

Change the game. Strategic Sourcing data driven by End-User requests.

Vinimaya SmartRank Analytics™

All companies create reports on their after-the-fact purchases. But what if you had insight into what your End Users were searching for? You could use this data to inform your Strategic Sourcing activities and channel demand. Now, that's smart™.

If your company has an e-Procurement solution in place chances are you also have a reporting feature within that lets you to slice, dice, and display the data regarding completed transactions. But what if you could gain visibility into what your End-Users were *really* looking for within your e-Procurement solution? What if you could anticipate purchasing trends based on End-User searches for products and services? What if you could use this feedback to help drive End-User demand to preferred Suppliers?

Introducing SmartRank Analytics™

SmartRank Analytics™, part of the Vinimaya Smart Marketplace Technology™ suite, is a sophisticated reporting module that enables companies to view Procurement data from its origin, End Users' search terms, all the way through to completed purchases. The first comprehensive 'search-and-query-based' reporting tool of its kind for B2B Procurement teams, SmartRank Analytics™ provides access to valuable data from your organization's process that was once elusive. Use the End-User feedback within to change the game at your Fortune 1000 company and achieve Marketplace 2.0.

The screenshot displays the SmartAnalytics - Administrator Dashboard with three main sections:

- Top Search Terms:** A table listing search terms, their types, and frequencies. For example, '#1 Cordless drill default' is a Keyword searched 210 times.
- Top Purchases:** A table listing purchased items, quantities, and total values. For example, '#1 Cordless - Power Drills Chuck Size 1/2' was purchased 300 times for a total value of \$4,375.68.
- Top Buyers:** A table listing top buyers and the number of items they purchased. For example, '#1 Rob Packnick' purchased 48 items.

SmartRank Analytics™ is ideal for:

- Companies currently using or considering deploying Vinimaya Smart Marketplace Technology™ to create a superior End-User shopping experience and a private, virtual Marketplace 2.0 for their Supplier data.
- Procurement professionals who want an intuitive and complete 'search-to-shopping-cart' reporting tool that will help them identify End-User trends, identify gaps in their Supplier base, and channel demand to preferred vendors, items, and services.
- Strategic Sourcing professionals who want to use trend data from End-User searches to direct their initiatives with select Suppliers.

SmartRank Analytics™ allows you to:

Mine Search Data

Who is searching what, from which Suppliers? Which Supplier catalogs bring results and how many? Which categories are being searched?

Explore Shopping Statistics

What items are being shopped, from which Suppliers? Which categories are items selected from and which Supplier catalogs and types (local or punch-out) are End Users choosing for these goods and services from? How do End-User searches impact the goods and services that are ultimately purchased?

Create Smart Reports

Develop your own custom report templates for your top data inquiries. Reports can run automatically and are fully exportable as PDFs.

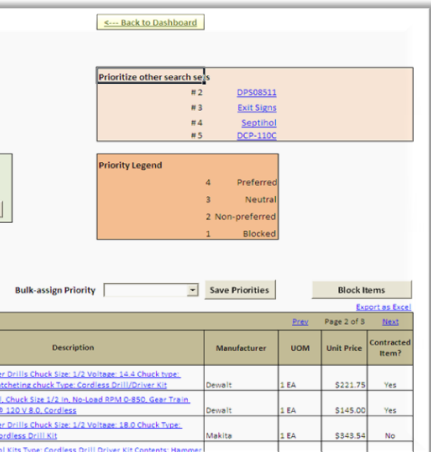
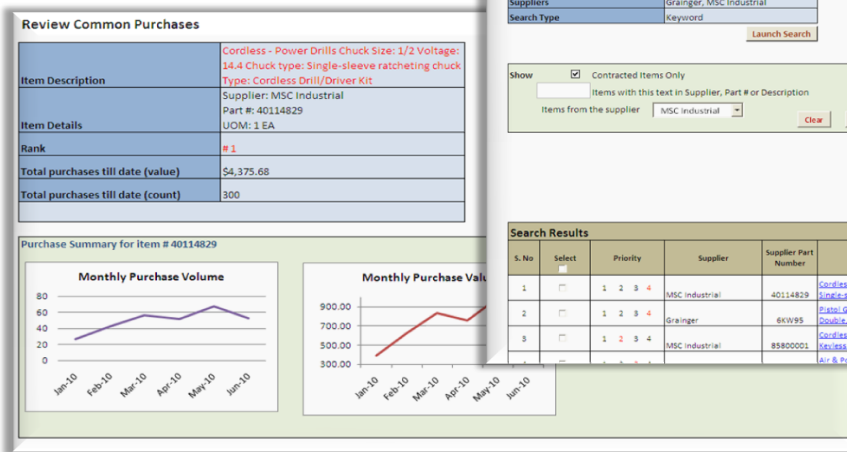


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SmartRank Analytics™ Sample Features

Common Purchases Report



Search Priority Report

About Vinimaya Smart Marketplace Technology™

E-Procurement benefits are directly related to the number of transactions captured by the e-Procurement system (more transactions = more benefits). Most e-Procurement solutions are under-delivering on the benefits promised due to poor end-user adoption and challenges with supplier on-boarding and catalog data management. Today, as companies look to drive more bottom-line savings from their e-Procurement system investments, Vinimaya Smart Marketplace Technology™ is here to help. Are you ready to supercharge your organization's e-Procurement performance? Create Marketplace 2.0.

Vinimaya's Smart Marketplace Technology™ provides a universal e-Procurement search environment that allows end-users to quickly and easily find the goods and services they need regardless of where their supplier data resides. Vinimaya SMT™ delivers the highest levels of spend capture, easily and efficiently, due to:

- **Market-leading Usability:** Search across multiple catalog sources (supplier punch-out sites, websites, online marketplaces, and internal catalog databases) concurrently and receive aggregated results.
- **Simplicity for Suppliers:** If your suppliers have a punch-out site, website or just a catalog file, they are "Vinimaya SMT™-ready" today.
- **Guaranteed Compliance:** Ability to audit or even overlay (with internally managed pricing) supplier-provided online pricing.

**Less data management.
More spend under management.**

The patented Vinimaya SMT™ product suite is 100% compatible with leading e-Procurement systems, SaaS-delivered, and based on Web 2.0 technologies like meta-search, web service, and intelligent agents.

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