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

**DMS CLOUD**
- MIS TEAM
- PORTAL
- DASHBOARDS
- KEY FEATURES
  - Custom reports
  - Online access
  - Separate login credentials
  - Inventory Status

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

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About Us

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Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured $ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

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