

Your 1C data, working **for you.**

A daily analytics layer on top of 1C — stockouts, trapped capital, margin and sales performance in a single view, with alerts that reach the people who can act on them.

Read-only

Nightly sync

Reconciled to your reports

On-prem or hosted

1C records everything. It answers **nothing**.

/01

Stockouts are found too late

A best-seller runs dry and nobody notices until a customer asks for it.
By then the sale is gone and the shelf has been empty for days.

/02

Cash is frozen in dead stock

Slow and stagnant lines keep their value on paper while quietly
consuming the working capital the fast lines needed.

/03

Margin arrives after the month ends

By the time the gross-profit report is compiled, the discounts that
caused a weak month were given weeks ago.

/04

Nobody is told, only asked

Reports wait to be opened. The people who could reorder or
renegotiate never receive anything they did not go looking for.

The seven numbers that decide the day

ONGOING STOCKOUTS

41

≈ 1.4M lost at the 28-day rate

REORDER WARNINGS

34

10 days of cover or less

SLOW-MOVING SKUS

58

21 stagnant · 14 excess

WILL MISS TARGET

19

Won't clear before the reference date

TRAPPED CAPITAL

8.2M

Slow & stagnant stock at landed cost

STOCK AT LANDED COST

126M

Cost known for 98.4% of units

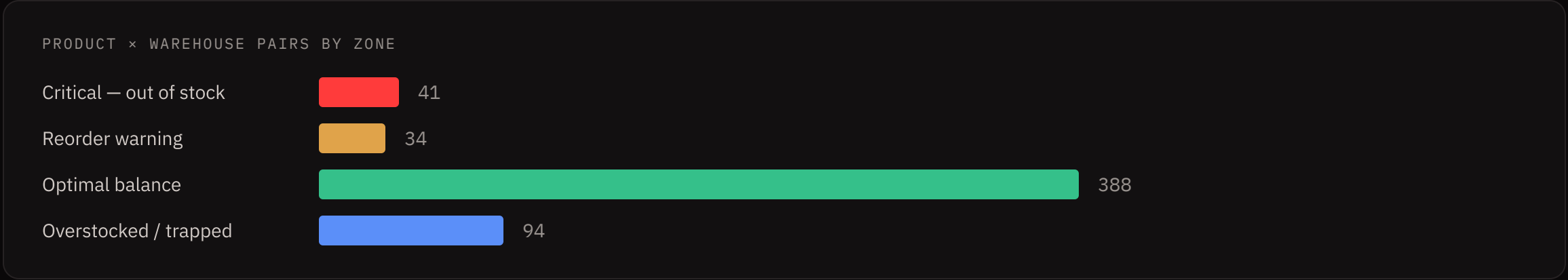
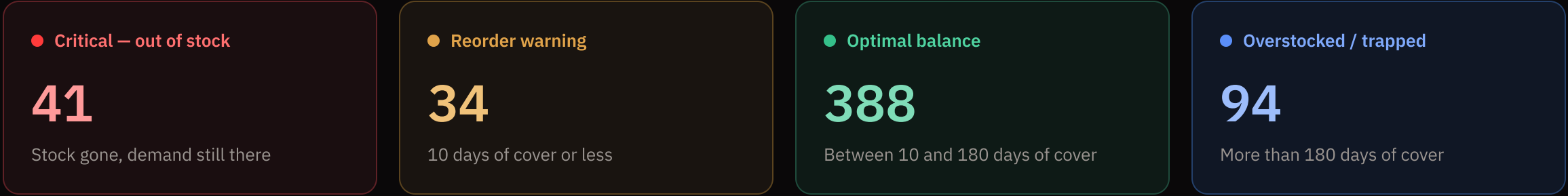
GMROI

3.4x

Gross margin earned per unit of stock

Every figure carries its definition on hover, so two people reading the same number mean the same thing by it.

Every line sits in exactly one of four states



A tenth of the catalogue earns **four-fifths** of the money

Class A — top revenue drivers

47 SKUs · 80% of revenue



Class B — secondary performers

96 SKUs · 15% of revenue



Class C — the long tail

414 SKUs · 5% of revenue



Ranking by revenue is not the same as ranking by stock position, so every line carries both. The combination is what matters: a Class A product in the critical zone is the most expensive thing in the warehouse.

Top revenue lines, **out of stock right now**

Where the two rankings intersect: Class A products sitting in the critical or reorder zone. This list is rebuilt after every nightly load.

PRODUCT	BRAND	WAREHOUSE	STOCK	DAYS ON HAND	RUN RATE	STATUS
Product A-1	Brand A	Warehouse 1	0	0.0 d	18.4 /day	OUT OF STOCK
Product A-2	Brand A	Warehouse 1	0	0.0 d	11.7 /day	OUT OF STOCK
Product B-4	Brand B	Warehouse 2	126	4.2 d	30.1 /day	REORDER NEEDED
Product C-2	Brand C	Warehouse 1	64	7.8 d	8.2 /day	REORDER NEEDED
Product D-7	Brand D	Warehouse 2	0	0.0 d	6.5 /day	OUT OF STOCK

Run rate counts only the days a product was actually in stock, so a long stockout cannot flatter it into looking like a slow seller.

Margin on true landed cost, by brand, by month

Cost is what the ERP books as cost of goods sold — the purchase price plus the freight, customs and handling loaded on top, which typically adds a quarter again. Weak brands are coloured against the portfolio average.

BRAND	UNITS	REVENUE	COST	MARGIN %	PREV MONTH	TWO MONTHS AGO
Brand A	18,420	24,610,000	14,520,000	41.0%	39.4%	40.2%
Brand B	9,860	31,240,000	25,930,000	17.0%	18.2%	19.6%
Brand C	4,310	8,970,000	7,710,000	14.0%	21.5%	23.1%
Brand D	2,180	6,420,000	4,110,000	36.0%	35.1%	34.8%
Brand E	1,540	3,180,000	1,850,000	41.8%	42.3%	41.1%
TOTAL	36,310	74,420,000	54,120,000	27.3%	28.0%	28.9%

Click any brand to see who bought it below the expected margin — by customer, by sales agent, by product. Free and bonus goods are separated out, so giveaways never masquerade as underpriced deals.

Who sells the most — and who sells it **too cheaply**

/01

Leaderboard — by revenue

Realised revenue, net of discount

AGENT	REVENUE	MARGIN	CLIENTS
Agent 1	21,480,000	6,120,000	74
Agent 2	18,930,000	5,410,000	61
Agent 3	14,260,000	3,980,000	52
Agent 4	9,740,000	2,310,000	38

/02

Thinnest margins, highest returns

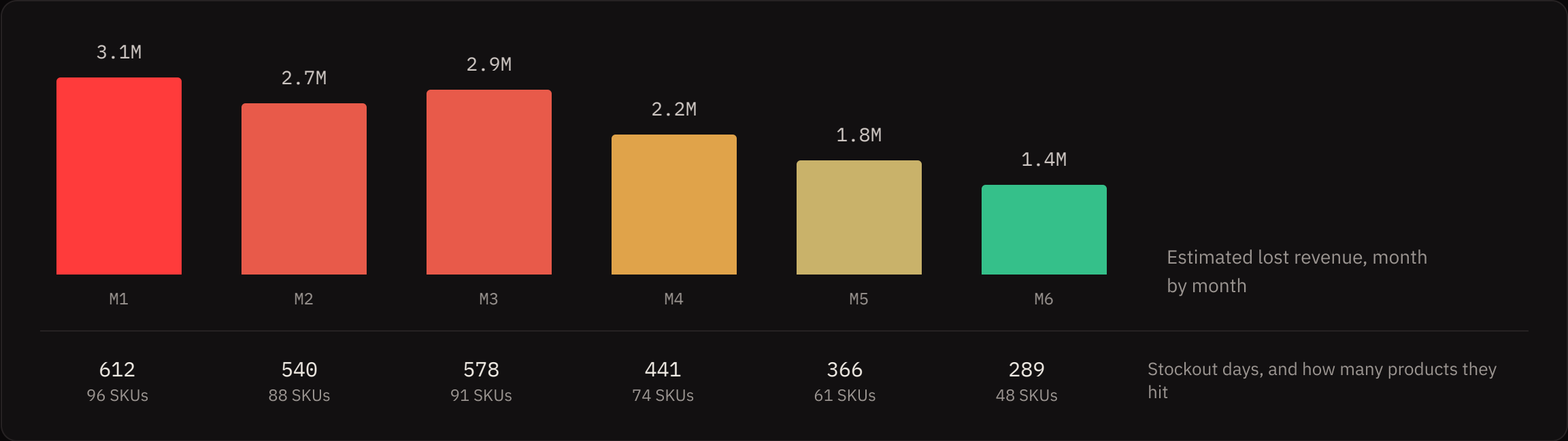
Same data, sorted by margin ascending

AGENT	REVENUE	MARGIN %	RETURNS %
Agent 7	6,120,000	6.4%	9.1%
Agent 5	8,450,000	8.8%	5.7%
Agent 6	7,310,000	12.6%	3.2%
Agent 4	9,740,000	23.7%	2.4%

The same view ranks customers by revenue and shows when each last bought — so a quiet account is noticed while it can still be won back.

Every empty shelf gets a price

Lost revenue is the product's own run rate before it went out, multiplied by the days it stayed out. It is an estimate — and it makes the cost of not reordering something you can argue about with numbers.



Nobody has to remember to open a dashboard

SUBJECT			
41 out of stock, 34 near depletion — 6 new			
PRODUCT	DAYS OUT	RUN RATE	LOST / DAY
Product A-1 NEW	12	18.4	46,200
Product A-2	31	11.7	29,400
Product D-7 NEW	3	6.5	14,800
...and 38 more — highest revenue first			

Sent automatically

Once per nightly load, never twice for the same data. Newly flagged lines are badged so a long list stays readable.

Each person picks their slice

- By warehouse
- By brand
- Out of stock only
- Top revenue only

Quiet when there is nothing

No alerts are sent on a clean day, so the ones that do arrive keep their meaning.

Four steps, running every night

/01

Your 1C

We read sales, stock, prices and costs over the standard interface your system already exposes.



/02

Nightly sync

Only what changed is pulled, with a look-back window so late postings and corrections are picked up.



/03

Analytics build

Daily stock, run rates, stockout events, velocity and margin are recomputed, then checked before they go live.



/04

Dashboard & alerts

One screen with drill-downs, plus the digest in the inboxes of the people who can act.

Read-only, always

Nothing is written back. Your ERP is untouched and your workflows do not change.

Checked before publishing

Quantities are reconciled against the ERP's own balances; a failed check stops the load rather than shipping bad numbers.

Your definitions

Lead times, reorder points and slow-moving thresholds are settings, not assumptions baked into the code.

From ERP records to **daily decisions.**

- Deployed against the 1C you already run — no migration, no second system to keep in step.
- Every figure reconciled to the reports your finance team already trusts, before anyone is asked to act on it.
- Alerts that arrive where the buyers and managers already work, on the mornings they matter.

TALK TO US

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WEB

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