

BackScanTM

Marketplace Analytics

Your Company logo here

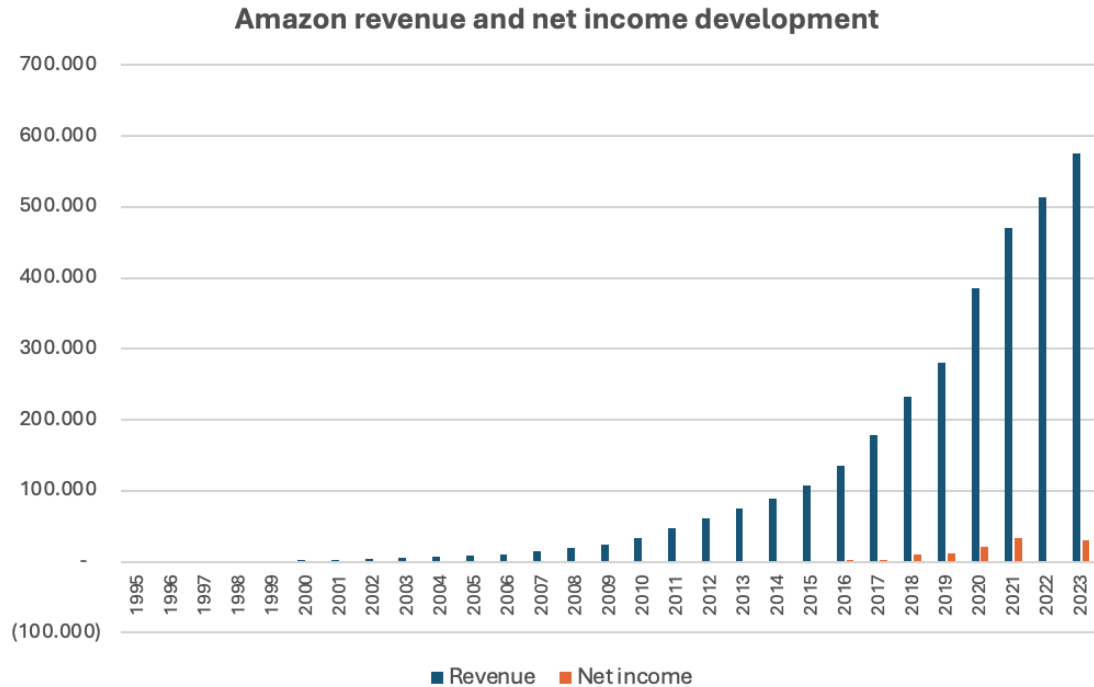
A StratScanTM Service

1. Market dynamics – the challenge with Amazon in specific
2. Who are we?
3. What is the challenge with Amazon?
4. Our service
5. The process
6. References

Platform Performance Optimisation

1 – Market Dynamics

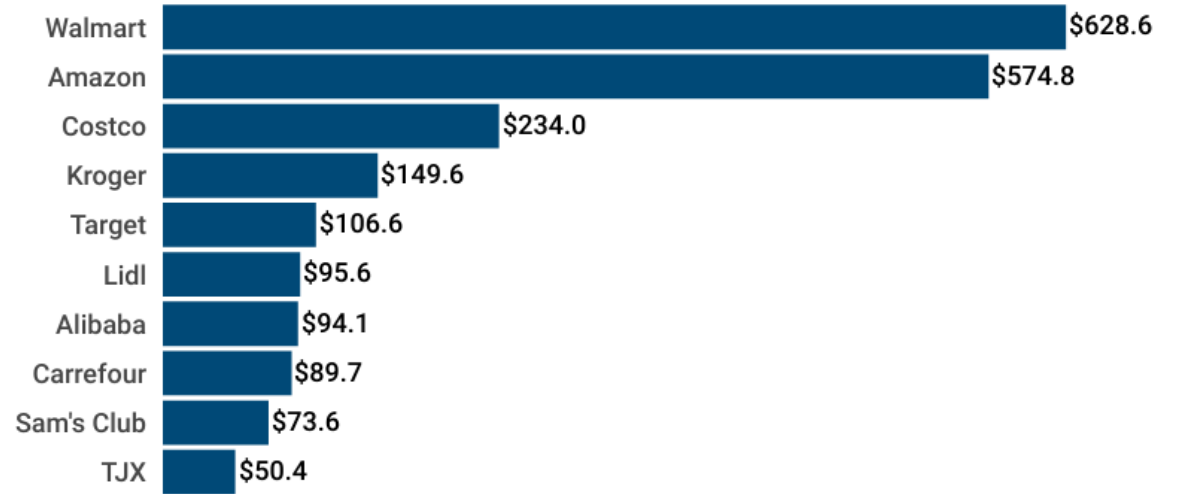
Amazon.com – the retail power of Amazon



Amazon is established in 1995 and became a major player in the retail landscape within less than 30 years

Top 10 Global Superstores' 2023 Revenue

(in billions)

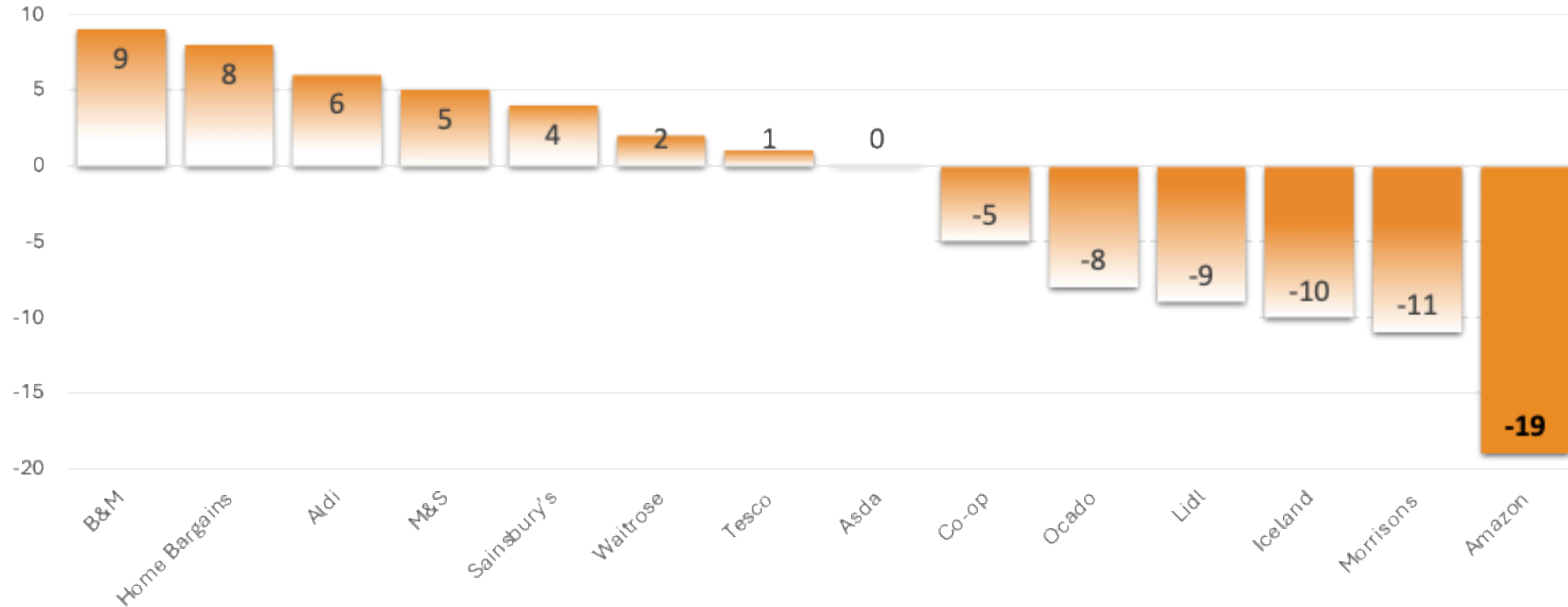


Source: Zoominfo, National Retail Federation

Amazon became the second **largest retailer** in the world in 2023, and still growing

1 – Market Dynamics

Amazon.com – it is not always easy to work with Amazon



Amazon is becoming **more challenging** for brands

*Amazon is one of the most difficult retailers to trade with and having one of the lowest GCA (Grocery Code Adjudicator's) scores in history
Supplier agree that Amazon does the least amount of trading fairly, in good faith, and the relationship comes without duress*

Source: GCA annual survey 2023

2- Who are we?

Partners and associates from StratScan™



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Combined more than 60 years of retail experience in EMEA
Owning exclusivity of BackScan™ for EMEA

3 – What is the challenge with Amazon?

Unjustified chargebacks and shortage deductions

AMAZON

being one of the most robust and sophisticated retailers today,



of brands received supply chain-related **CHARGEBACKS**

HAS AN INTRANSPARENT ACCOUNTING SYSTEM...



Reported, receiving unjustified shortage deductions that were believed to be **INCORRECT**

3 – What is the challenge with Amazon?

What does that mean for you as a vendor?



Over
HALF
of the unjustified
deductions are
HIDDEN



About
€10,000 is **LOST** by vendors
for every €100,000 turnover
generated through Amazon

3 – What is the challenge with Amazon?

What does that mean for a vendor like you?

Amazon imposes

112

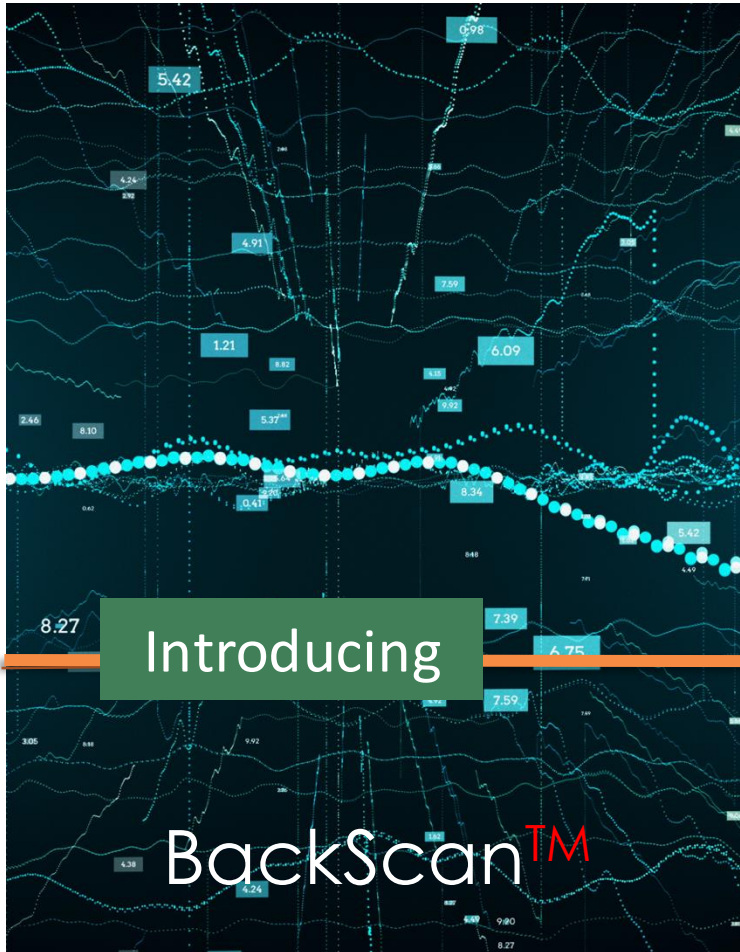
DIFFERENT
CHARGEBACKS
OR DEDUCTIONS

Therefore, Vendors need a solution just as robust to connect with and respond to Amazon's Algorithm system.

The 'discussion' with Amazon is not personal but just with the Amazon algorithm

4 – Our Service

On a basis of No Cure – No Pay!



Completely Transparent & Fully Automated
AI-Solution
exclusively for **Amazon 1P Vendors**




Reduced
Profit Leakage



Increased
Profitability

4 – Our Service

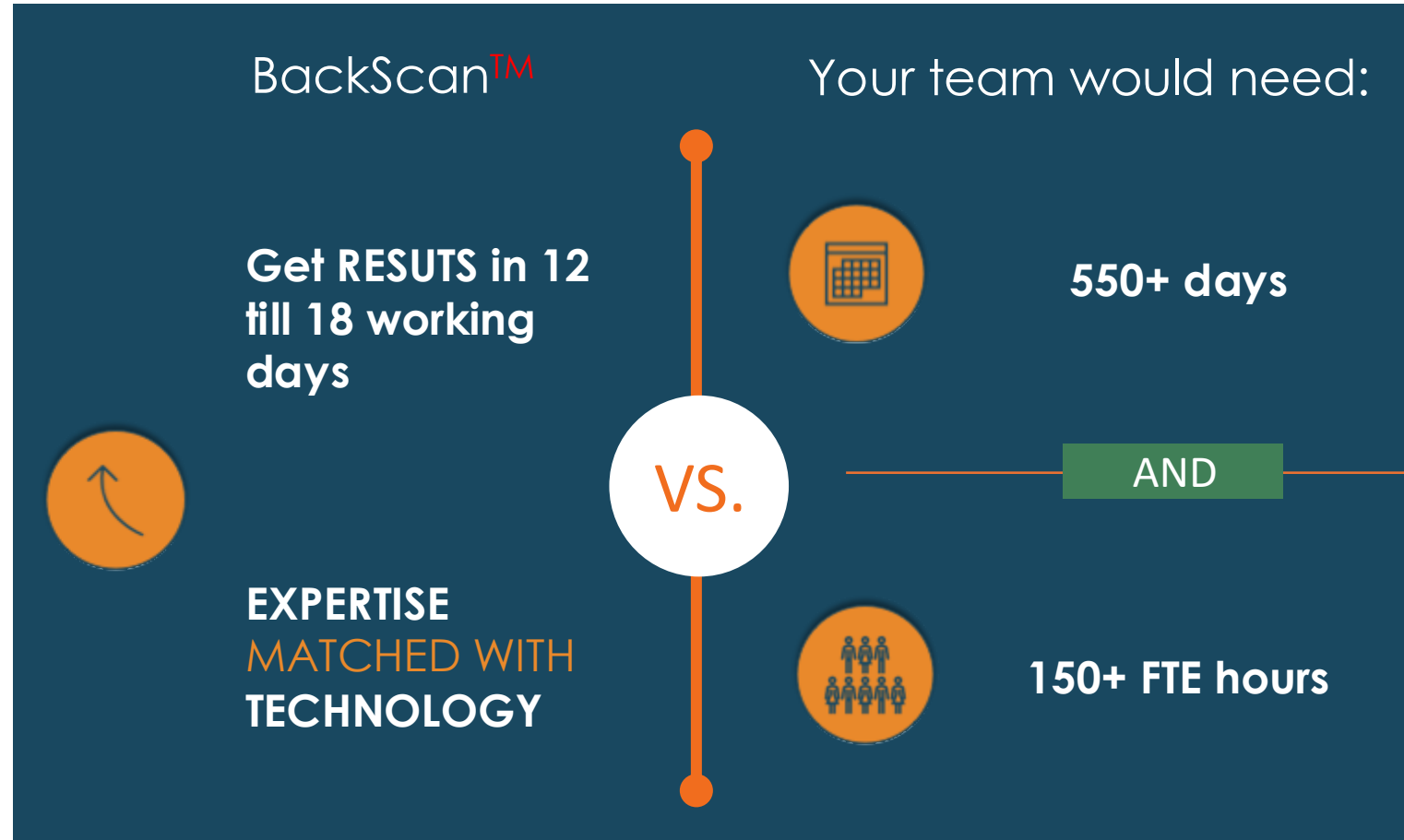
We retrieve the unjustified deductions on your behalf



Disputes can be laborious and **EXTREMELY COMPLEX** because of accounting practices such as DFP (Deduct from Payment) mechanism & Provisions of Receivables at Amazon



Unjustified DEDUCTIONS hidden in the shadows!



BackScan™

Get **RESULTS** in **12 till 18 working days**

VS.

Your team would need:

550+ days

AND

150+ FTE hours

EXPERTISE MATCHED WITH TECHNOLOGY

Disclaimer: Indication based on historical data in the USA

4 – Our Service

How do we work



4 – Our Service

Effectively delivering increased profitability with ease

OVERBILLINGS



80%-95%
recouped



INCREASE PROFIT
by 3–10%



SHORTAGES



3 – 10 YEAR
historical lookback



40–70%
recouped



SAVING TIME & MONEY for your organization to innovate, collaborate, and focus on growing your business

Disclaimer: Results based on historical data in the USA

4 – Our Service

Depending on the country, we can retrieve your lost profit back up to 10 year



DE	Germany	3 years
PL	Poland	3 years
ES	Spain	5 years
NL	Netherlands	5 years
FR	France	5 years
UK	United Kingdom	6 years
IT	Italy	10 years
SE	Sweden	10 years

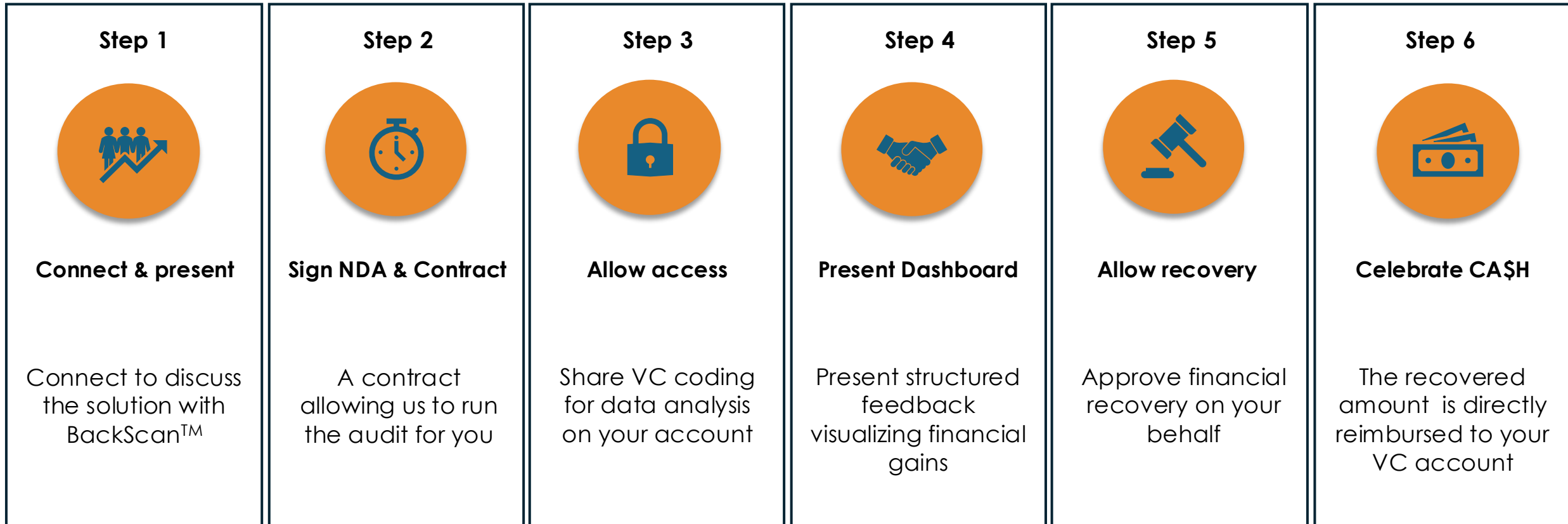
*Run charge back recovery process
regularly throughout the year*

*With the first scan, we charge back
previous years of business, giving a jump
start to recovery.*

5 – The Process

The process in 6 steps

3 to 6 weeks



5 – The Process

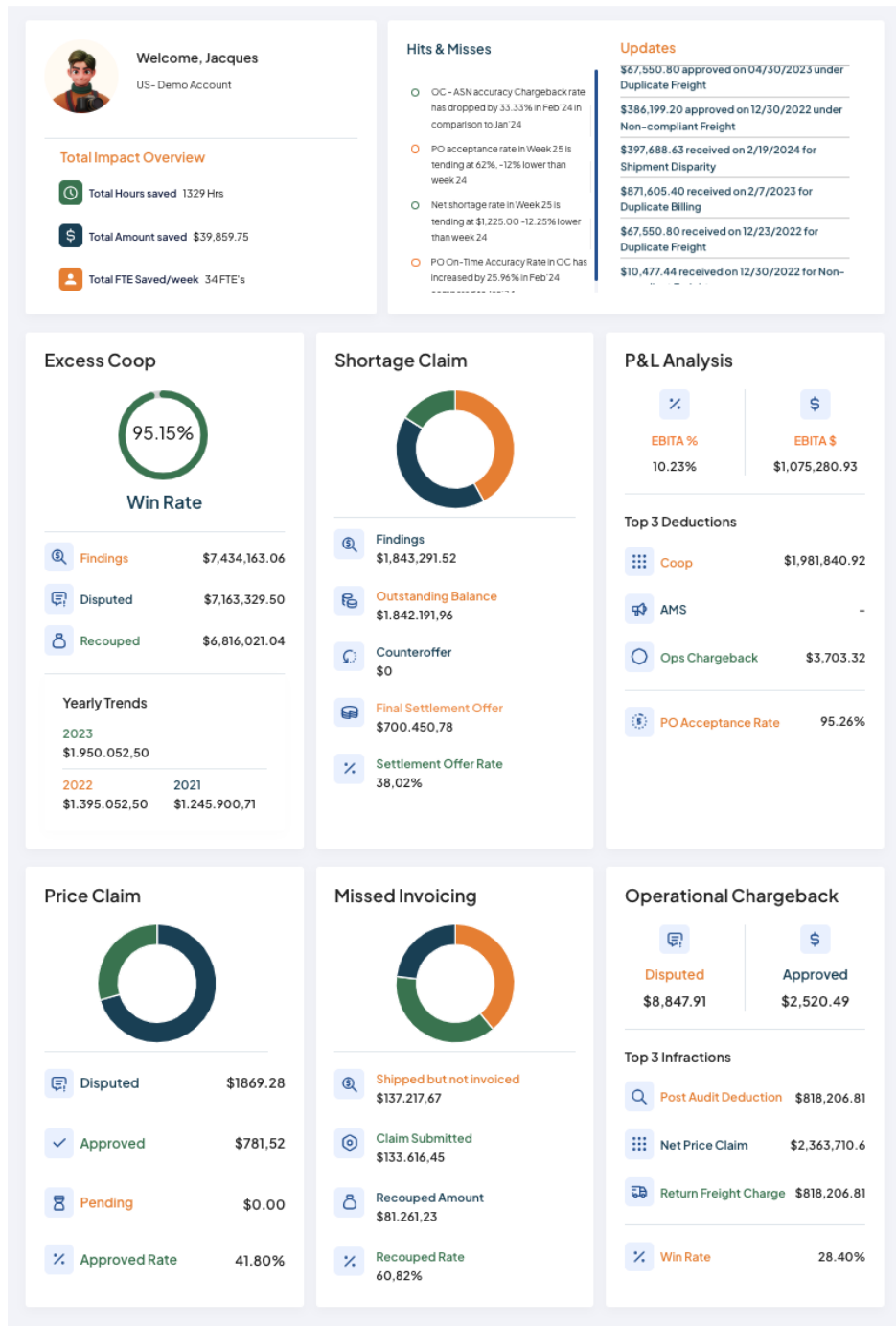
What do we need?

To begin your audit, please provide contributor access to StratscanTM sharing the following fields:

- Financial reports
- Invoices
- Operational performance
- Payments
- Purchase orders
- Returns
- Shipments
- Promotions and marketing
- Subscribe & Save

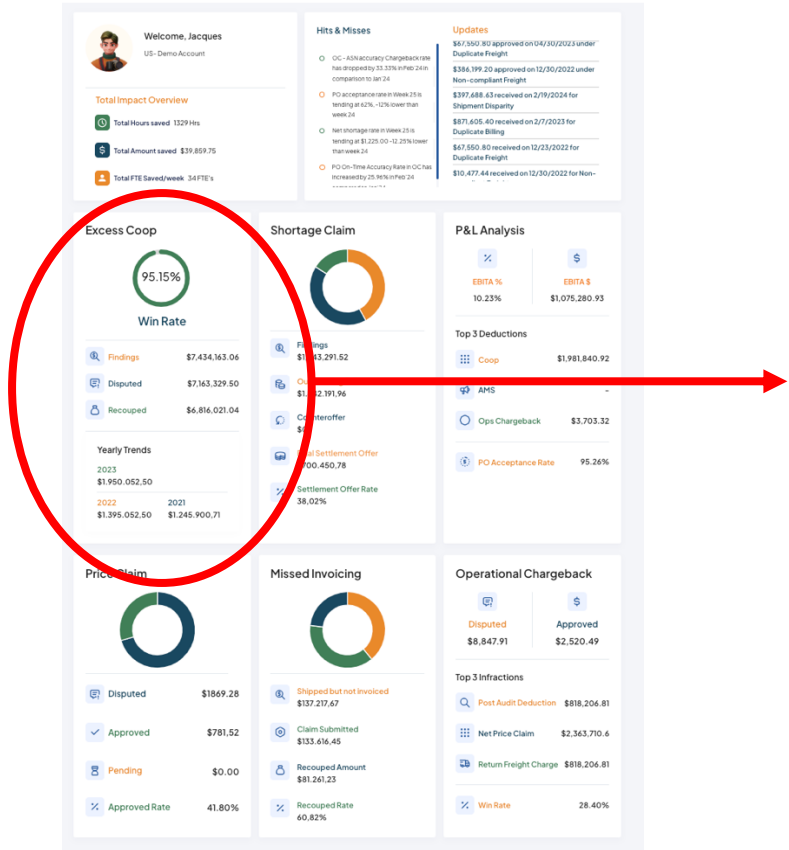
5 – The Process

Dashboard example



5 – The Process

Dashboard example



Excess Coop Billing

Finding Amount

\$7,434,163.06

Yearly Trends

2023
\$1,950,052.50

2022: \$1,395,052.50 | 2021: \$1,245,900.71

[View Details >](#)

Impact Overview

- Total Records Scanned: 27066
- Hours Saved: 1228 Hrs
- Amount Saved: \$36,828.50
- FTE Saved/week: 31 FTE's

Disputed Amount

\$7,163,329.50

View all raised disputes till date

[View Details >](#)

Recouped Amount

\$6,816,021.04

Win Rate

95.15%

Granular Analysis

Sub-type	Findings	Prior Adjustments	Net Off
Shipment Disparity	\$5,587,172.48	\$0.00	\$5,587,172.48
Duplicate Freight	\$67,550.80	\$0.00	\$67,550.80
Non-compliant Freight	\$386,198.64	\$0.00	\$386,198.64
Duplicate Billing	\$1,122,407.02	\$0.00	\$1,122,407.02

Efficiency Assessment

1-Aug-2020 to 1-Dec-2023

- Agreements Scanned: 52.00
- CoOp Invoices Scanned: 604.00
- PO's Scanned: 203,849.00
- Sum Identified: \$558,772.48

Win Rate

Duplicate Billing	77.66%
Shipment Disparity	98.27%
Duplicate Freight	100.00%
Non-Compliant Freight	100.00%

6 – References



Questions?

BackScanTM is an exclusive StratScanTM service

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