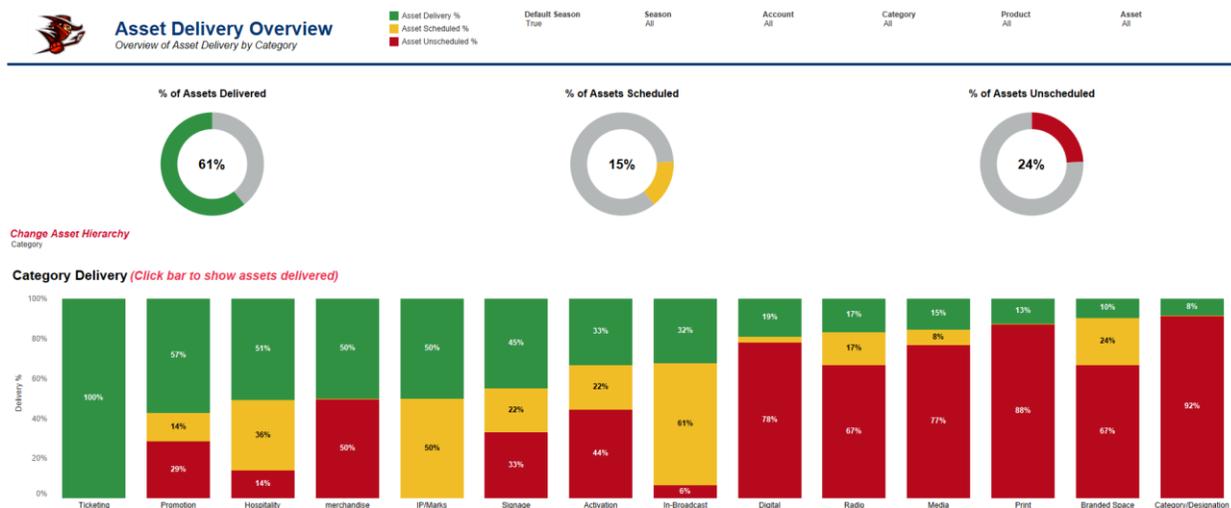


Below are the release notes concerning KORE Software’s latest release of standard Tableau reporting for KORE KONNECT™.

## REPORTS

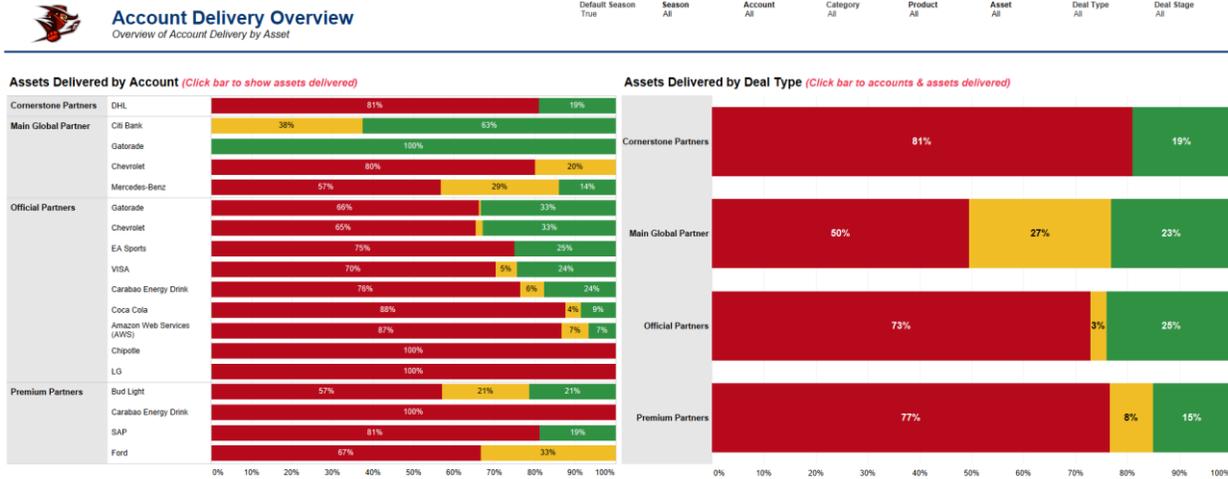
### DELIVERY REPORTING

#### Asset Delivery Overview



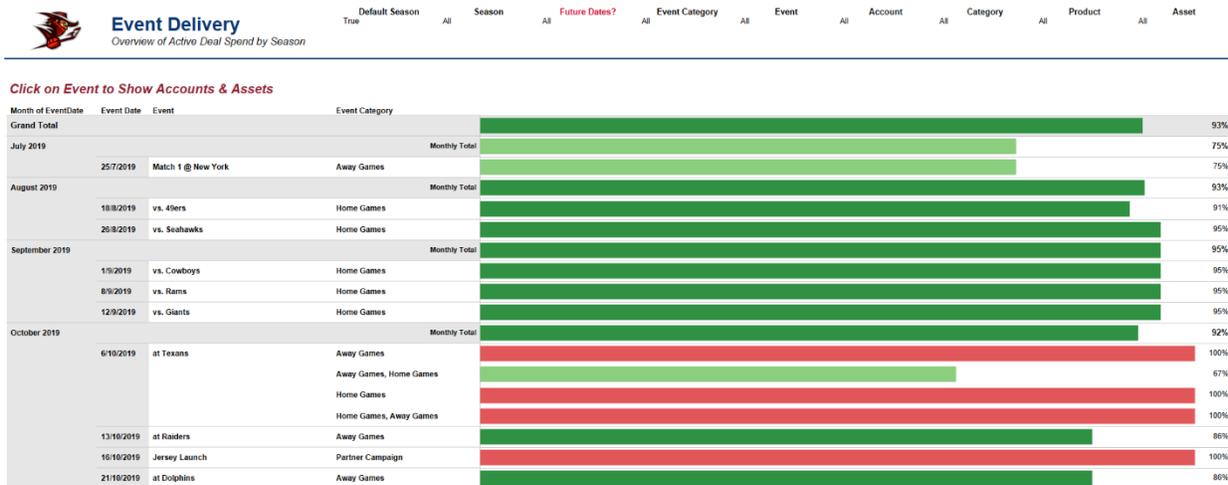
- Focus on the asset type showing total number of contracted units, as well as splits by delivered, current scheduled, and unscheduled.
- Visual shows delivery percentage by asset category, with parameters to show different levels of the inventory hierarchy (category, product, asset) as well as parameter to switch between delivery%, scheduled %, and unscheduled %.
- **Business Solution:** *“What assets have been delivered, and which do we still need to activate on”*

# Account Delivery Overview



- Focus on the account with contracted assets showing total number of contracted units, as well as splits by delivered, current scheduled, and unscheduled.
- Visual shows delivery percentage by account, with parameters to switch between delivery%, scheduled %, and unscheduled %.
- **Business Solution:** "What assets have been delivered for each account, and which do we still need to activate on"

# Event Delivery



- Overview of all events and total number of partners and units with filters to drill down into specific topics such as deal type, asset type, and event category.
- Drill into an event to see which partners are contracted for it, as well as which assets
- **Business Solution:** "What are the contracted partners and units for each event and who are they?"



# Event Delivery Matrix

Account	Category	Product	Asset	18/8/2019 vs. 49ers	26/8/2019 vs. Seahawks	1/9/2019 vs. Cowboys	8/9/2019 vs. Rams	12/9/2019 vs. Giants	6/10/2019 at Texans	October 2019 13/10/2019 at Raiders
Amazon Web Services (AWS)	Signage	Broadcast	Banners at Event							
		Credit	Hospitality Credit							
	Bud Light	In-Stadium	Activation dates							
		Digital	Email	Ad Placement	1	1	1	1	1	1
Carabao Energy Drink	Media	Concourse	Longname Longname Longname							
		Social	Twitter Post							
	Activation	Single Gam.	Ceremonial Puck Drop							
		Branded Sp.	Arena Club	Center Ice Terrace Level						
	Digital	Email	Ad Placement							
		Social	Facebook Post	Standalone Email						
	Website	Banner Ad	Twitter Post							
		Custom Integration	Youtube Feature							
	Hospitality	Suite	Season Suite							
		Tickets	Club Tickets Full Season							
	Radio	Social	Instagram Radio							
		Concourse	Fifteen-second (15) Tower ad							
	Signage	TV	Thirty-second (30) spot during ea							
		Exterior	Marquee							
Venue		Videoboard								
Feature		Name That Tune								
In-Venue		Stolen Bases								
Rotational		Concourse Signage	Digital Billboards							
		LED Signage								
		One minute of rotational signage								

- Crosstab of all events and contracted partners showing number of delivered assets, with parameter to show scheduled.
- Easy way to export all delivery metrics for reporting back to partners
- **Business Solution:** "What assets have been activated this season for each partner at each event?"

## CONTRACTED DEAL REPORTING

### Contracted Assets

**Assets by Category** (Click to Filter, Click + to Expand)

Category	Total Assets	Unit Quantity
Signage	64	125
Digital	53	76
Branded Space	15	21
Category/Designation	12	12
Media	12	13
Activation	8	58
Print	8	8
Hospitality	7	166

**Assets by Account** (Click to Filter, Click + to Expand)

Account Name	Total Assets	Unit Quantity
Chevrolet	38	100
VISA	27	139
Gatorade	22	22
Carabao Energy Drink	21	30
DHL	21	22
Coca Cola	16	48
SAP	16	25
Mercedes-Benz	13	92

**Contracted Assets** (Click Asset for Remarks & Specifications)

Account Name	Deal Description	Deal Type	Category	Product	Asset	Unit Quantity	Asset Total Sold Rate	Hard Cost Per Unit	Asset Unit Cost
Grand Total						559	\$882,920	\$18,435	\$40,710
Amazon Web Services (AWS)	Official Ecommerce Partner	Official Partners	Activation	In-Stadium Sampling/Activa.	Activation dates	1	\$100,000	\$1,500	\$1,500
			Signage	Broadcast	Banners at Event	4	\$200,000	\$125	\$500
						1	\$40	\$30	\$30
Bud Light	Official Hard Seltzer	Premium Partners	Activation	Credit	Hospitality Credit	2	\$4,400	\$92	\$550
						50	\$5,000	\$0	\$0
						1	\$5,000	\$333	\$1,000
				In-Stadium Sampling/Activa.	Activation dates	1	\$0	\$0	\$0
			Digital	Email	Ad Placement	2	\$0	\$0	\$0
			Media	Concourse TV	Long Form Content	2	\$50,000	\$1,333	\$8,000
					Short Form Content	1	\$60,000	\$1,667	\$5,000
Carabao Energy Drink	Official Hydration Supplier	Official Partners	Digital	Email	Ad Placement	1	\$0	\$0	\$0
					Standalone Email	1	\$0	\$0	\$0
				Social	Facebook Post	1	\$0	\$0	\$0
					Twitter Post	1	\$0	\$0	\$0
					Youtube Feature	1	\$0	\$0	\$0
				Website	Banner Ad	1	\$100,000	\$17	\$200

- All contracted assets for each partner with number of units, sold rate, and cost
- Filters allow easy segmenting of asset type and deal type as well as click actions on the visuals to easily drill into specific parts of inventory (who has Facebook posts?)
- **Question being answered:** "What assets have we sold, and who has them?"



# Contracted Revenue



- All contracted deal values for each season, split by the deal type and industry to total value as well as value by type
- Visual showing total value for each season, with parameter to show expiring revenue in addition to total revenue.
- **Business Solution:** "What's our contracted revenue for each season, and which accounts are expiring"

# Deal Value

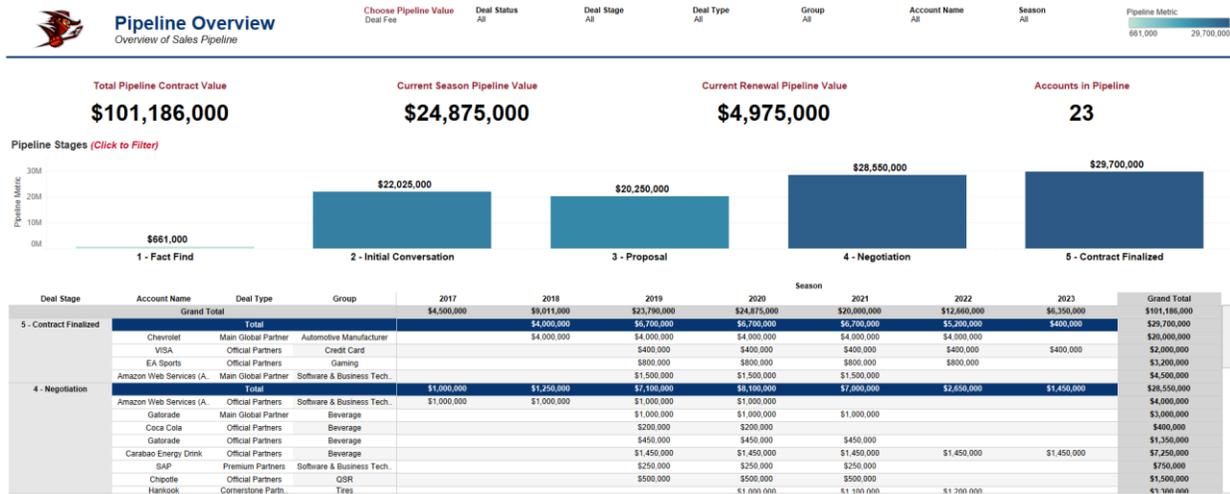


- Rolled up values for deal cost, deal sold fees, additional fees as well as total deal value for each deal.
- Click actions for each account to show underlying assets
- **Business Solution:** "Which of our deals are the most valuable, which deals are the highest cost for us, and what's our ROI?"



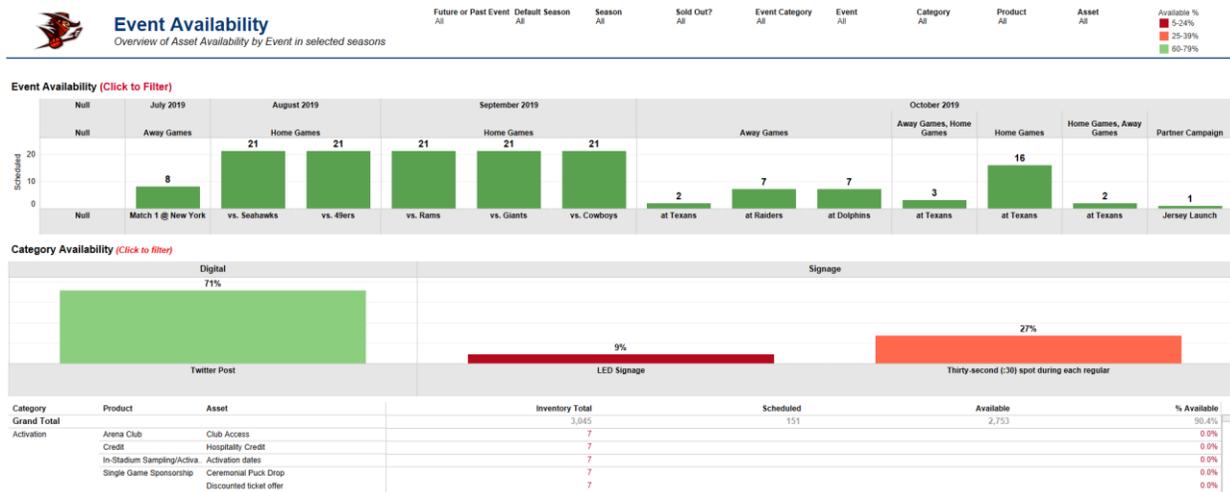
# SALES REPORTING

## Pipeline Report



- Initially displayed worksheet shows pipeline (i.e. proposed and draft) deals for the current season. Parameters control grouping for two fields, by deal status, approval status, sales rep, stage, or rating. Upon clicking a deal, all related activities off that deal sheet will appear.
- Business Solution:** "What deals are in our pipeline and what's their value?"

## Event Availability



- Shows all future events with inventory hierarchy with total sold, scheduled, and available for each event.
- Business Solution:** "What assets are available to be allocated or sold for each event?"



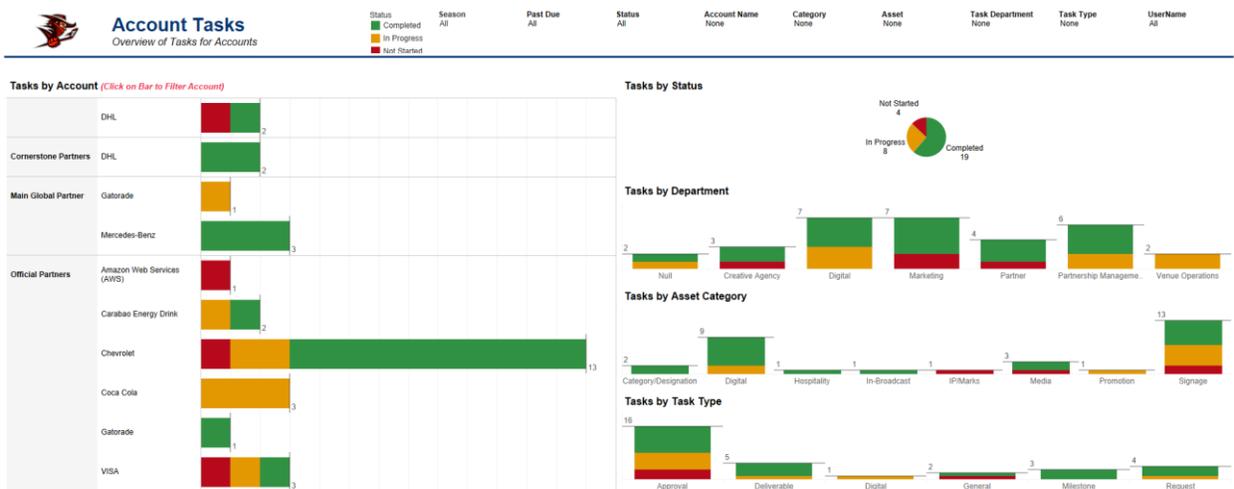
# TASK REPORTING

## Task Reporting



- Shows all tasks with splits by Future/Past Due Date, Completion Status as well as 30 day overview
- Visual showing tasks for assets, department, type, account, and user
- **Business Solution:** "What tasks have been completed and what is due soon?"

## Account Tasks

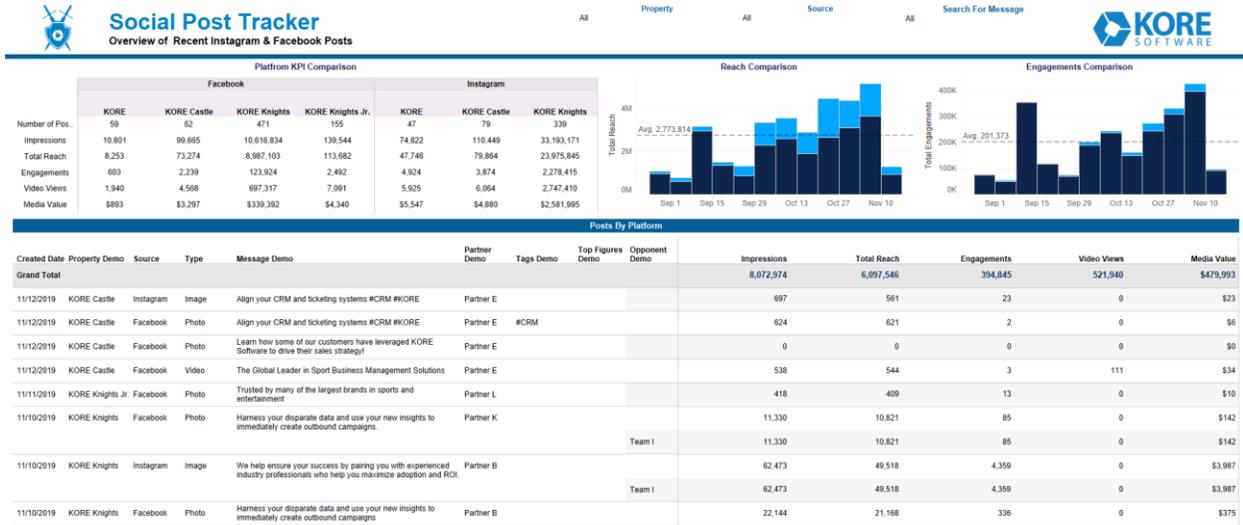


- Shows all created tasks for each contracted account, split by status and by asset
- Visual showing total tasks and status for all accounts
- **Business Solution:** "What tasks have been created and whats their status for all accounts?"

## INSIGHTS REPORTING (Requires Social Insights Package or Digital Insights Package)

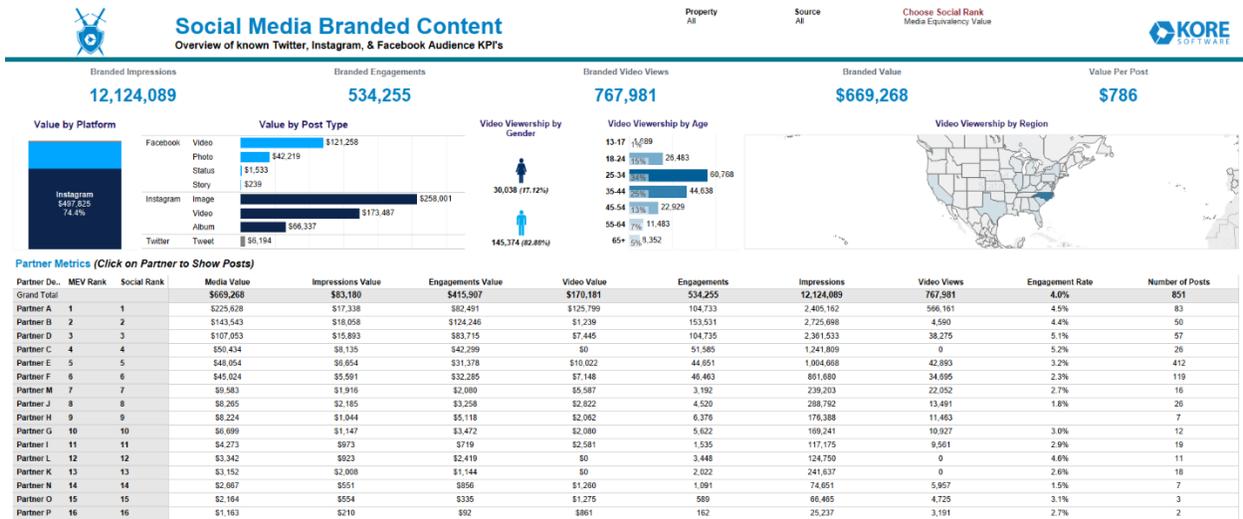


# Social Posts Tracker



- For all branded content, Post by Post breakdown during time period showing KPI's as well as metrics internally tagged by partner, tag, player/influencer, and event.
- **Business Solution:** "What are the individual metrics for our branded content posts during the time period"

# Branded Content Overview



- Aggregate all partnership data showing metrics and media valuations with the ability to drill into each partner for partner specific metrics
- **Business Solution:** "What are total metrics from social media for all our partners and where did the metrics come from"

# Website Attribution Report



- Aggregate website data through Google Analytics or Omniture for all traffic, customer journeys, and transactions.
- **Question being answered:** "What KPI's were generated for Website entitlements?"

# DASHBOARD

## Main Reporting Dashboard



**Choose KONNECT Report**  
*Click Logo to go to Report*



<b>Delivery Reporting</b>	<b>Asset Delivery Report</b>  Event Delivery	<b>Account Delivery Report</b>  Event Delivery Matrix
<b>Event Reporting</b>	<b>Contracted Assets</b>  Accounts by Season	<b>Deal Value</b>  Pipeline Overview
<b>Assets &amp; Value Reporting</b>	<b>Tasks by Account</b>  Task Reporting	 Task Overview

