQUE PLATFORM



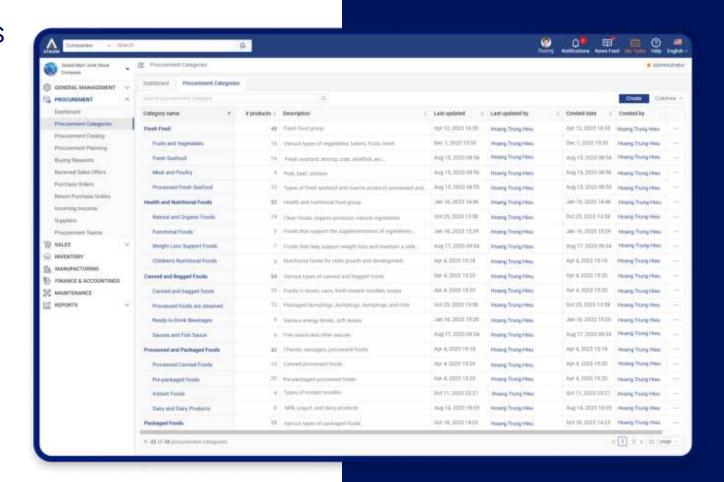
#### 1,000,000+ PRODUCTS & 800,000+ ENTERPRISES

- The optimal choice for your businesses with standardized master data of over 1 million products & 800,000 suppliers
- Purchase product quickly at the competitive price
- Synchronize transaction data
- Mitigate procurement risks



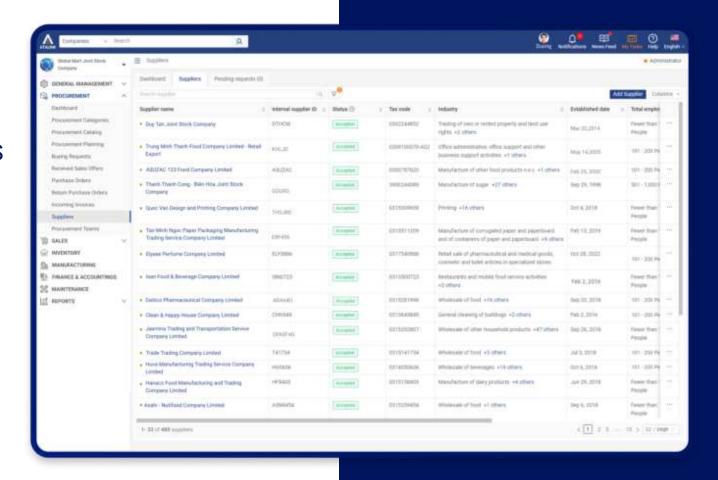
#### PROCUREMENT CATEGORIES MANAGEMENT

- Atalink procurement categories management is standardized according to international standards
- Manage procurement categories at multiple levels simply and conveniently
- Optimize procurement costs
- Contribute to increasing the company's sales



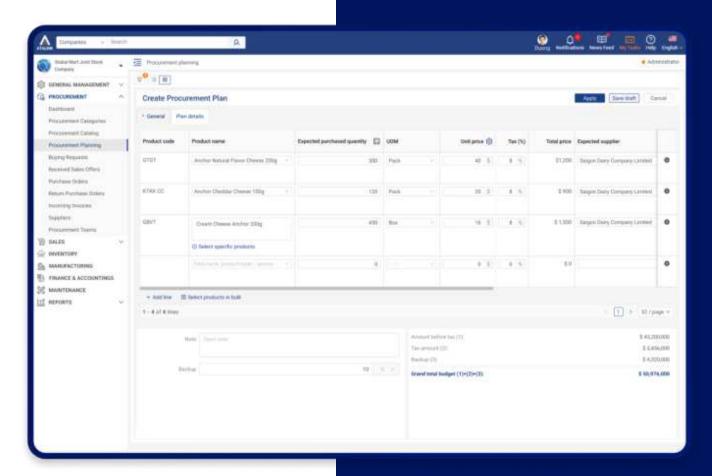
#### SUPPLIERS MANAGEMENT

- Establish & maintain sustainable relationships with suppliers in an efficient manner
- Manage the list & trading status with suppliers based on multiple criteria
- Interact with suppliers online in real-time
- Manage negotiations & transactions history with suppliers centrally and safety



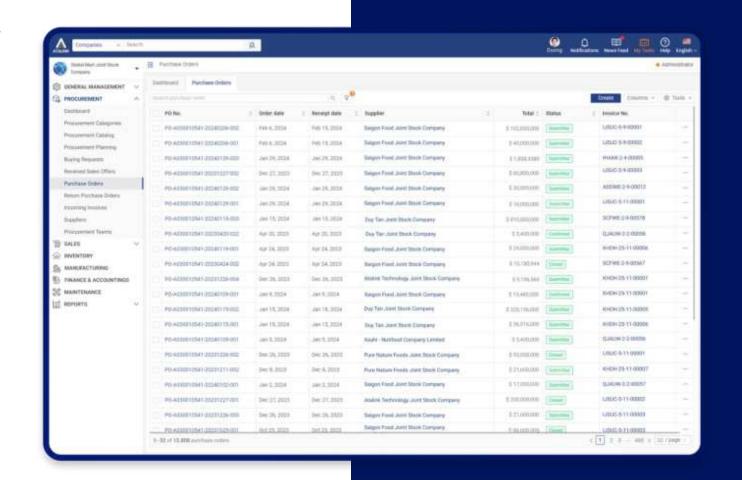
#### PROCUREMENT PLANNING

- Business departments generate purchasing requisitions concurrently
- An overall Procurement Plan
   is synthesized by the system and
   perpetually revised in response to
   actual purchasing requirements
- Easily manage and oversee the Procurement Plan
- Ensure effective business operations, improve purchasing efficiency, effectively manages costs and mitigate risks



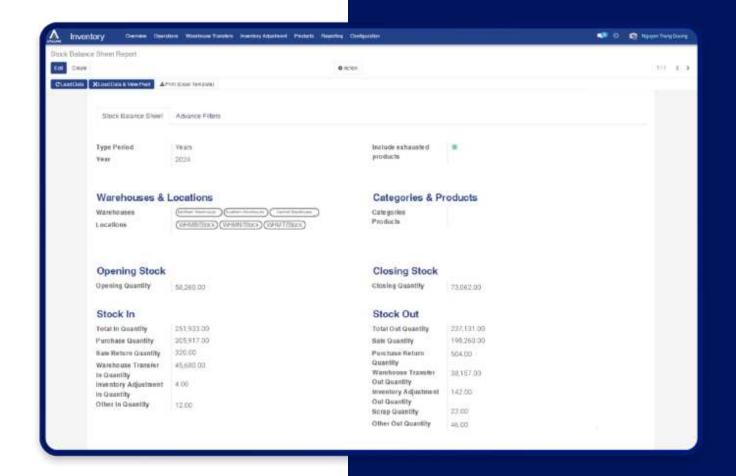
#### **PURCHASE ORDER MANAGEMENT**

- Place purchase orders directly on the Atalink system around all of the time
- Easily track and manage purchase orders status
- Continuous real-time interaction with suppliers on each order
- Data authorization for purchasing officers



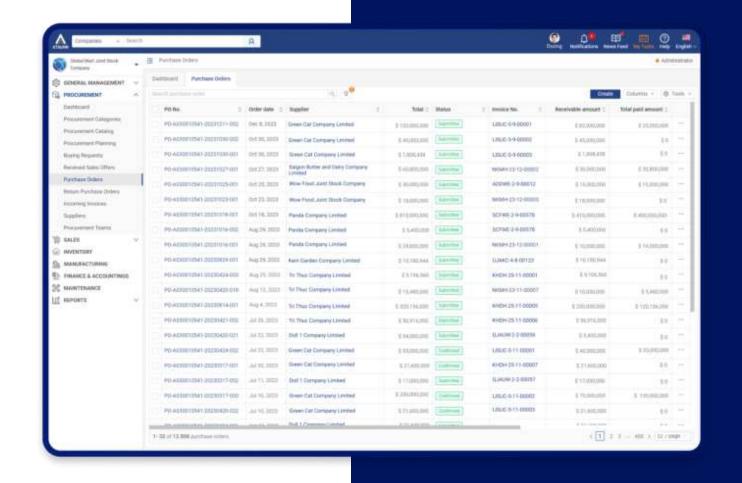
#### **INVENTORY MANAGEMENT**

- Inventory management across multiple devices, available 24/7
- Real-time stock balance sheet updates, with forecasted inventory effectively
- Optimize inventory turnover
- Be proactive in supply planning in the distribution system by sharing inventory information



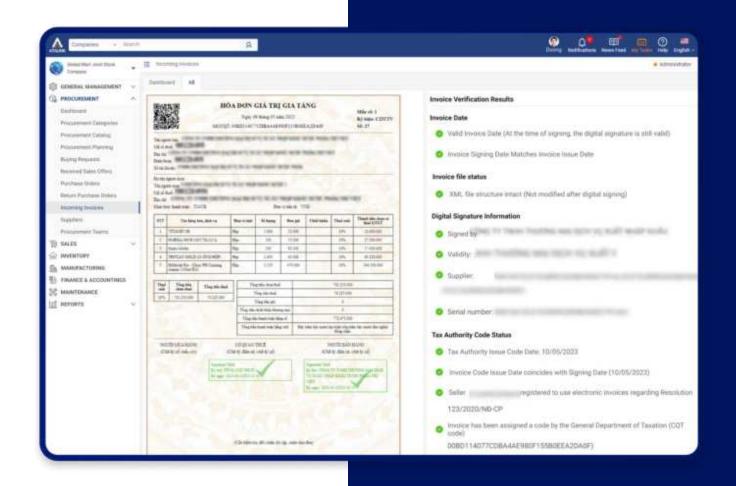
#### **PAYMENT / LIABILITIES**

- Timely payment management
- Manage supplier payables closely
- Track payment progress on every order
- Support business to make timely and data-driven decisions



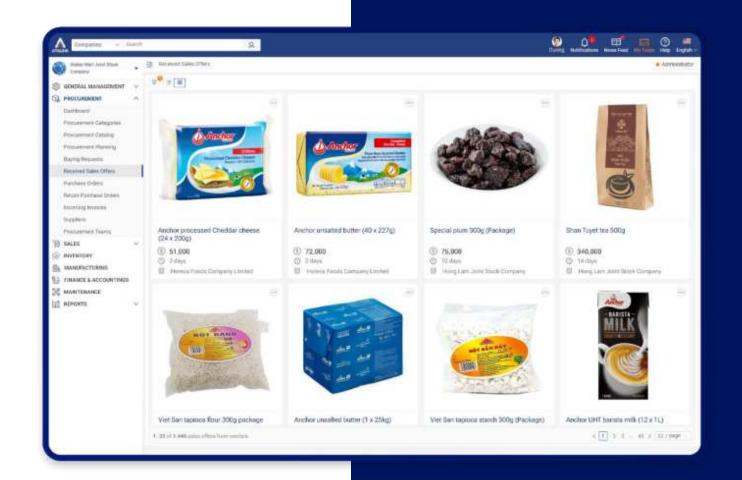
#### **INCOMING INVOICES**

- Synchronize all incoming invoices for your business immediately when using Atalink
- Verify automatically the validity of incoming invoices & tax information of suppliers
- Create suppliers list automatically & generate purchase orders quickly based on information from your incoming invoices
- Support exporting incoming invoices information to other accounting software



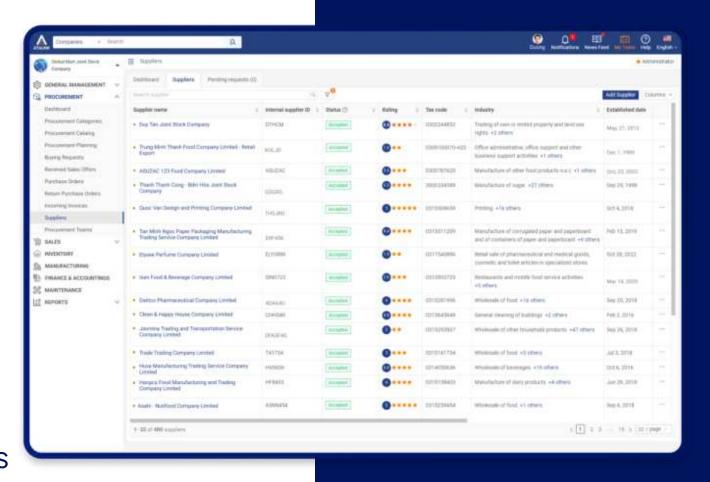
#### **RECEIVED SALES OFFERS**

- Seize timely "hot deals" from suppliers
- Update the supplier's information on promotional programs & price policy immediately
- Update information on new products on the market immediately
- Expand your purchase options from many potential suppliers



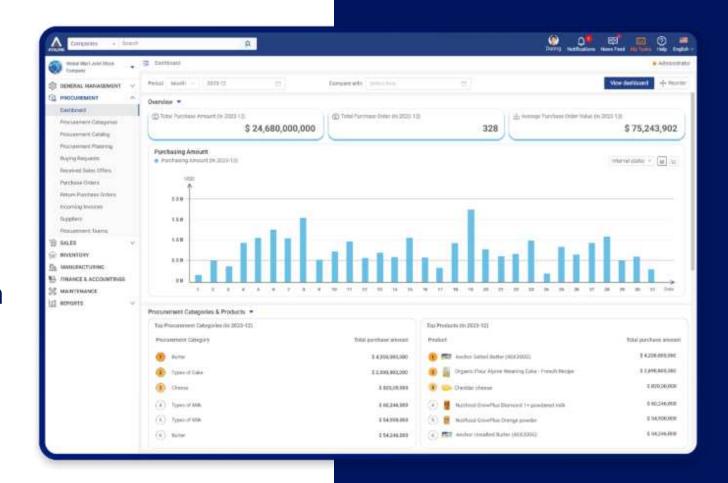
#### **SUPPLIERS REVIEW**

- Set up evaluation criteria for suppliers flexibly
- Optimize supplier selection based on enterprise credit risk scores and evaluation information from customers on the Atalink system
- Mitigate risks when selecting suppliers
- Increase engagement between your company and trading partners



#### PROCUREMENT DASHBOARD

- Track purchasing costs quickly & accurately
- Analyze & evaluate the purchase performance based on variety criteria
- Manage & evaluate your top suppliers to frequently trade with
- Support business to make timely and data-driven decisions

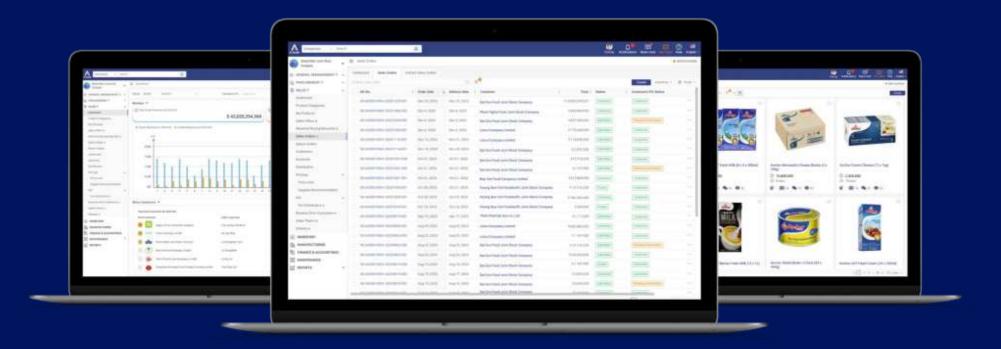






### **B2B Order Management Solution**

Optimize order processing costs & improve sustainable profitability



#### **CHALLENGES**

- Constraints on capital acquisition and bank loans
- Lengthy accounts receivable cycles led to cashflow inefficiency
- Sales volatility due to dynamic consumer preferences and competitive pressures
- Elevated costs stemming from operational inefficiencies in sales and inventory
- Absence of formalized customer feedback mechanisms
- Challenges in market trend forecasting
- A broad spectrum of unpredictable risk factors
- Resource limitations (financial, human capital, technological) hindering operational modernization and business management system improvements

#### **TYPICAL SALES PROCESS**





#### ATALINK B2B ORDER MANAGEMENT SOLUTION

# Optimize order processing costs & improve sustainable profitability

Atalink helps businesses manage orders effectively, from managing product categories, customers, pricing policies, promotions, sales orders to managing warehouses, payments, and liabilities, outgoing invoices management; combined with powerful analysis report and decision support systems.

- Sales order information is updated instantly and seamlessly across business departments, and with Distributors, Clients
- Reduce order receiving and processing time
- Improve sales productivity





#### THE BENEFITS OF IMPLEMENTING ATALINK B2B ORDER MANAGEMENT SOLUTION



To Operating 80% Reporting time interval

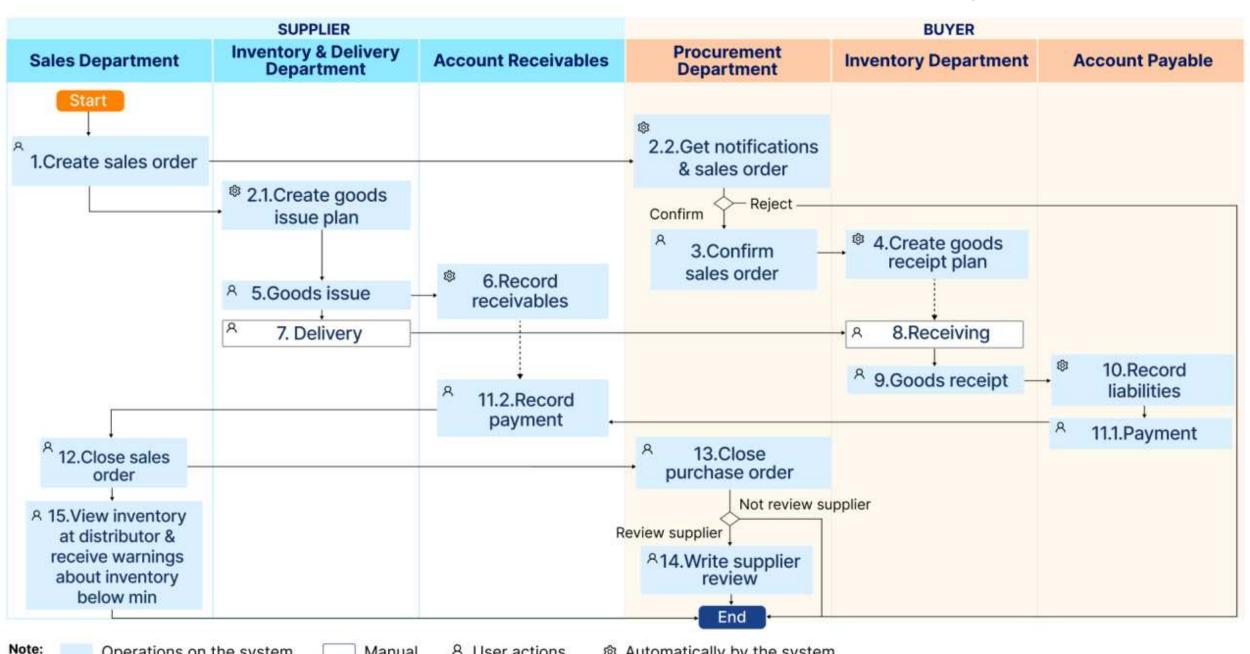
- Sales order information is instantly updated throughout business departments and with customers
- Effective receivables management and purchase history of customers
- Optimize inventory turnover, manage product shelf life and inventory levels better
- Enjoy utilities privilege from Atalink solution

#### ATALINK B2B ORDER MANAGEMENT SOLUTION: FEATURE LIST

- Product categories management
- Distributor, customer management
- Pricing policies, promotions management
- Received buying request management
- Sales offer management
- Sales team management

- Sales order management
- Input output inventory management
- Liabilities / Payment for distributor, customer
- Sales analysis report system
- Accounts receivable reporting
- Customer review management

#### INTERACT WITHIN YOUR COMPANY AND WITH TRADING PARTNERS IN 1 UNIQUE PLATFORM



Automatically by the system

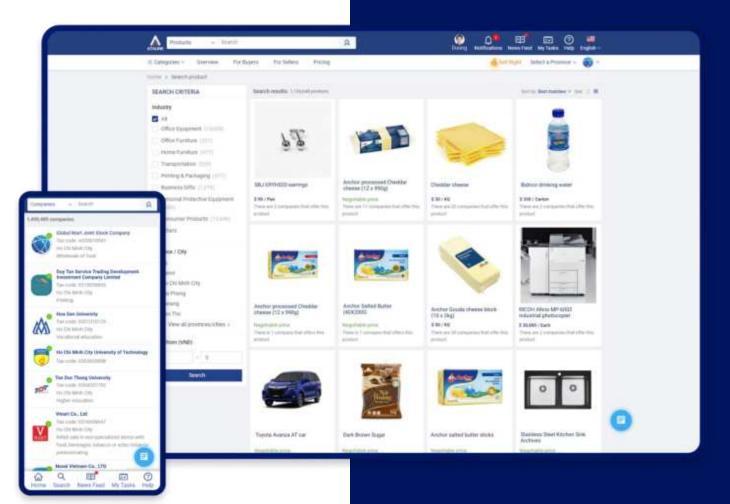
Operations on the system

Manual

A User actions

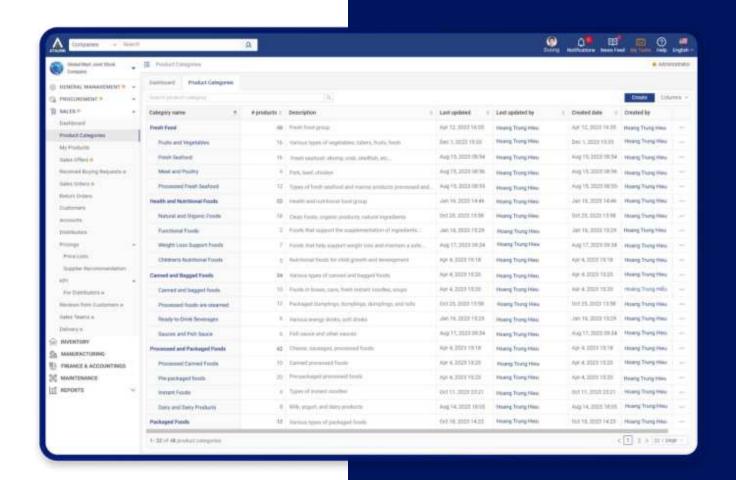
### 1,000,000+ PRODUCTS & 800,000+ ENTERPRISES MASTER DATA

- Expand business opportunities with Atalink B2B Marketplace
- Observe & analyze easily the activities of competitors
- Save time & effort during data entry, avoid information errors
- Synchronize transaction data



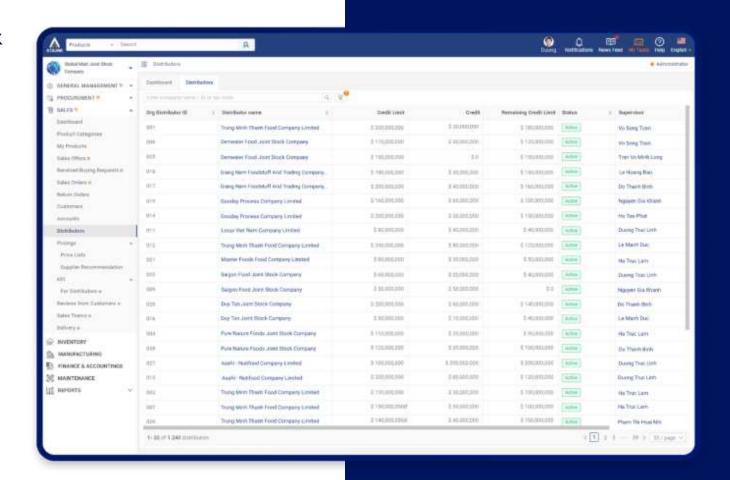
#### PRODUCT CATEGORIES MANAGEMENT

- The product categories are standardized according to international standards
- Manage product categories sold at multiple levels & units of measurement
- Search easily and filter products quickly & accurately
- Contribute to increasing sales for businesses



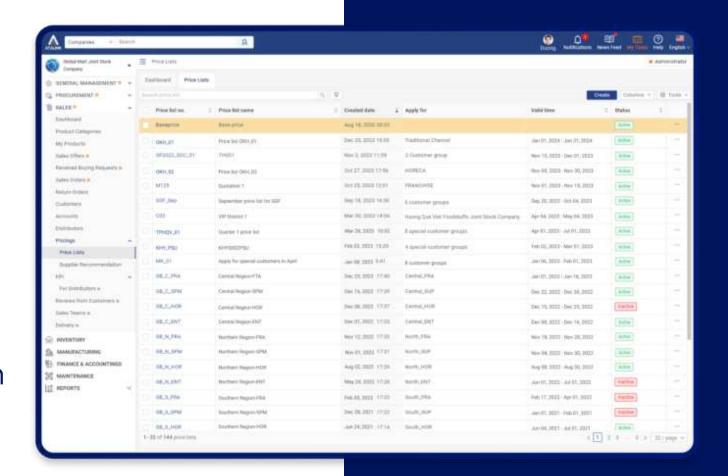
#### DISTRIBUTOR, CUSTOMER MANAGEMENT

- Build & maintain sustainable relationships with distributors & customers effectively
- Manage the list of distributors / customers & transaction status according to many criteria
- Interact with distributors & customers online in real-time
- Manage negotiation & transaction history with distributors & customers centrally and securely



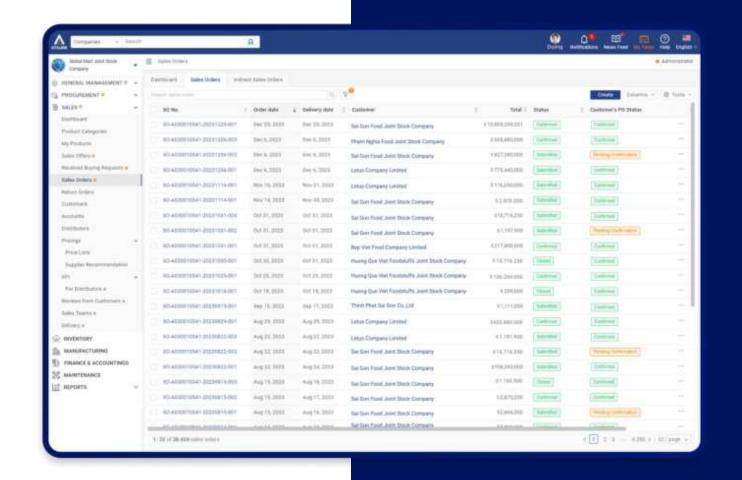
#### PRICING POLICIES & PROMOTIONS MANAGEMENT

- Set up pricing policies & promotions flexibly for each customer segment or group
- Control strictly pricing policies
   & promotion from the
   business's sales department to
   distributors & customers
- Manage the active status of each pricing policy & promotion quickly & accurately



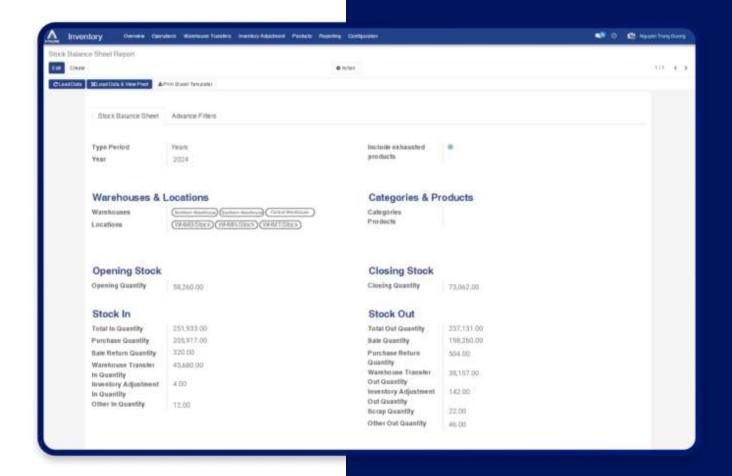
#### SALES ORDER MANAGEMENT

- Receive orders directly from customers 24/7 on the Atalink system
- Track & manage order status simply & conveniently
- Set up sales permission properly
- Improve sales team performance



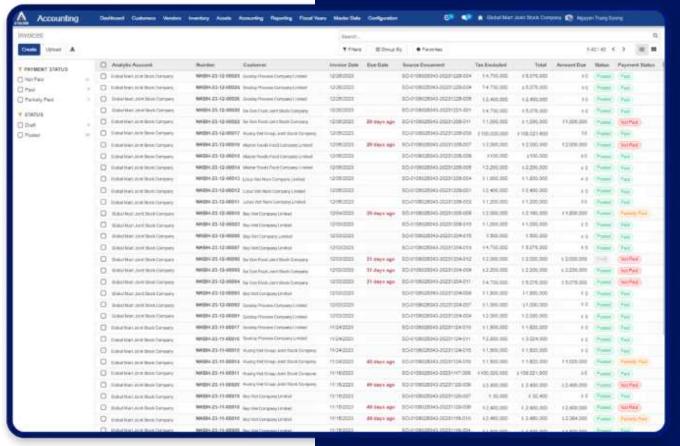
#### INVENTORY MANAGEMENT

- Inventory management across multiple devices, available 24/7
- Real-time stock balance sheet updates, with forecasted inventory effectively
- Optimize inventory turnover
- Be proactive in supply planning in the distribution system



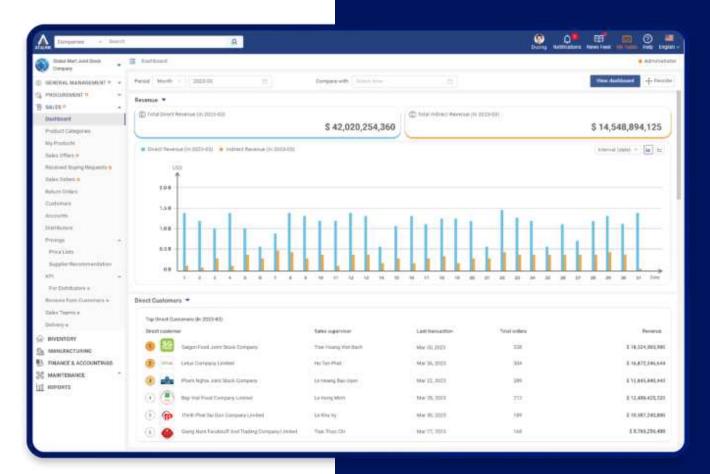
#### **PAYMENT / LIABILITIES MANAGEMENT**

- Instant financial management
- Monitor closely payment / liabilities progress of distributors
   & customers on each order
- Manage receivables of distributors & customers effectively
- The analysis reporting system helps businesses make decisions quickly & accurately



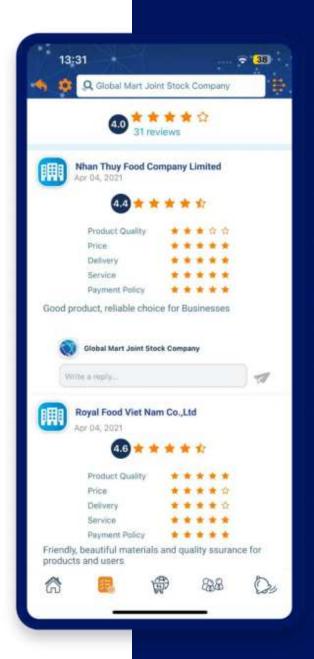
#### SALES DASHBOARD

- Track business performance quickly & accurately
- Analyze & evaluate the overall sales performance in many criteria
- The analysis reporting system helps businesses to make timely & data-driven decisions
- Take full advantage of Atalink
   B2B Order Management Solution
   to adapt to your business needs



#### **CUSTOMER REVIEW MANAGEMENT**

- Increase reputation & competitive advantage over competitors
- Increase interaction between your business & customers
- Capture easily insights / useful information from your customers through their reviews
- Enhance your brand value





### The Unified Supply Chain Management Solution

Interact within your company and with trading partners in 1 unique platform

#### Download mobile app







#### Contact us

- e www.atalink.com
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