



Astix Intelligence  
Management Systems  
*Advanced Systems Intelligence*



- ❖ *Be Close to Customer*
- ❖ *Empower Field Sales*
- ❖ *Get Traction And Grow Market Share*



## Introduction

India is an emerging economy and you are an emerging company. After meeting the best of quality standards in your products and building a brand, the next challenge will lie in enhancing the service level and speed to market. The role of IT in sales automation is a big area which all the big brands have started recognizing as the next engine of growth.

Adopting the various modules of SFA early in life will help accelerate the pace of growth. Moreover, the business would be of sounder footing with SFA based sales data and intelligence systems. Say, increasing Field Sales productivity, enhanced retail coverage are few of the many benefits which may excite you!!

## Challenges

In a growth phase the challenge of tracking market coverage, order booking and servicing on real time basis are critical. Capturing secondary sales and building intelligence on the basis of outlet-channel-market sales trending are a necessity for a roadmap to gain share. Distributor planning, scheme & sampling management can not be left to pen and paper anymore.

## Our Solution...

Empowers Field Sales by better beat planning, enhanced retail coverage, "intelligent" sales call with focus on key products. Get real time info on orders, invoicing and servicing, and see live the extent of your coverage on google MAPs. Make your schemes work more powerfully with schemes ranging from store-channel-market level. Get secondary sales data with trending to help you take speedy decisions.



## Field Operations:

Smart phone based SFA solution for Field Sales Team. A scalable, flexible system, used by small, medium and large sized enterprise, empowering geographically spread field sales force.

### Futures

- Beat route planning
- Make informed store visit with intelligence on "*what to sell*"
- Enables even store level schemes and discount calculations
- Alerts and broadcast execution, photo upload and in-store surveys

### Benefits

- Ensure better market coverage
- Maximize productivity of field sales teams
- Improve retail service level on Order & execution
- Track New store recruitment and performance
- Get Market Intelligence

## Geo Tagging and Maps

New age Google Maps based route planning and field coverage solution. Helps companies to overcome many challenges such as where is the customer base located, how their distribution network is spread out on ground, where are the competitors present, what are the gaps related to coverage, such as uncovered and under-utilized areas. How can the distribution network be optimized for enhanced sales through better coverage growth and retail expansion

## Distributor Management System

In case a distributor does not have any operation system we have an Integrated system which manages every aspect of distributor operations. It enables order entry, invoicing, and dispatch management, cash management, accounts receivables, pricing, discount and schemes, warehouse and inventory management, vendor and accounts payable, document management, and expense accounting, DMS generates management reports and enables sales analysis.

## Scheme & Sampling Management

Helps you to plan and understand the impact of schemes on sales by tracking at store-channels-town-state-region levels across SKUs and products. This also enables you to streamline the distributor claims process.



## Other Products from Astix Suite

**Connect & Integrate:** Interfaces with any distributor system and captures secondary sales data and collates to highlight overview of secondary business down to the lowest level of detail.

**Dynamic Reporting:** Build predictive insights by creating your own "what if" Scenarios.

**Sales Fundamentals :** Helps you to track your performance in modern retail.

**Advance Offerings:** S&OP & Forecasting and Actionable Insights & Analytics.

## About Astix Solutions:

A customer focused, technology driven software services company offering state of the art solutions in Business Process Automation, Business Intelligence, and Decision Support Systems.

Considerable expertise and experience in assisting customers optimally utilize information technology & knowledge as a key tool for effective and efficient management, thereby creating competitive advantages.



### Astix Solutions

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