



Drive sales excellence with **hYDRA**.

Elevate sales and drive excellence with HYDRA's AI-driven, sustainable operations. Boost efficiency, transparency, and performance to excel in an environmentally conscious, fast-paced sales landscape.



Overcome the barriers to sustainability in sales.

Sustainable teams and sustainable sales are not just goals, but necessities. The challenge lies in overcoming operational inefficiencies, environmental impacts, and intricate stakeholder dynamics. However, progress is often hindered by high costs, resource wastage, and a lack of transparency. Addressing these issues is crucial for achieving sustainability.

Transform Data into Sustainable Sales Success.

About **hYDRA**

HYDRA, from The Awareness Company, is an innovative data storytelling software that uses data from diverse sources—humans, things, systems, and services—and transforms it into intelligent, easily understandable stories.

It's an AI powered cloud based platform that transforms your data into clear, insightful narratives, providing immediate awareness and actionable insights. HYDRA simplifies complex data, enhancing decision-making and operational efficiency across multiple sectors.

Our Solution: **HYDRA** for Human Performance.

Sustainable Features



Environmental Impact

Optimise routes to reduce emissions, manage equipment efficiently to minimise waste, and utilise inventory effectively to prevent excess.



Social Responsibility

Implement fair assessment practices, ensure safety of employees and maintain performance quality through accessible knowledge.



Governance Transparency

Maintain clear financial operations, ensure transparent performance reporting, and provide a verifiable audit trail.

Key benefits of HYDRA



Unprecedented real-time and historical workforce monitoring.



Increased operational efficiency for scaling business needs.



Enhanced visibility throughout your value and supply chains.



Data-driven insights offering a competitive edge.



Elevated customer satisfaction through improved service delivery.

Operational benefits for sales teams

- ✓ Daily calendar activity of sales .
- ✓ Real-time lead activity updates.
- ✓ Sales lead dynamic ranking recommendations.
- ✓ Leaderboard of sales teams.
- ✓ Real-time smartphone-enabled location tracking with live traffic overlay.
- ✓ Panic button alerts sent to teams in real-time.

Operational benefits for management

- ✓ Remote real-time location tracking visibility of sales teams.
- ✓ Leaderboard of sales teams.
- ✓ Management analytics (time spent, revenue potential, affluent area visibility etc.)
- ✓ Target vs actual sales.
- ✓ Make strategic decisions from the data.
- ✓ Real-time announcements to sales teams.

Robust Modules and Features

Sustainable Features



Route and Time Tracking

Route and time spent awareness, real-time traffic data integration, arrival time awareness, and device-based tracking for efficient journey management.



Task Management

Lead lifecycle management including assignment, activity updates and quotes. Upcoming: Location-based task tracking and post-task audits for enhanced accountability.



Performance Management

Detailed analytics for company, team, and individual performance evaluation.



Sales Operations

Digital tracking of expenses, team announcement and communication coordination and issue reporting.



Customer Location Analysis

Upcoming: Prospect distribution analysis to help with resource allocation and sales & marketing strategy.



Device Integration

Smartphone-based live location tracking with low data consumption and emergency alert system,



Groups

User segmentation to maintain data integrity and controlled access, based on operational requirements.

Step into the Future with HYDRA

HYDRA redefines sales team management, fostering sustainable connections with your team, deepening operational understanding, and enhancing customer engagement.

For more information please email us at info@awarenesscompany.co.za

or give us on a call on +27 (0) 84 554 5598