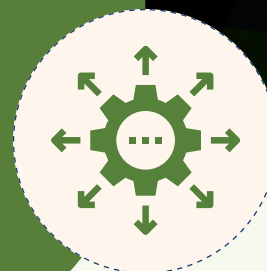


Improving the distribution efficiency of Petroleum products considerably



A Sify ForumNXT Case Study in Lubricants Industry

Client Profile

The Client is a market leader in Steel Barrels, Industrial Greases & Specialty Lubricants, Corporate Travel and Logistics Services. They also have significant presence in Leather Chemicals and Logistics Infrastructure businesses too. Today, with its 5 joint ventures and 2 subsidiaries in India and abroad, it is a much-respected transnational diversified conglomerate with presence in both manufacturing and service sectors.

Client Challenges

Managing distributor network and field sales personnel, particularly in secondary lubes sales.

Manual processes and different systems created inefficiencies and lack of real-time visibility.

Difficulties in interfacing with SAP to ensure smooth data flow.

Data security, compliance, and effective communication among stakeholders.

Business Impact & Outcome

The implementation of ForumNXT DMS and mobility solution significantly improving operational efficiency and streamlining various aspects of distributor operations by up to 80%



STREAMLINED OPERATIONS

ForumNXT was seamlessly integrated with SAP ERP through APIs, enabling the synchronization of sales data, inventory updates, and financial transactions, thereby ensuring data consistency and accuracy across systems.



REAL-TIME VISIBILITY

The solution provided real-time visibility into secondary sales data, enabling the Client to monitor sales performance, track inventory levels, and respond promptly to market demands.



ENHANCED COLLABORATION

The platform facilitated seamless communication and collaboration between the Client, its distributors, and field sales force through a centralized portal, improving transparency, and reducing communication gaps.



ADVANCED ANALYTICS

ForumNXT offered robust reporting and analytics capabilities, allowing the Client to gain deeper insights into sales trends, customer preferences, and market dynamics, empowering data-driven decision-making.



SCALABILITY & FLEXIBILITY

The solution's scalable architecture and platform-independent nature accommodated future growth and expansion, allowing the Client to seamlessly adapt to evolving business needs and market dynamics.



DATA SECURITY & COST SAVINGS

ForumNXT adhered to stringent data security standards and compliance requirements. By automating manual processes, ForumNXT helped the Client to reduce costs, minimize errors, and maximize ROI over time.

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 product launches.

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