sify

Raising the operational efficiency of FMCG distribution substantially

A Sify ForumNXT Case Study in FMCG Industry

Client 1: Profile

The Client is an Indian conglomerate with a diversified presence across FMCG, hotels, IT, packaging, paperboards and agribusiness. It is acknowledged as one of India's most valuable business corporations and ranked among India's most admired companies.

Client 2: Profile

The Client is a market leader in edible oil and leading Consumer FMCG company in India with a large Distributor network across India. It is one of the largest FMCG food companies in India to offer most of the essential kitchen commodities for Indian consumers.

Business Problem

With a PAN-India Operation, the leading FMCG brands was facing a range of problems in the Distributor Management space including Channel Conflict, Inventory Management, Communication & Coordination, Performance Monitoring, Channel Partner Enablement, Market Saturation, Channel Management Complexity, Technology Adoption, Regulatory Compliance and Pricing Pressure.

Client Challenges

Lack of timely data availability, delays in strategic decisions	Manual process for scheme & claim management
No data integration between SAP at the Head Office (HO) and systems at distributors	No traceability of stocks of distributor locations
High number of brands and SKUs to be managed and organized	Price changes & PO cycles were not happening on time
Manual stock replenishment process consumed a lot of effort from salespeople and distributor	Multiple systems created inconsistency in Masters, leading to erroneous analytics

Sify as a modern retail solutions partner

Sify's ForumNXT Solution automates secondary sales processes to integrate their supply chain including distributors and retailers to maximize sales volumes. The Client could now plan their GTM faster with actionable insights and real-time visibility across their supply chain ecosystem.

ForumNXT™

A cloud-based retail intelligence platform that integrates and automates supply chains with a distribution network to provide real-time visibility into inventory, sales, collections, and claims data. Strategize and prioritize value across different product segments to grow revenue.

SFA Mobility Solution

Our next-generation SFA mobile application is used by salesmen to carry out sales transactions seamlessly on the go. It helps with visibility on shelf space occupancy, insights on which products are doing better, promotion of new content assets, instant feedback from retailers, and expediting.

Why Customers choose Sify

16+ years of experience in the market with 20,000+ deployments in 545 Indian cities and towns

Integrated solution for distributor, dealer management, smart field force and retail management

Easy-to-use cloud-based solution available on pay-per-user model

Integration capabilities with legacy enterprise resource planning (ERP) solutions

Enhanced profitability by integrating distributors' operations with organizations' processes

Sify ForumNXT Solution



SIFY IMPLEMENTED

ForumNXT DMS PAN-India across 1000+ distributors for Client 1 and 1200+ distributors for Client 2



SIFY PROVIDED

Sales Force Automation (SFA) to 2000+ field force each for both Clients



SIFY CENTRALIZED

support solution for Distributor and corporate user training, change management and continuing support model

ForumNXT

Dealers

IXT

Corporate Admins, Zonal

Officers & Report Users

Distributors & Sub

DMS Lite (based on individual Client scope)

Sub - Dealers

Smart Field Force

Horecca, DSR, CSR & eRetailer

Integrations

Primary ERP & Third Party (BI, SFA, Stack Box, GST)

Business Impact

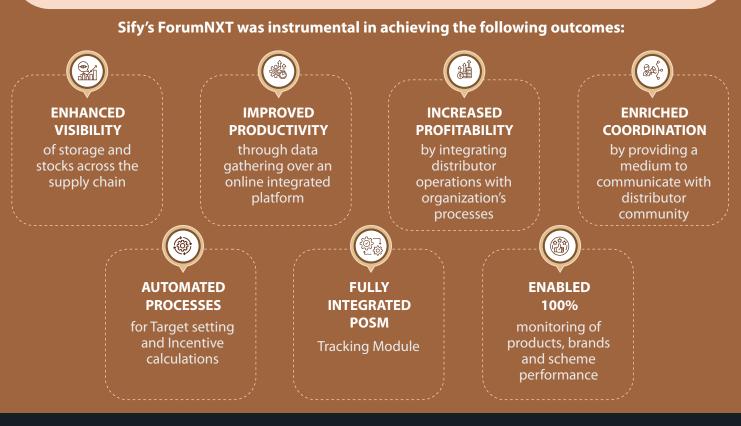
APPS USER

PERSONAS

Sify's ForumNXT was a boon to the pharmaceutical company helping them in multiple ways: Improved Efficiency, Enhanced Visibility, Streamlined Communication, Optimized Inventory Management, Increased Sales, Scalability and Customer Satisfaction. Sify's ForumNXT implementation streamlined Order management & Inventory management, Sales & Performance Tracking, Route planning and Beat optimization, Seamless integration with primary ERP, Trade promotions & claims, besides Sales Force automation.

Client Outcomes

Sify's ForumNXT (DMS) helped in playing a crucial role in the Fast-Moving Consumer Goods industry by streamlining various aspects of distributor operations and enhancing overall efficiency in the following process by up to 80%



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