



**marketboomer**



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## introduction to **marketboomer**

At Marketboomer our goal is to ensure that our customers buy better, and sell smarter. Buying the right product, from the right supplier at the right price - every time.

Marketboomer delivers purchasing controls and workflow, invoicing automation and actionable insights to thousands of organisations globally.

Our revolutionary software enables our customers to save time and money, whilst helping them to optimise spend, build better supplier relationships and strengthen internal processes.

We are typically able to save our customers 7-12% on their purchases and reduce invoice processing time to less than 24 hours. This enables our customers to strategically re-invest money saved into other areas of their business to keep improving customer experience.

## what we've **achieved**

Improved efficiency, profits and insights for thousands of businesses across  
**12 countries.**

A catalogue of over  
**1 million items.**

A network of over  
**14,000 active suppliers.**

**\$1 billion dollars**  
of annual transactions.

An average  
**ROI of 45 days**  
for our customers.



## the key problems we address

Inability to leverage spend and maximise discount.



Lack of centralised data & control.



Unstructured workflow and internal processes.



Manual and time consuming invoice processing.



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“**Marketboomer** was born from the need to build stronger buyer/supplier relationships based on accurate data. Buyers manage their workflow to ensure that all purchases are made for the right product, from the right supplier, at the right price. Suppliers can ensure that buyers have access to their latest products and pricing.

Best practice business rules around any buyer/supplier relationship are managed in one place, making processing purchase orders and invoices fast, accurate and efficient. This frees the people in both organisations from the administration overhead and allows them to focus on the value they provide.

Resulting data analytics gives both buyers and suppliers insights to help them improve their business outcomes.”



**Nathan Gyaneshwar**  
CEO

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**Purchase Plus** is an eProcurement eco-system, which provides a complete online solution for buyers and their suppliers to do business together - the supplier element of this tool is called **Customer Connect** – both tools interact fully with one another.



## key benefits

- Buy the right product, from the right supplier, at the right price, every time you order.
- Full procure to pay workflow and automation.
- Save 7-12% on purchases.
- Integrate with AP and Suppliers.
- Centrally managed with industry best practice features.
- Real time supplier pricing.



## features

- Custom and favourites buying catalogues.
- Requisition creation.
- Approval notification and workflow.
- Purchase order creation and transmission.
- Goods and services receiving.
- Inventory Management.
- Supplier portal.
- Live supplier pricing catalogues.
  - a. Contract price.
  - b. Best available price.
  - c. Request for quote.
- Account allocation and spend management.
- Reporting and Analytics.

“Building strong vendor relationships while ensuring the right amount of competitive tension is always a balancing act. **Marketboomer** helps get this right by providing a clear process and transparency for both Anglicare and our valued suppliers.”

**Grant Kelly**

Catering Services Manager, Anglicare



**Customer connect** is an online platform that allow suppliers to manage their catalogues, receive orders and send invoices to their customers.



## key benefits

- See all the buyers who have enabled your company as a supplier.
- Manage catalogues and pricing for each of your customers.
- Receive orders directly into your ordering system.
- View orders.
- Submit invoices manually or directly from your billing system.
- See the status of your invoices - received, flagged, reconciled and processed.
- Simplify collections with a shared view of your invoices - your customers see the same status page as you do.



## features

- Online portal accessible by browser.
- Catalogue uploader.
- Interface to receive orders automatically into your ordering system.
- Delivery location and delivery charge administration.
- Interface to receive invoices automatically from your billing system.
- Invoice status screen shared with the buyer's **Accounts Payable** staff.



**Paperless Invoicing** enables suppliers to send their invoices efficiently, removing the need for buyers to manually process invoices, allowing them to pay suppliers quicker.



## key benefits

### Buyer Benefits

- Eliminate data entry.
- Automate invoice reconciliation.
- Check every price on every line.
- Manage flagged invoices by exception.
- Integrate with your **Accounts Payable** system.
- Participate in **FastPay** to attract discounts.
- Improves accuracy of inventory records.

### Supplier Benefits

- Get paid faster.
- Know the status of every invoice.
- Reduce **Accounts Receivable** enquiries.
- Spend less time chasing payments.
- Increase cash flow with **FastPay**.
- Make your company easier to do business with.



## features

### Buyer

- Automated receipt of invoices.
- Easy to use invoice processing queue with auditable matching to PO and receiving (where appropriate) and approval workflow.
- Easy to use credit note queue.
- Automated transfer of invoices to **Accounts Payable** system.

### Supplier

- Automates the receipt of invoices by your customers.
- Invoice queue showing the approval status of every invoice.
- Credit notes queue showing the status of all credit notes expected by customers.

“With over 10,000 paperless invoices being received each month, our hotels are reporting a range of operational benefits. **Purchase Plus** has improved processes, decreased storage requirements and paper consumption, and improved internal controls. The team at **Marketboomer** are committed to understanding the complexities of each unique site, and continue to develop **Purchase Plus** to continually improve our operations.”

### Darren Pike

eCommerce Manager Accor  
& Project Lead – Purchase Plus





This industry initiative builds on the efficiency that our **Paperless Invoicing** platform provides. Suppliers may participate in our unique **FastPay Network** by offering a discount to buyers for fast payment. Buyers take advantage of this discount by agreeing to pay on a weekly pay cycle. Suppliers are offered a network discount rate and once accepted will receive fast payment from all participating buyers.

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One of Australia's  
largest hotel  
groups reduced  
their pay time  
by **50%**

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## key benefits

### Buyer Benefits

- Discounted supplier invoices.
- Reduced **Accounts Payable** overheads.

### Supplier Benefits

- Faster payment on their invoices, on average 7 working days from the invoice date.
- Reduced **Accounts Receivable** overheads.
- Increased cash flow.



## features

### Buyer

- Invoices received electronically from suppliers.
- Reporting showing invoices at risk of not being processed on time.
- Automated collection of discount.

### Supplier

- Automatic removal of discount if invoice not processed on time.
- High visibility within customer of invoices that are processed slowly.



Exclusive insights helping you strengthen, measure, drive and understand your business better. Do you know what your customers are buying from your competitors?  
Do you know who your prospects are and what they are buying?

### YOU CAN NOW!



## the reports

### Marketshare by Movement

Know everything that your customers and prospects are buying!

#### Benefits

- Increase your marketshare.
- Gain new customers.
- Visibility of who buys what.
- Make your sales team more efficient.
- Better understanding of the market.

### Marketshare by Customer

See exactly how much your marketshare moves on a weekly and monthly basis for all your customers.

#### Benefits

- Identify customers that require additional attention.
- See how your marketshare fluctuates.
- See where you are missing out on sales.
- Measure the effectiveness of your sales efforts.
- Target your market.



## features

- Unique customer insights.
- Real time data reporting.
- Real time pricing updates.
- 2 years of full purchasing history.
- Access to our customer's database.
- Access over 1 million items in our central catalogues.
- Easy Reporting.
- Know which product to update in your catalogues.
- Flexibility to adapt your pricing depending on the market needs.

## how Marketboomer has helped one of Australia's largest suppliers increase sales by 12% in 3 months

### The Problem

One of Australia's largest suppliers was struggling to gain new customers, and increase their marketshare and sales with existing customers.

### The Solution

Marketshare Insights.

#### Marketshare Movement:

Track marketshare by customer and target customers with a low or falling share of business.

#### Customer Marketshare by product:

Identify specific products customers buy, and provide targeted sales activity. Identify most profitable items with a high spend volume and focus the sales team on those as a KPI.

## results so far...

One of Australia's largest suppliers had a global increase of 12% within their main accounts over the first 3 months of using Marketshare Insights.