



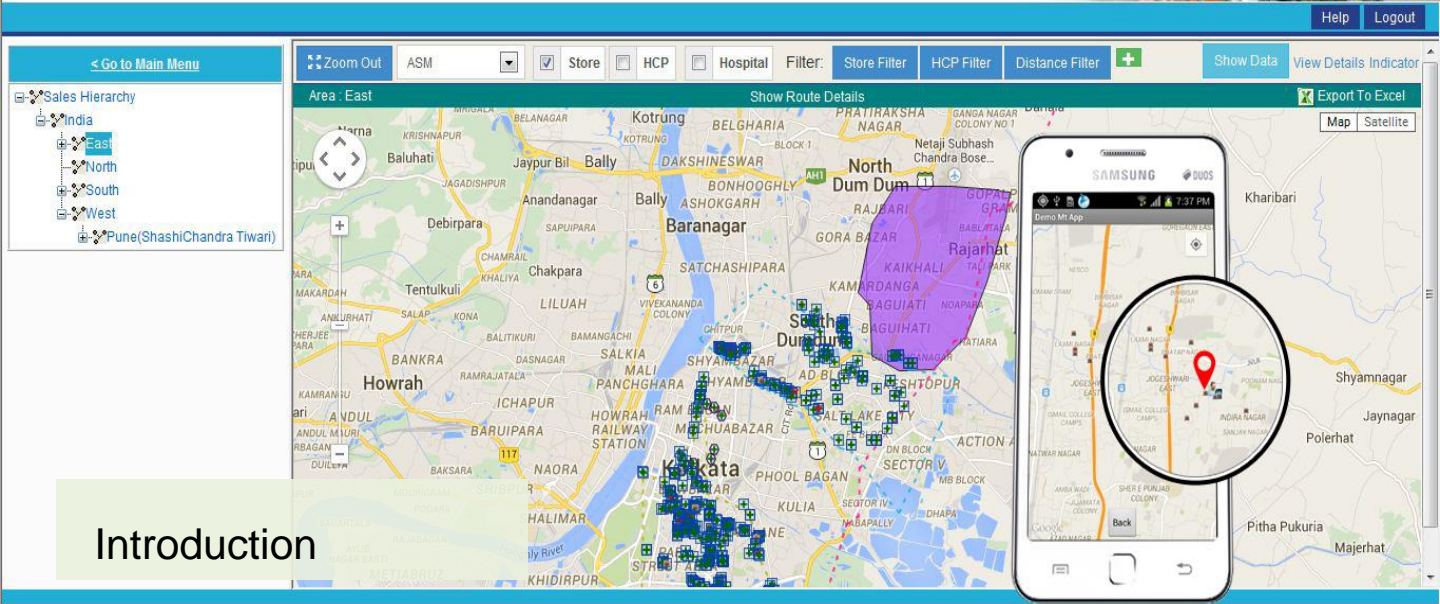
*Overcome Challenges.....*

***Build Scalability***

***.....Go National !***



Astix Intelligence  
Management Systems  
*Advanced Systems Intelligence*



## Introduction

Tough competition and rapidly shifting consumer preferences due to increasing choice and access to information is making marketplace more dynamic and consumer oriented.

Working in pen and paper age will deprive business from creating an edge over competition, which can result in loss of market share. Adopting SFA will not only strengthen market share in existing markets, but also enable scaling up of operations to newer markets.

While expanding operations, it is important to be close to the ground by continuously tracking and assessing sales coverage, productivity and performance of field and distributor operations. It is essential to define the right set of KPIs so as to enable strategic decision making. Speed in data flow, customized reports and communication will enable agility and accuracy in planning and strategy.

## Challenges

Tracking market coverage and getting more productivity from the existing sales force is the biggest challenge. Diverse channels, scattered retail universe makes sales force and distributor planning a difficult task. Facing competition from national players with deep pockets is a big challenge for a regional brand.

## Our Solution...

SFA eco system powered by a combination of mobility, web portal and reporting tools that enables customer visit planning, intelligent order taking, promotion execution and other features from a single everyday use smart phone device. Geo-tagging of retail universe on Google maps enables one to zoom into various markets and therefore get more productivity from existing sales team. Integrated distributor system helps to achieve better alignment with distributor operations.

## Field Operations:

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

### Features:

- 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 GPS 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 and retail expansion.



## Distributor Management System (DMS)

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 enables sales analysis and generates management reports.

## Our Other Solutions :

- Connect & Integrate
- Dynamic Reporting
- Sales Fundamentals (Modern Trade Channel)
- 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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