

# 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



## APPS USER PERSONAS

### ForumNXT

Corporate Admins, Zonal Officers & Report Users

Distributors & Sub Dealers

### Sub - Dealers

DMS Lite (based on individual Client scope)

### Smart Field Force

Horecca, DSR, CSR & eRetailer

### Integrations

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

## Business Impact

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%**

**Sify's ForumNXT was instrumental in achieving the following outcomes:**



### ENHANCED VISIBILITY

of storage and stocks across the supply chain



### IMPROVED PRODUCTIVITY

through data gathering over an online integrated platform



### INCREASED PROFITABILITY

by integrating distributor operations with organization's processes



### ENRICHED COORDINATION

by providing a medium to communicate with distributor community



### AUTOMATED PROCESSES

for Target setting and Incentive calculations



### FULLY INTEGRATED POSM

Tracking Module



### ENABLED 100%

monitoring of products, brands and scheme performance