



valuefirst
always value first

sms
56070

In this Case Study

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“ *CIO 100 Awards - for demonstrating innovative application of IT along with SMS integration for controlling market operating price.* ”

M - Powering Sheela Foam

A Case Study

May 2009

Introduction

Sheela Foam Pvt. Ltd, an **ISO 9001:2000 company**. The Company is pioneer in the manufacturing of P.U. Foam in India and ranked amongst the top 5 manufacturers of Slabstock P.U. Foam in South East Asia with a footprint in India and Australia.

The company's relentless focus on quality, innovation and continual improvement from over last 30 years have made giant strides not only in manufacturing capabilities but also in the methods of testing & ensuring quality.

Sheela Foam's **Sleepwell** and **Feather Foam** brands are leading and most trusted names in home comfort products and industrial foam respectively in India. In addition to standard P.U. Foam, The company manufacture a wide variety of Technical Foams i.e. Memory, Flame Retardant, High Resilience, Reticulated, etc. Rubberised coir pads manufactured by us are used in our comfort products and are also exported to various countries.

Business Scenario

In India, Sheela Foam has 10 manufacturing units using the state-of-the-art technology at strategic locations across the country. They serve a wide spectrum of customers in a fast and economical manner through a distribution network of over 70 distributors and 3000 dealers. A combination of manufacturing excellence and distribution network has enabled the company to get over 40% of the Indian P.U. Foam market share.

Sheela Foam's **Sleepwell** is one of the leading and most trusted names in home comfort products. It focuses enormously on providing superior quality products and to enhance the quality component of its products to customers.

ValueFirst Messaging Pvt. Ltd.

B 17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
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“ SMS enabled Sheela Foam in tracking product movement all the way from the factory to the customers without spending too much. ”

Business Need

Sheela Foam **intrinsically** needed a solution to enable its distributors and dealers network to validate the authenticity of the Sleepwell products and also to add to the customers delight. In today’s fast paced life Sheela Foam wanted to use an alternate communication channel which can fulfill their continuous need for dealer communication & other information to the dealers and distributors without any delay. Another concern for the company was automated two-way communication to address their dealer and distributors management system.

Solution

After a thorough examination & analysis of Sheela Foam requirements, ValueFirst proposed best-in-class application **ValueFirst VelocityPlus** along with a **Virtual Mobile Number (VMN)**.

ValueFirst VelocityPlus is an enterprise-class SMS suite to process and send / receive SMS in a complex database environment to fulfill any customer need related to SMS transactions in an automated, bulk or a manual mode. Incoming messages can be received on a GSM modem or on a virtual mobile number configured on ValueFirst Servers. ValueFirst VelocityPlus provides a highly reliable messaging/sms platform to the enterprise segment. The ValueFirst VelocityPlus empowered Sheela Foam for two-way communication to automate their distributors and dealers management system. The mobile messaging suite in addition, offered complete automation of various processes of Sheela Foam.

Virtual Mobile Number (VMN) is a 10 digit virtual mobile number which can automatically send and receive messages originated from mobile phones without involving any additional human efforts.

M – Powering Sheela Foam Business Processes

- Dealers can now enquire about their purchased products originality by sending a sms to Virtual Mobile Number (Long Code).
- To handle fraudulent cases, as in the case of Sheela Foam, “ValueFirst Velocity Plus” is capable of configuring a specialized algorithm to check for the character of the code, and if found to be matching, treats it as a “Original Products”.
- In case, serial number does not match with their database “The product is duplicate” message was delivered.
- Customers receive guarantee code instantaneously for the purchased products and that add into customer’s delight.

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“ Sheela Foam used simple mechanism of SMS for database management. ”

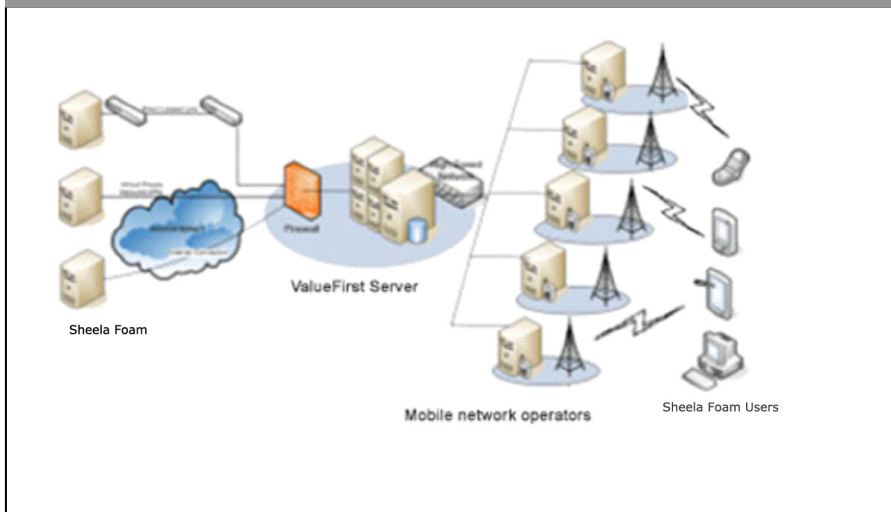
Benefits

- Enabled two way communications between customers, partners and the company.
- Enabled customers to check whether their purchased product is original or not.
- Reduced the chances for duplication of products in the market.
- Improved customer service and hence greater customer satisfaction.
- Reduction in delivery time of information due to automation.
- Highly reliable as instant delivery reports are available providing the status of messages.

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.

Service Architecture



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