Case Study: Retail Execution for a mid-size CPG player in India

Distribution Management and Sales Force Automation

**BUSINESS REQUIREMENTS**
- Accurate and timely actionable sales data
- Monitor and improve field force productivity
- Effective execution of trade promotion

**OUR SOLUTIONS**
- SaaS Distributor Management Solution integrated with mobile Sales Force Automation
- Mobile application enabling GEO tracking of field force, retailers orders, returns and collections management
- Integration: ERP adapter for primary sales data of CPG, adaptor to integrate distributors transaction system with native Distributor Management System for secondary sales data

**TOOLS/TECHNOLOGIES**
- Cloud Design – AWS
- Server Implementation: PHP, MYSQL
- Mobile – Hybrid App

**BUSINESS IMPACT**
- Increase in beat coverage and enhanced sales
- Better planning of trade promotions
- Higher stock velocity
- Higher forecasting accuracy

Solution Overview

**ERP**
- **Data**
  - Primary Invoice
  - Schemes / Claims
  - Product Master
  - Product Pricing
  - Channel Partner

**MASTER DATA**
- **Data**
  - Secondary schemes
  - User data (Sales Hierarchy)
  - Beats/PJP
  - Outlets
  - Geographical Mapping
  - Division mapping

**RETAIL ACTIVITY**
- **Data**
  - Outlet level sales
  - Schemes
  - Distributor stock
  - Coverage Data
  - Attendance
  - Damages
  - Retailer stock

**KEY FEATURES**
- Custom reports
- Online access
- Separate login credentials
- Inventory Status

About Us
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 sector 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.

Business Contact: business@happiestminds.com