

optimising a beverage company's operations



A leading beverage company specialises in manufacturing, retailing and marketing of non-alcoholic beverages, concentrates and syrups.



Business Challenge

- The customer needed a solution to streamline and optimise the operations of their entire distribution network
- The unavailability of timely sales-and-orders data caused huge delays and losses, since the data would take almost 50 days to reach the base location
- The retailers were spread all over the country, including remote rural areas, which made collation of data difficult



Our Solution

- We provided a solution to mobilise the beverage company's field force, channels and business management teams
- We provided handheld devices to the field force. These devices were connected to a central server, which was updated as soon as an order was booked
- Automation took over manual tasks, which saved their sales teams the physical effort of reporting at the plant every day, since it was far from the route map of several team members
- The solution included:
 - Account, opportunity and lead management
 - Built-in billing software
 - Sorting of inventory by prospect, product, and SKU
 - Built-in rate master and discount master
 - Wireless reporting and updates



Business Impact

- Our solutions gave sales executives better control over data collection, which increased their productivity
- Settlement times significantly reduced from several hours to a few minutes
- It also helped the company access sales data in real time, helping improve overall operations



Enterprise Mobility



Communication



Connectivity



Security



IoT



Cloud

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