

- ❖ *Empower Field Sales*
- ❖ *Build Secondary Sales Orientation*
- ❖ *Jump-shift Sales Graph!*



Astix Intelligence  
Management Systems  
*Advanced Systems Intelligence*

## Introduction

Change is desirable but so very difficult!! More so for a well established FMCG player like your organization. However, having reached a certain size of business, the ways of selling also need to *change with the times*. For example do you have accurate secondary sales data on as-and-when basis? The real challenge lies in getting secondary sales data without disturbing the distributor set up.

Or, you may be feeling the need of better market coverage through your distributor sales team. Desirably, have a better sales call with more focus on your Key products. Getting them into 'range selling' thereby bringing 'value sales' focus. Additionally you may be wanting to communicate to all field sales at the click of a button!!

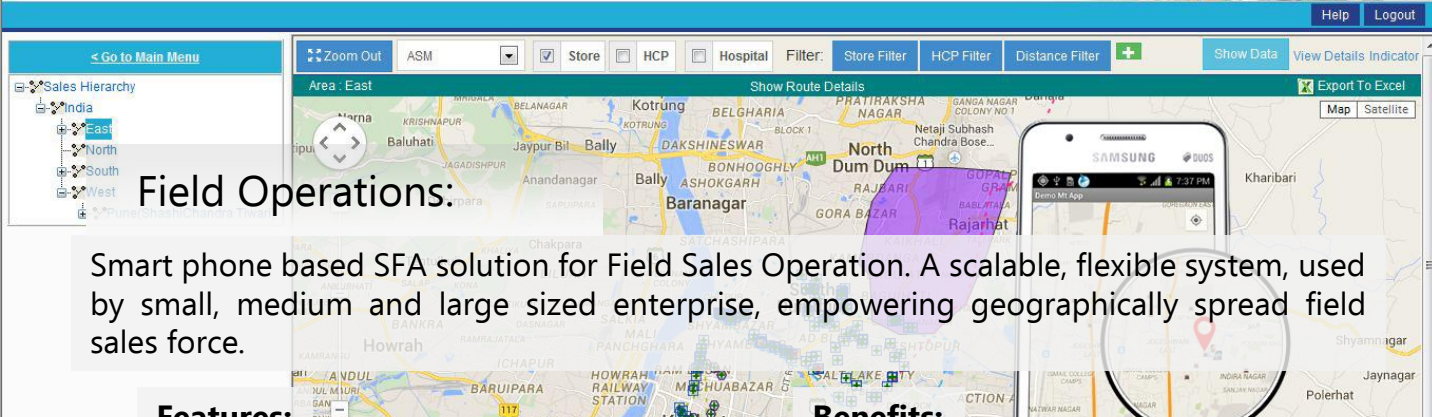


## Challenges

Secondary sales data is manual and getting updated in excel sheets. Consolidation of the same to get the big picture and compare MTD growths is time consuming. Moreover, data is error prone and never accurate. Your next level of challenge is ensuring the availability of product on every retail shelves through retail visits.

## Our solution...

Solves the mystery of secondary sales and provides you accurate and near real time secondary data on a click without interfering with your distributor set up. For enhanced market coverage a powerful mobile application that enables a "perfect store" strategy, including customer visit planning, intelligent order taking, promotion execution and other features from a single everyday-use smart phone device.



## Field Operations:

Smart phone based SFA solution for Field Sales Operation. 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 & Maps

Geo Tagging & Maps helps you to zoom into retail stores and clusters to assess and plan market coverage on Google Maps. Track field activity online and thereby identify gaps and opportunities.

## Distributor Connect

Track secondary sales, distributor inventory and product movement across markets. This will help in planning, sales forecasting and production planning with the help of actual secondary insights. Get better control over secondary schemes and thereby make your distributor claims process more robust.

## 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 and Integrate
- Dynamic Reporting
- S&OP and Forecasting
- Actionable Insights and Analytics
- Sales Fundamentals (Modern trade channel)

## 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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