

KAIASM ENGINE

Know what people need. Act on that knowledge.

The Kaiasm Engine is a bespoke web-based toolset that shows you how to manage each stage in the process of **aligning your offering to your marketplace**. It show you what it is people are asking for, when they need it, how they express it, how many of them need it, and how that is changing.

- It shows you what products to range, and how to range them.
- It shows you what products to make, and the features they need.
- It shows you who else is meeting each need and how well.
- It shows you what to pay attention to out of the tens of thousands things you can see.
- It has been proven to be **enormously profitable**.

“Kaiasm’s intelligence provides the clarity to make smarter decisions, showing us what to do, in a visual way that everyone across functions and of varying levels of data literacy can interpret.”

(2020) Dave Elliott, Commercial & Marketing Director, Homebase



What's in the box?

Visualisation and exploration tools: *Competition Universe, Market Taxonomy, Conversion Landscape.*

Delivery and design tools: Prioritised action checklists, large scale information architecture designer.

Data export tools: for content management systems, onsite search engines, machine learning applications, organic search rankings, paid search analyses, product information management systems, analytics and spreadsheet reporting, competitor analyses and more.

A **capitalisable** knowledge asset, unique in scale and detail (for happy CFOs)

Subscription for **regular data updates** (yearly, monthly or weekly)

** this is a metaphorical box. It's a SaaS product.*



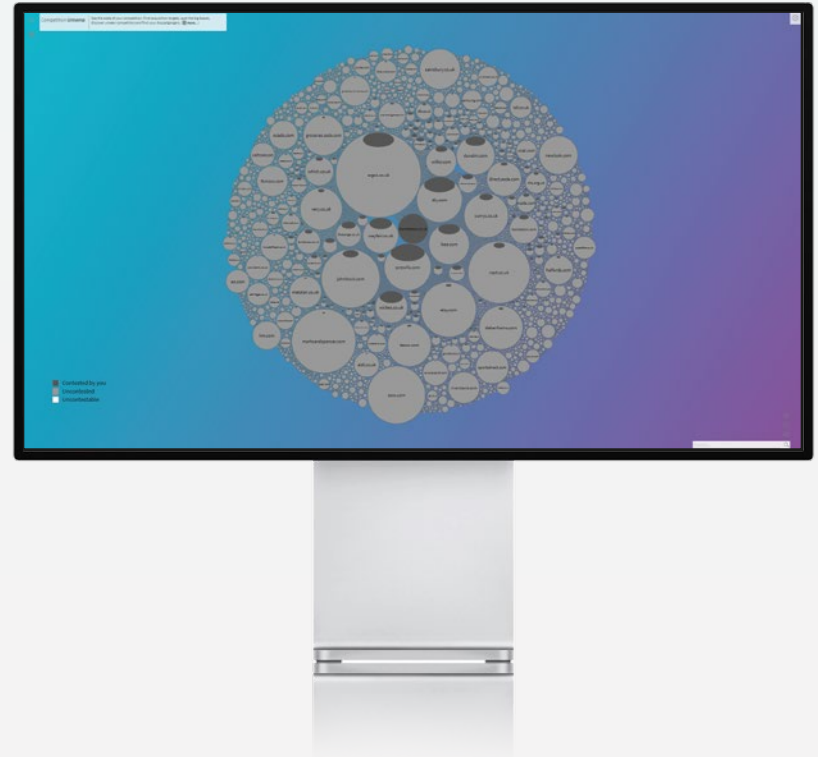
VISUALISATION & EXPLORATION: COMPETITION UNIVERSE

Explore a universe of Competitors

See the scale of your competition.

Find acquisition targets, spot the big beasts threatening to move in on you, discover unseen competitors and find your doppelgangers.

You give us a handful of market archetypes. From these, Kaiasm curates a set of thousands of websites that compete with you. Anyone who sells anything you sell, or want to sell.



Ten thousand competitors in a single view.

The millions of contests between them.



VISUALISATION & EXPLORATION: MARKET TAXONOMY

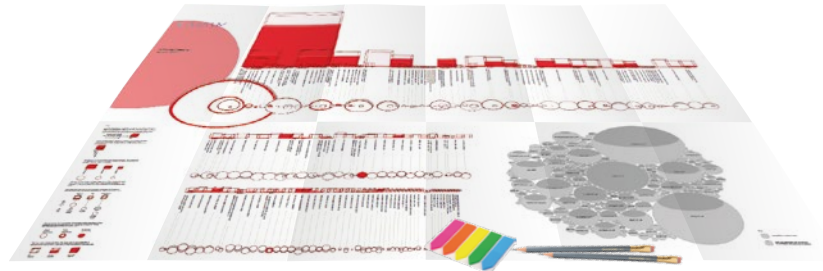
Meet your Market

Tens of thousands of customer needs, expressed in hundreds of thousands of ways through online search, recorded and catalogued.

See which of those needs you are actively supporting, and which you can support right now with some changes to category management.

Set aside other customer needs to be met through range extension or product or service innovation.

Work on-screen, or on large scale printed maps for group work.



Here's what people say they need.
Choose how to meet those needs, and when.



VISUALISATION & EXPLORATION: CONVERSION LANDSCAPE

Survey the strategic landscape

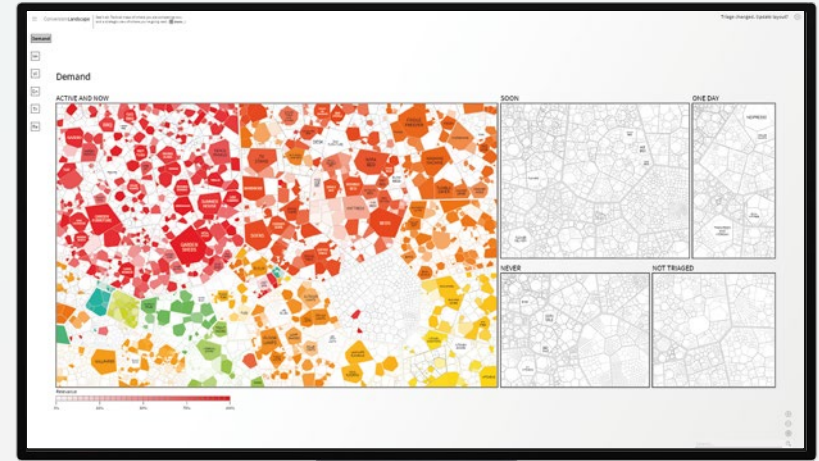
See it all.

A **Tactical map** of where you are now

A **Strategic map** of where you can go next.

Understand how you are bringing customers in your market space through each stge in their journey to conversion. From demand, to impression, to visit, to engagement, to transaction, to revenue, to **gross profit**.

Prioritise attention by what contributes most to your **bottom line**.



Bright means performance.

White means opportunity.



DELIVERY & DESIGN: ALIGNMENT CHECKLISTS

Prioritise actions & track progress

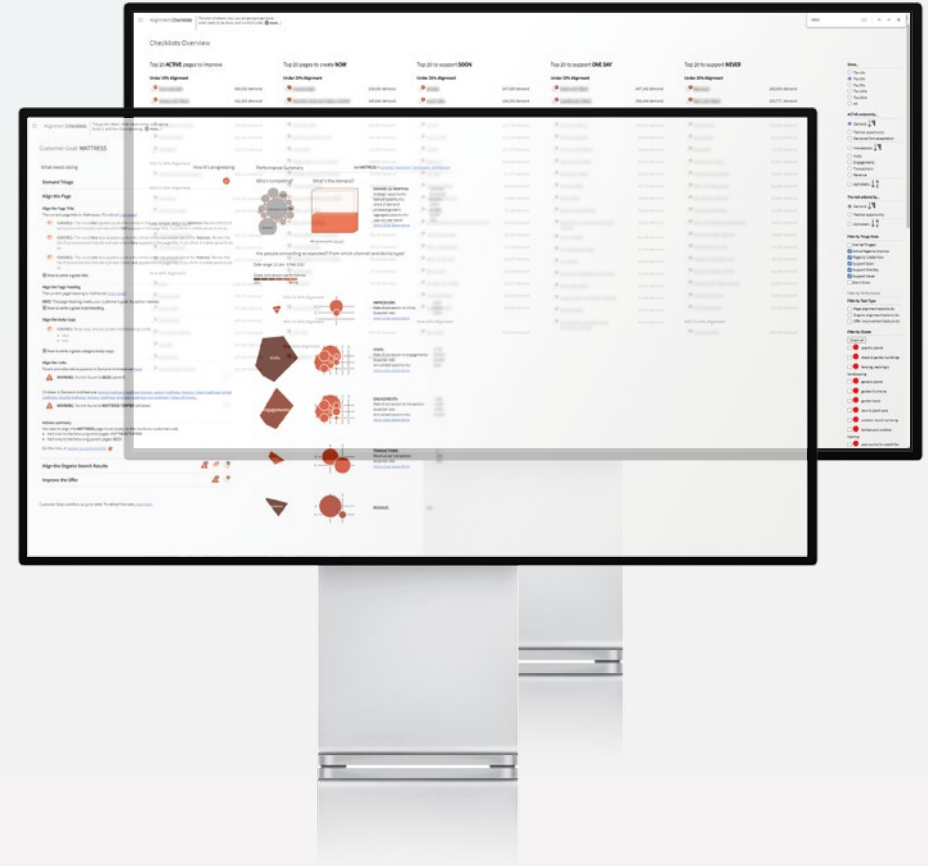
The plan of attack. How you are going to get done what needs to be done, and in which order.

Management view shows progress to date

Detailed views show individual actions to do

Specialist views (Search Optimiser, Product Buyer, Merchandiser)

Simple integration with task management tools (Trello, Asana, Jira)



Embrace the detail.

Eat the elephant.

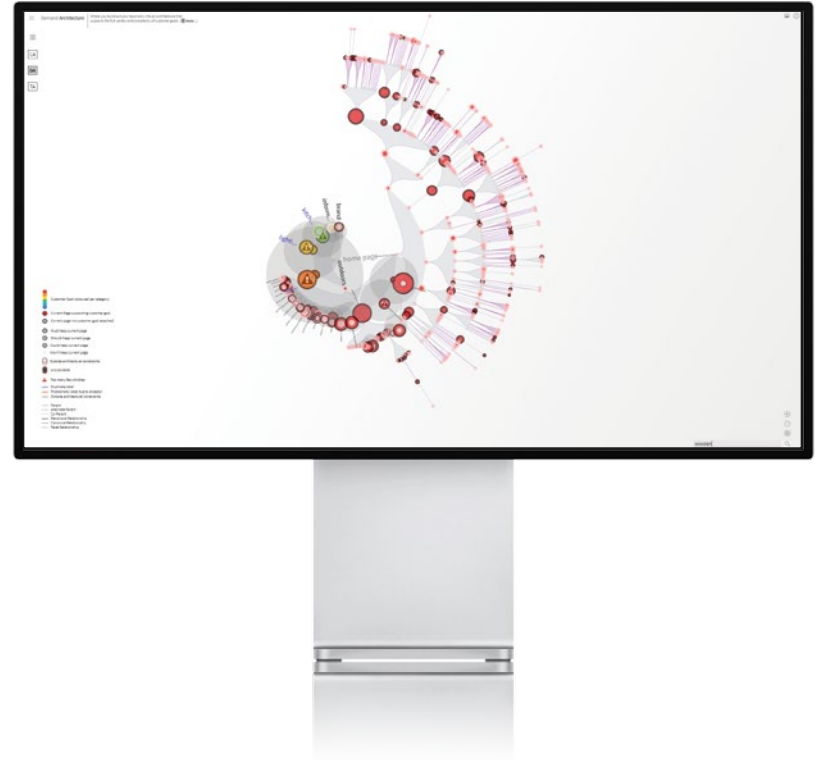
Extend the Engine with architectural tools

Often, the knowledge you gain from the Kaiasm Engine means you want to restructure everything you offer. Here's the tool that lets you do it.

Arrange thousands of categories such that they are effortlessly findable and intuitively navigable. Develop and manage detailed Customer Decision Trees for category management. Redesign Information Architectures at enterprise scale.

- Easily read in your existing architecture, no matter how complex.
- Simple tools to ensure existing performance is defended.
- Automate much of the architecture improvement and extension.
- Intuitive tools for hand-crafting and refining.
- Easy output to spreadsheets, mindmaps and user testing tools.
- Structured data exports for bulk transfer to your content management, product information management or master data management systems.

Available as a standalone product, or as an integrated part of the Kaiasm Engine.



Organise thousands of categories with ease.

(Let the algorithms take the strain).

Beyond the Engine: Further services

Kaiasm Data informs your **strategic planning**.

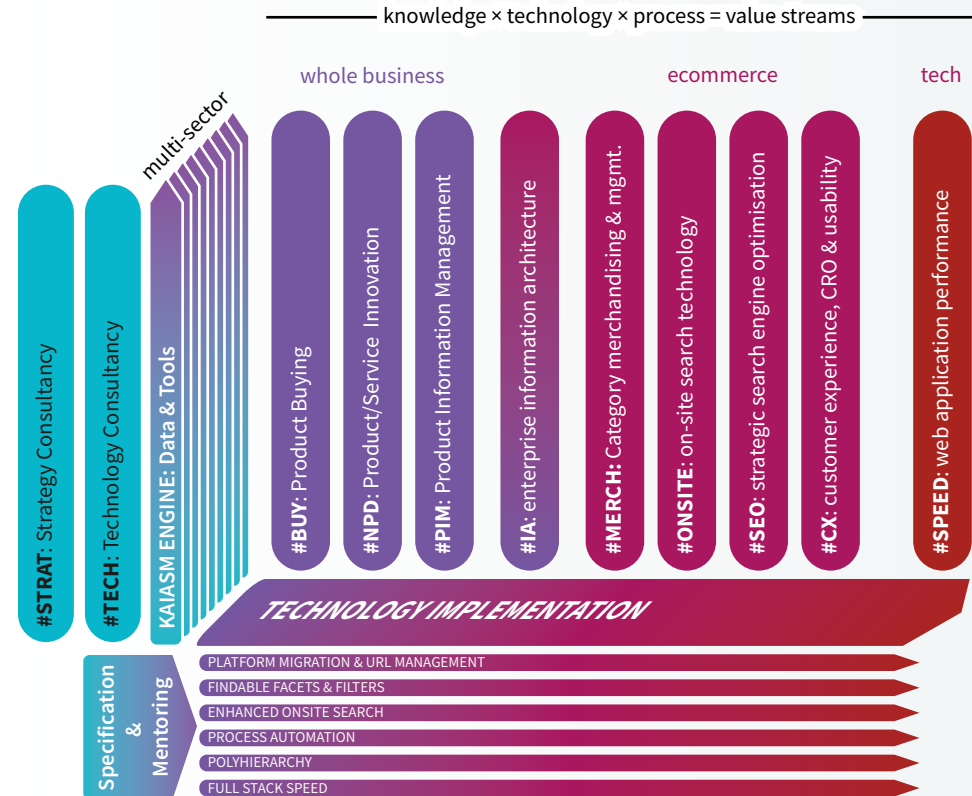
- Ecommerce strategy
- Product strategy
- Google strategy
- Amazon strategy
- M&A strategy
- International strategy

Kaiasm Tools accelerate your **business processes**.

- Buying and product/service innovation
- Product Information Management
- Information Architecture development
- Category merchandising & search
- Customer experience, usability and speed

Kaiasm Expertise supports your **technology**.

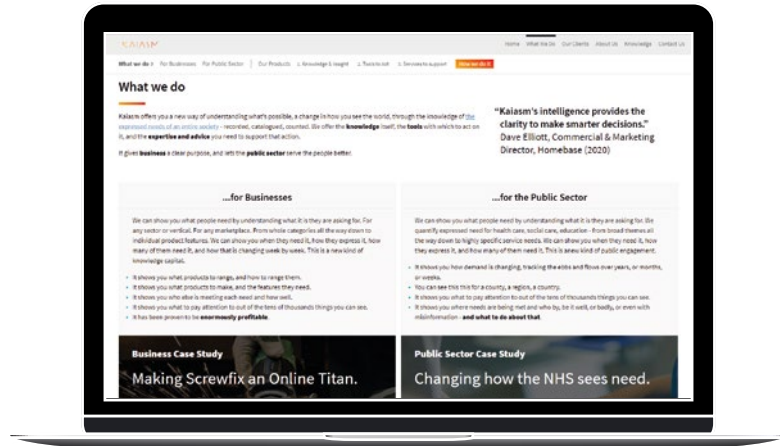
- Platform migration & URL management
- Findable facets & filters
- Enhanced onsite search
- Process automation
- Polyhierarchy
- Full stack speed



Next Steps...

www.kaiasm.com

For more about who we are and what we do, our clients and our data.



Arrange a meeting



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