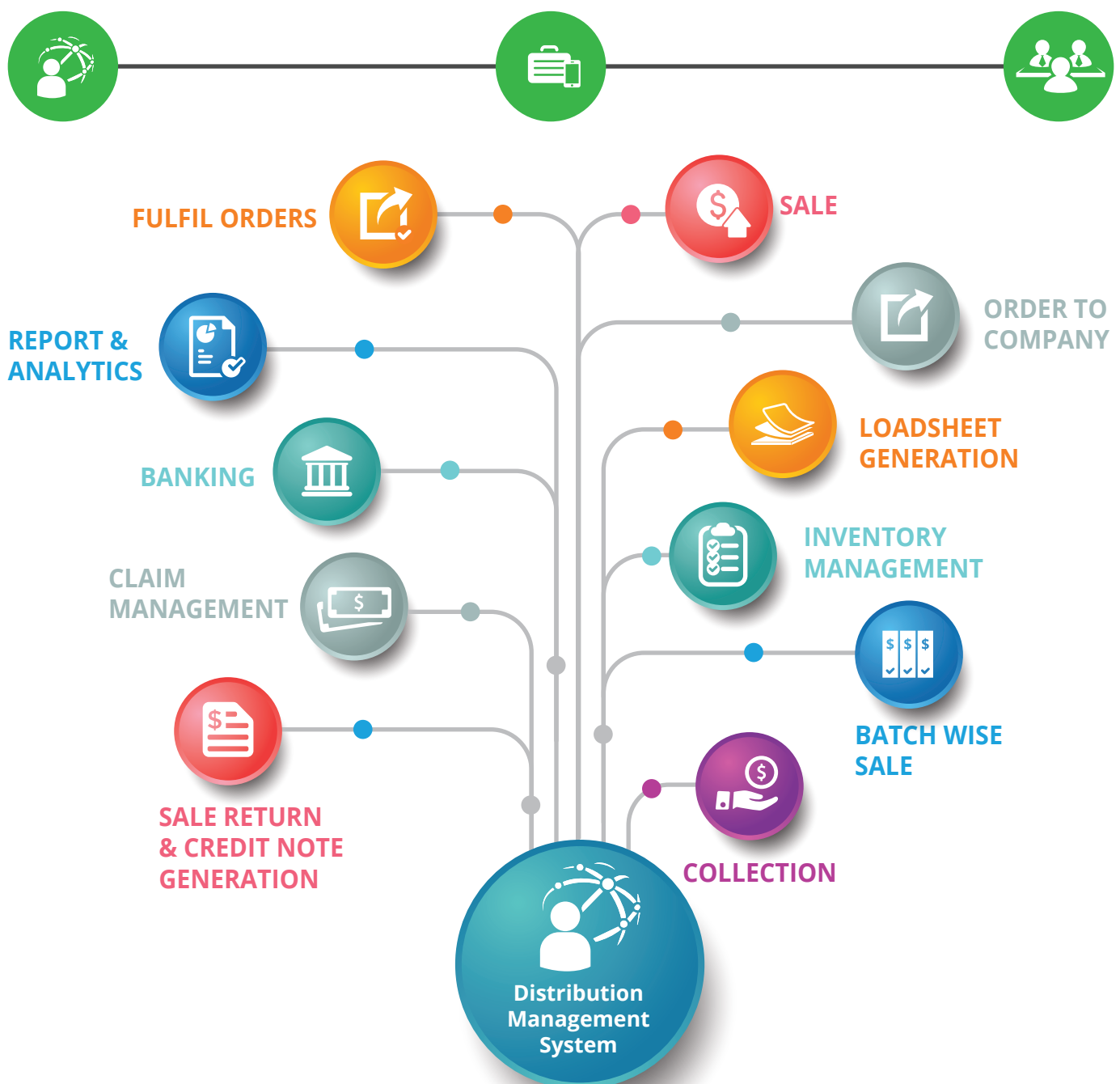


This comprehensive Distributor Management & Mobile Sales Force Solution on cloud provides for agile channel sales, timely actionable sales data and effective management control over sales supply chain.

It has 3 core components:

- Distributor Management System
- Mobile SalesForce Automation
- Adaptors to integrate with organizational ERP systems & Distributor's transaction system



Benefits

Data available at granular level - forecasting sales, analysis, planning for new launch, schemes etc



Analyze efficiency of merchandising initiative and coverage at outlet level



Visibility on market activities performed by Sales Executives



Real-time stock and sales (Primary/Secondary) report



Shifting sales focus from primary to secondary



Improve product placement through off-take tracking



Uniqueness of the Solution —

- Single Solution comprising of Distributor Management & Mobile Sales Force Solution
- Limited capital investment for implementation, solution roll-out within 60 days
- Hosted on Cloud - easily accessible from any device and scalable

Business Need

Majority of the CPG players are facing immense challenges with downstream sales supply chain visibility and sales force productivity.

The solution addresses following business challenges

- Availability of accurate and timely actionable sales data
- Real time inventory visibility at distributor level
- Limited visibility into field force productivity
- Competitor intelligence and share of shelf space
- Monitor trade promotion execution effectiveness

Key Features

Multiple flavors of solution possible - DMS + SFA, Connector + SFA, Only SFA

Real-time Field Force tracking with Map View

Supports Direct Store Delivery (DSD)

Outlet level data captured providing secondary sales insights

Insights into merchandising activities and validation through photographs captured at Retail outlets

About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.