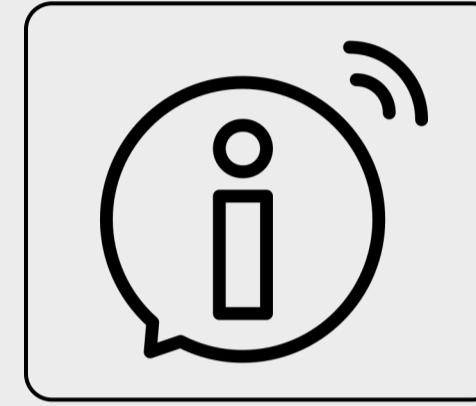




Synaptiq Business Insights



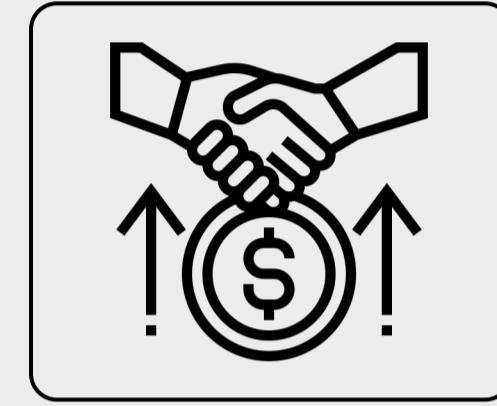
Info

Download user manual and get to know the key information of this tool.



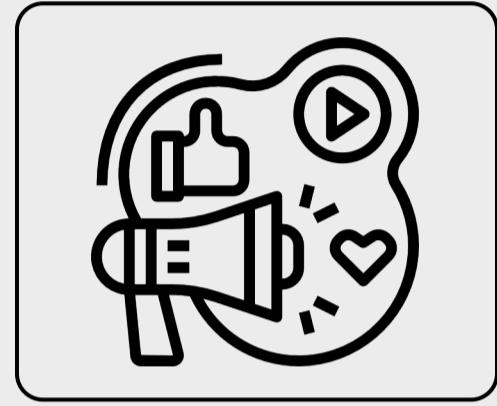
Finance View

Get P & L statement for any customer / product / country or aggregation of the above over any time period and More..



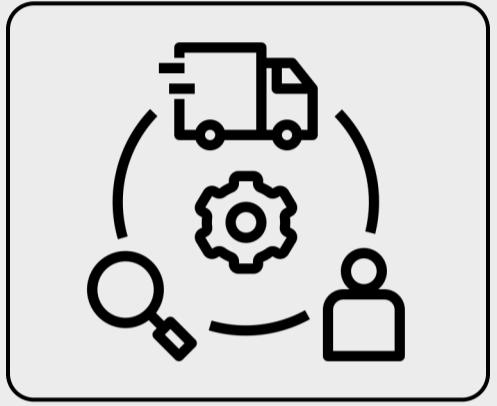
Sales View

Analyze the performance of your customer(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



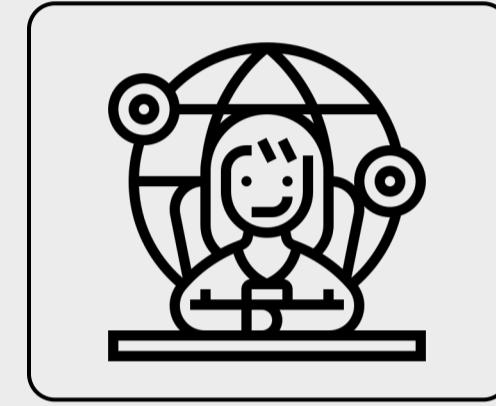
Marketing

Analyze the performance of your product(s) over key metrics like Net Sales, Gross Margin and view the same in profitability / Growth matrix.



Supply Chain View

Get Forecast Accuracy, Net Error and risk profile for product, segment, category, customer etc.



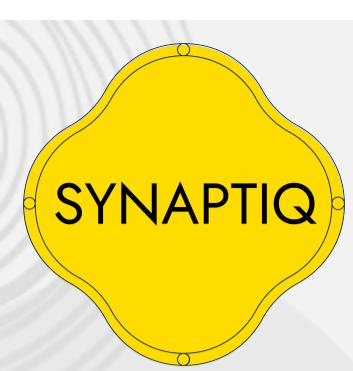
Executive View

A top level dashboard for executives consolidating top insights from all dimensions of business.



Support

Get your issues resolved by connecting to our support specialist.



region, market

All

customer

All

segment, categ...

All

2018

2019

2020

2021

2022
EST

Q1

Q2

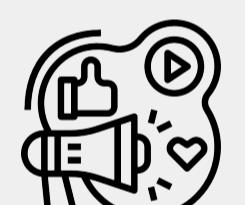
Q3

Q4

YTD

YTG

vs LY

vs
Target

\$3.7bn!

BM: 3.8bn (-1.86%)

Net Sales

38.1% !

BM: 38.34% (-0.66%)

GM%

- 14.0% ✓

BM: -14.19% (+1.47%)

Net Profit %

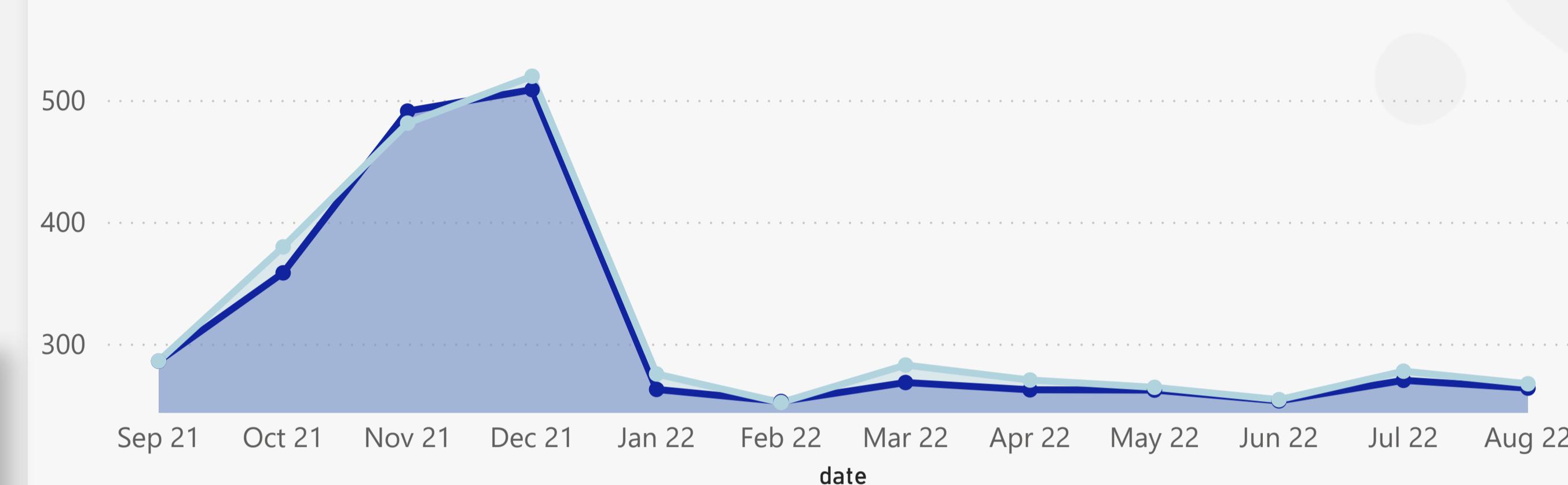
Profit and Loss Statement

Line Item	2022 EST	BM	Chg	Chg %
Gross Sales	7,370.14			
Pre Invoice Deduction	1,727.01			
Net Invoice Sales	5,643.13			
- Post Discounts	1,243.54			
- Post Deductions	663.42			
Total Post Invoice Deduction	1,906.95			
Net Sales	3,736.17	3,807.09	-70.92	-1.86
- Manufacturing Cost	2,197.28			
- Freight Cost	100.49			
- Other Cost	15.52			
Total COGS	2,313.29			
Gross Margin	1,422.88	1,459.51	-36.63	-2.51
Gross Margin %	38.08	38.34	-0.25	-0.66
GM / Unit	15.76			
Operational Expense	-1,945.30			
Net Profit	-522.42			
Net Profit %	-13.98	-14.19	0.21	-1.47

BM = Benchmark ; LY = Last Year ; GM = Gross Margin

Net Sales Performance Over Time

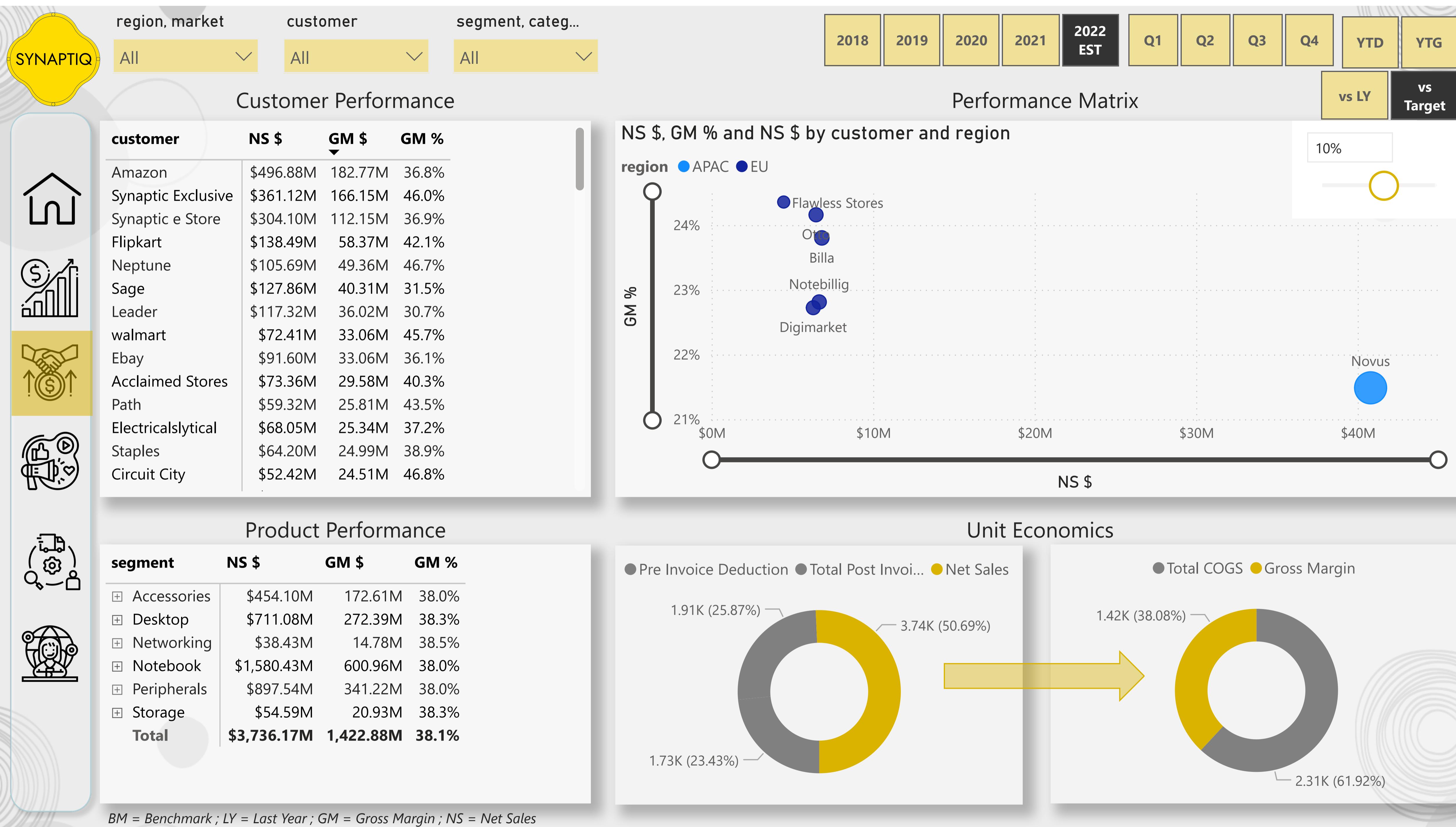
● Selection ● vs BM



Top / Bottom Products & Customers by Net Sales

region	P & L	P & L Chg
	Values	%
+ APAC	1,923.77	-2.48
+ EU	775.48	-1.13
+ LATAM	14.82	-1.60
+ NA	1,022.09	-1.24
Total	3,736.17	-1.86

segment	P & L	P & L Chg
	Values	%
+ Accessories	454.10	
+ Desktop	711.08	
+ Networking	38.43	
+ Notebook	1,580.43	
+ Peripherals	897.54	
+ Storage	54.59	
Total	3,736.17	-1.86





region, market

customer

segment, categ...

All

All

All

2018

2019

2020

2021

2022
EST

Q1

Q2

Q3

Q4

YTD

YTG

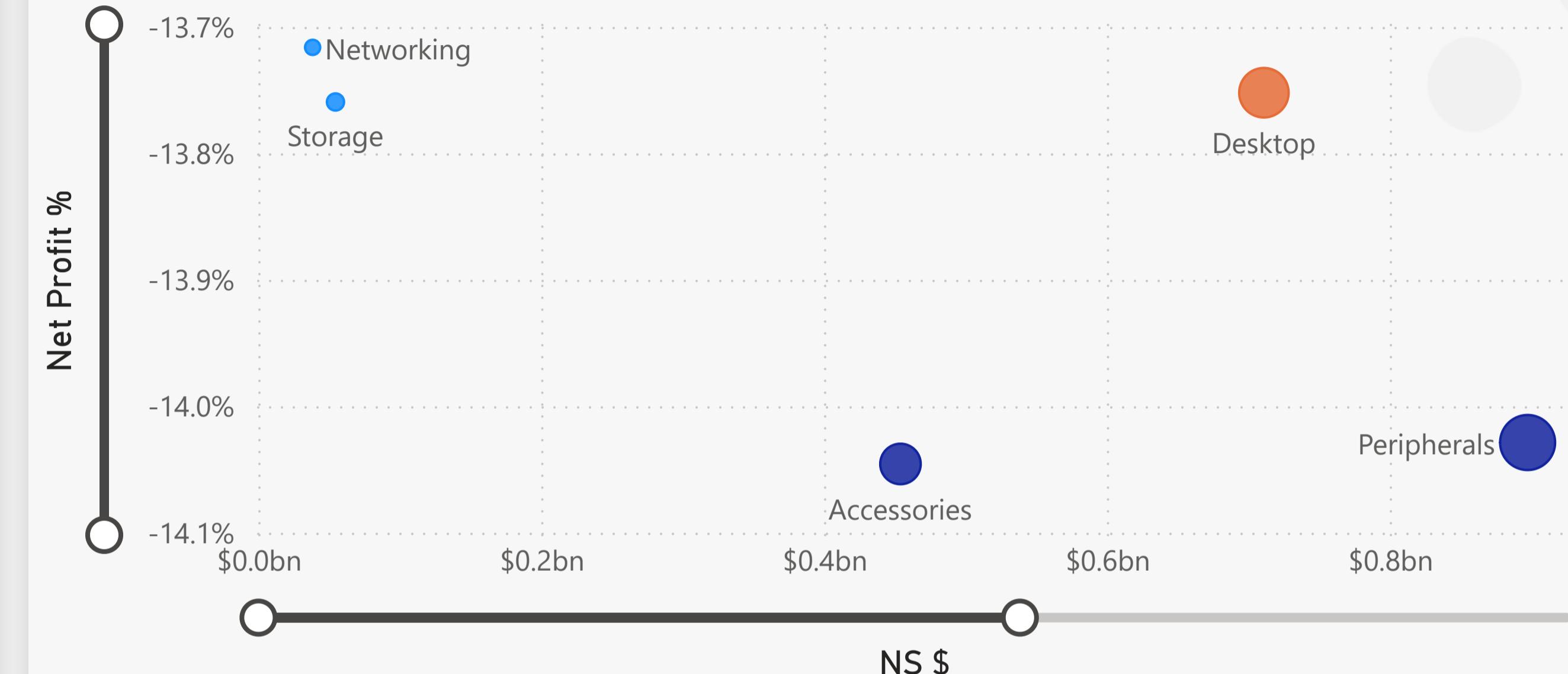
Customer Performance

segment	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
Networking	\$38.43M	14.78M	38.5%	-5.27M	-13.7%
Storage	\$54.59M	20.93M	38.3%	-7.51M	-13.8%
Desktop	\$711.08M	272.39M	38.3%	-97.79M	-13.8%
Notebook	\$1,580.43M	600.96M	38.0%	-222.16M	-14.1%
Peripherals	\$897.54M	341.22M	38.0%	-125.91M	-14.0%
Accessories	\$454.10M	172.61M	38.0%	-63.78M	-14.0%

Show GM %

Performance Matrix

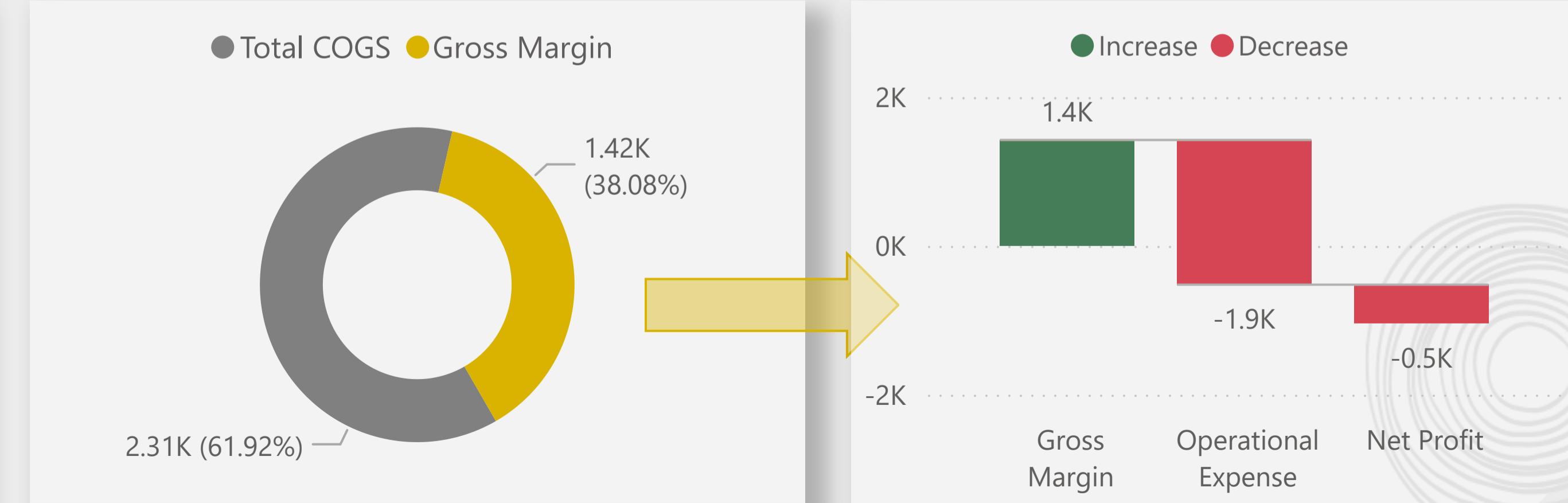
division N & S P & A PC

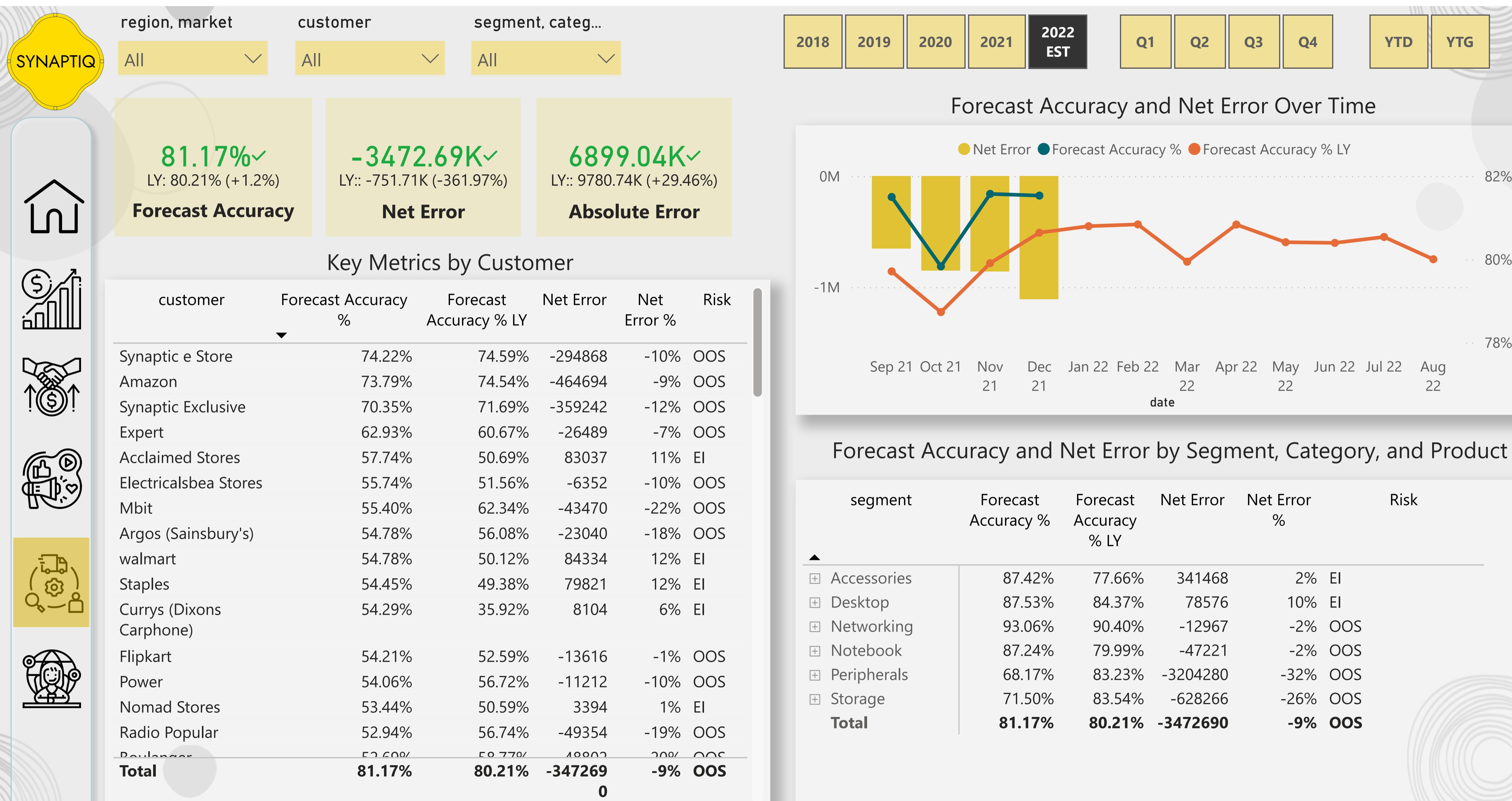


Region /Market/Customer Performance

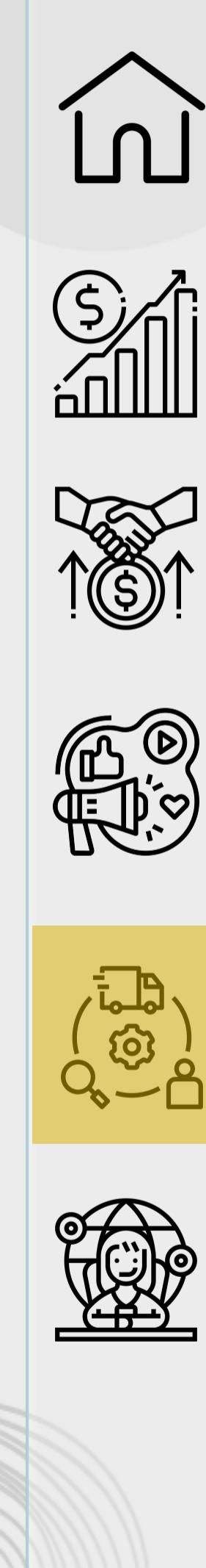
region	NS \$	GM \$	GM %	Net Profit \$	Net Profit %
APAC	\$1,923.77M	690.21M	35.9%	-281.16M	-14.6%
NA	\$1,022.09M	459.68M	45.0%	-145.31M	-14.2%
EU	\$775.48M	267.80M	34.5%	-95.52M	-12.3%
LATAM	\$14.82M	5.19M	35.0%	-0.44M	-2.9%

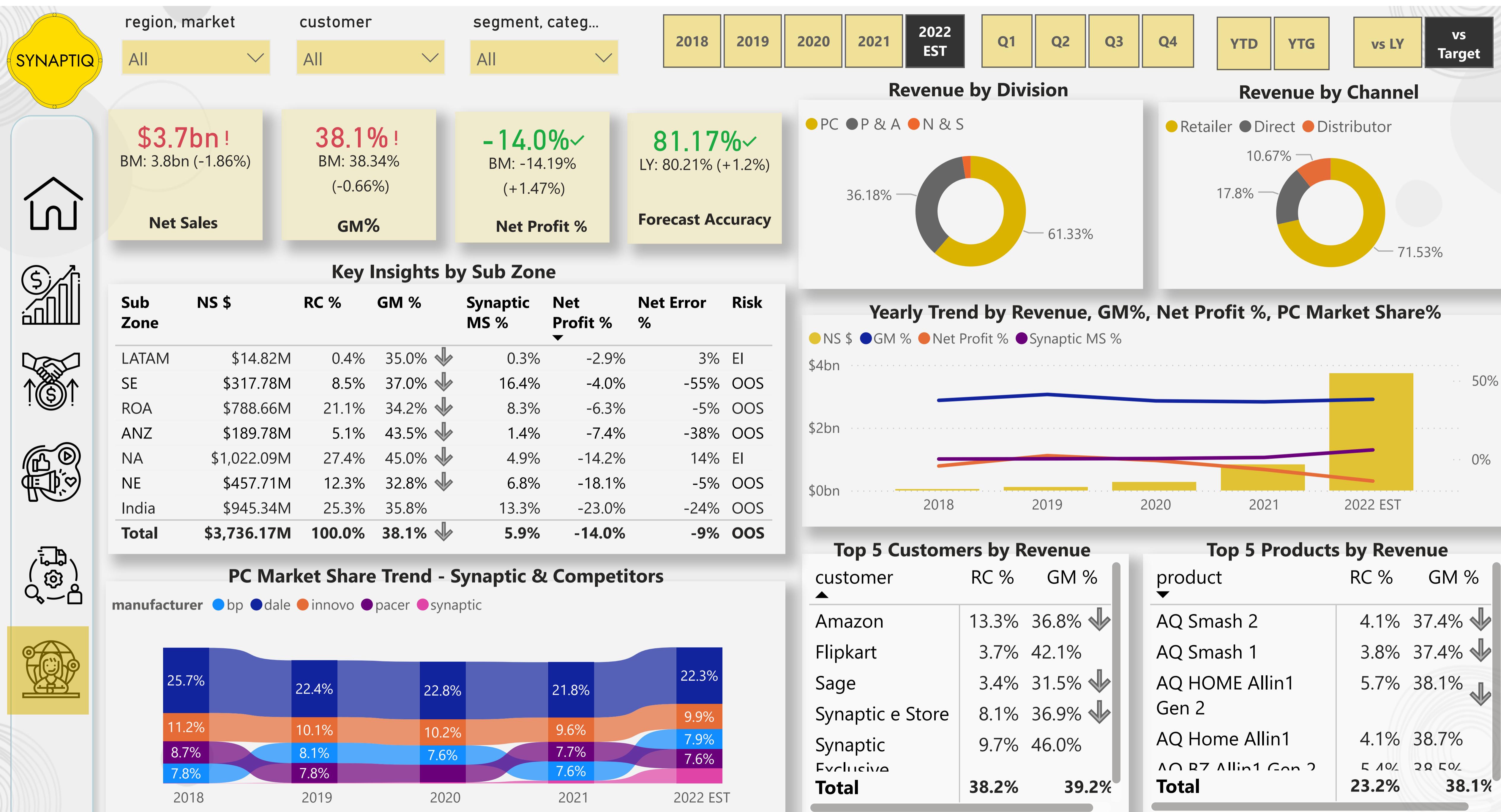
Unit Economics





BM = Benchmark ; LY = Last Year ; EI = Excess Inventory ; OOS = Out of Stock





BM = Benchmark ; LY = Last Year ; EI = Excess Inventory ; OOS = Out of Stock