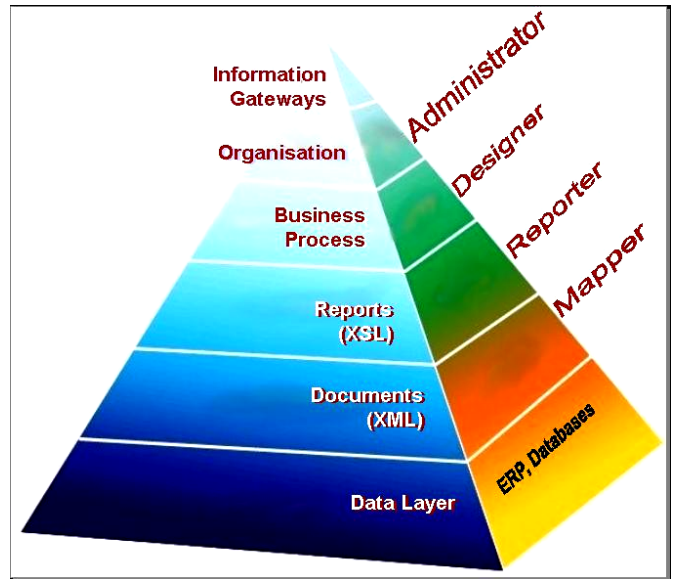


The Client is a leading manufacturer of electrical and telecommunication cables in India.

The Client was interested in developing a sales force automation and channel management solution which would integrate all its channel partners (CPs), sales personnel (SPs), and branch offices with its SAP system to streamline information exchange relating to its order, dispatch and cash flow management processes.

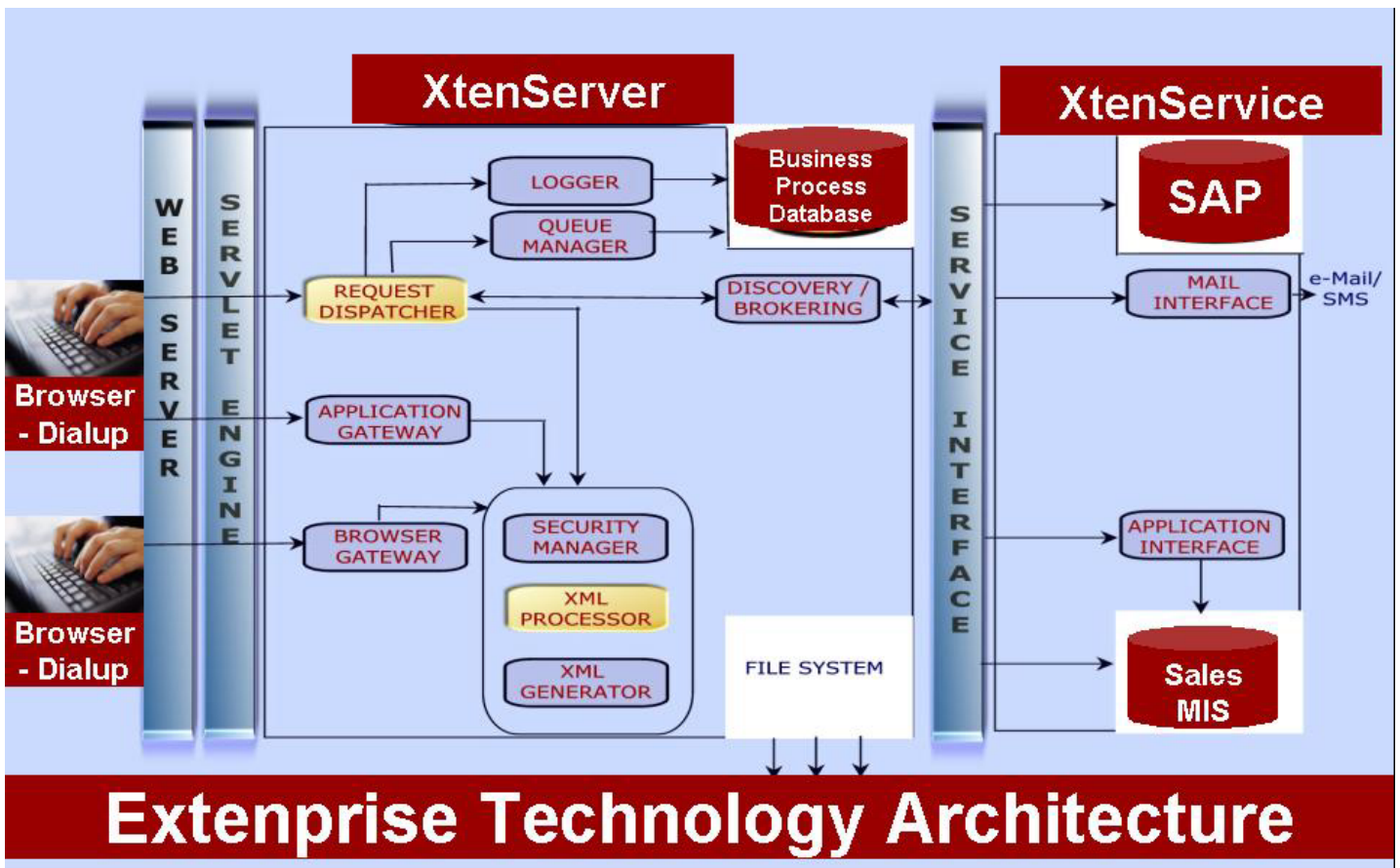
It also required a browser-based access for senior management to a set of pre-defined MIS reports, updated with the latest information from the SAP system on a periodical basis.



Sales Force Automation Solution

The Client objective was to enhance sales force productivity, improve discipline in lead management process, ensure timely customer visits, handling of customer services issues, enforce pricing process, and provide management with credible information on market potential and competitive trends. It wanted to be able to make informed decisions about Special Price Approvals.

The sales staff needed to have ability to book orders, check stocks, access to relevant customer/market information and capture their sales visit information on daily basis, while on the road. The objective also was to automate the expense report and travel bills for Sales staff and make it an off-line activity, and ensure that Sales staff spends time in office in Sales Planning related activities, rather than filling routine forms.



System Overview

Extenprise™ Sales Force Automation (SFA) solution offers a rule-based integration across a disparate set of software applications such as ERP systems or databases. The solution enables the exchange of business documents between various entities involved in Sales Function, such as channel partners, area sales managers, regional managers, national managers, and Corporate Management. The key modules are:

- Market assessment and potential identification
- Integrated sales information
- Lead management and Collaboration
- Competitive Pricing Assessment
- Performance metrics
- Customer complaint management
- Financial control

The solution enables the channel partner or sales people to place direct orders through the system thus reducing the order confirmation and fulfilment cycle, by on an average three days. This allows the sales people and channel to better manage their business, increase inventory turns, and improve forecasting and planning.

Market Assessment

The system requires each ASM to provide market potential for each customer in his area, and the market share of the client of his total buy. This data needs to be quarterly updated. This allows regional office to develop target accounts as well as do sales planning. This allows Corporate Management to view trends in various markets and strength of competition in various sectors.

Lead Management

The sales personnel keep a record of all account related activities of existing and prospective customers online. The system tracks the conversion ratio, and provides an ability to do root-cause analysis for lost sales.

Collaboration

The solution encourages collaboration amongst Sales people within an office as well as across offices. The client is able to leverage all its relationships for an account in a timely manner,

by ensuring timely intervention of key influences in an account, and by being able to measure the impact of such intervention and allocate appropriate credit for the same. It enables sales force to access information, which is generally distributed among various business entities

Sales Information Management

The system allows sales people to track sales, manage the sales process, review the sales data and generate performance reports in order to optimise the sales process. The data available is reliable, current and at the fingertips of the management and thus helps in developing sales budgets, quotas, and revenues and helps the senior management to drive team's performance.

Competitive Price Assessment

The system requires each Special Price Approval request and quotation request to be accompanied by the competition details in the account, including the price offered by the competition. This allows the Client to set price targets, brand premiums, etc. and do market tests to perform discrete market tests for price discovery.

Financial Control

The system allows the Sales staff to enter their payment advice online. This reduces the time and effort involved in reconciliation. It also provides a detailed credit report segmented into amount available, blocked and past due report to sales people. It also provides cash flow forecasts, State of Accounts, advertising budgets and expenses and other detailed reports to help keep track of cash balances, and payables and receivables for each area.

The system also maintains all travel and expense bill records, can compare them against budget, and leads to faster approval process and disbursement of cash to employees.

System Requirements

The system allows access through dialup for sales people in remote locations, as well as through intranet/internet for people in regional/head office with direct internet access. The documents can be also routed through email.