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FMCG – M enable the Sales and Distribution Process

A Case Study

October 2007

Introduction

The client is a diversified company with revenues over USD 5.5 billion and owns on the biggest FMCG brands in partnership with another US bigwig in FMCG.

Business Need

The client had large sales & distribution workforce spread across the country which frequently wanted information communicated to them from the central SAP system.

Scenario

In the earlier process, the sales & distribution team was communicating over phone causing unnecessary delays and time involvement of office executives.

The entire cycle for appropriate communication would take around 15-30 minutes

Client wanted a complete automated communication process for the sales & distribution department, so that the sales executive and the dealers/distributors can pull information from the SAP without any human interface.

Client invited proposals from multiple vendors to automate the whole communication process.

ValueFirst proposed them a SMS based solution, built on a robust backbone of secure information gateway and SAP integration capabilities. ValueFirst faired extremely well in 1) Technology 2) Delivery capability 3) Security and was offered to implement the same.

ValueFirst Messaging Pvt. Ltd.

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SMS
56070

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Solution

Based on the discussions & understanding of requirements of the client, ValueFirst proposed three tiered architecture built over the basic messaging framework of ValueFirst along with SAP Plug-in as the solution:-

- **ValueFirst VelocityPlus** is a two-way SMS communication application which enables the corporate to push the information and dealers to pull the information.
- **ValueFirst SAP Plug-in** enables the Velocity Plus application to connect with SAP and enable a smooth and secure flow of information to the mobile channel.

Once integrated with the SAP, various business rules were configured in the VelocityPlus. The architecture of application makes it very easy to add new functionality by means of simple configuration.

Application

- Trading balance queries by dealers/wholesellers
- Updates to WDs on remittances getting credited
- ASNs (Advance shipment Notifications) to dealers
- Dispatch notification for new SKUs
- MIS to the top management
- Approval for the credit limit of a dealer to the regional head

Benefits

Hard Benefits

- Instant communication by virtue of being automated
- Improvement of sales efficiency
- Reduction in accounts receivables

Soft Benefits

- More idle available to the sales executive/dealers
- Increased loyalty of dealers towards the brand
- Less communication gaps and hence sales/dealers are better equipped to sell

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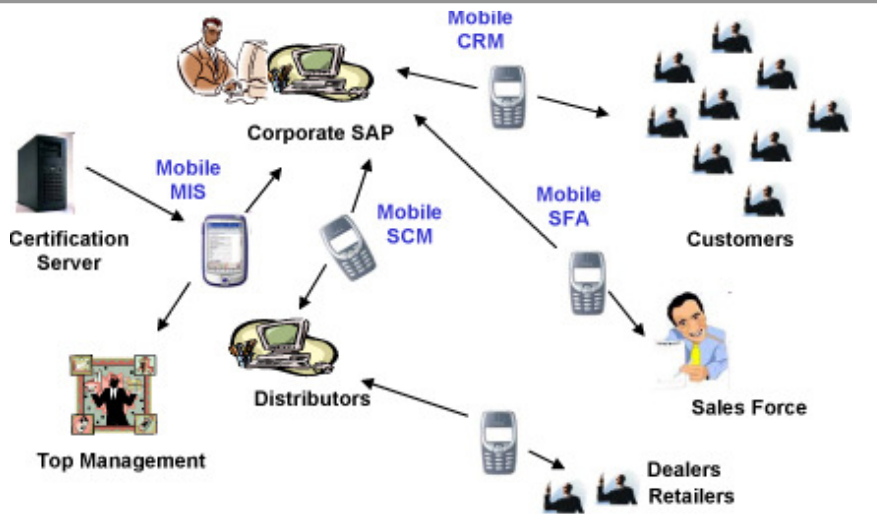
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ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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