

## The Result

Increase productivity  
**+60%**

Visibility across primary, secondary and tertiary sales,

Reduction in discounts  
**+15%**

Increase in channel partner satisfaction  
**+25%**

## The Problem

### Operational Issues

- ▶ No clarity on Man Power utilization at various branch offices
- ▶ PJP planning and market coverage data was not hygienic
- ▶ Data at ground level was not available instantly and they were depending on MIS to send the data which had lot of discrepancies

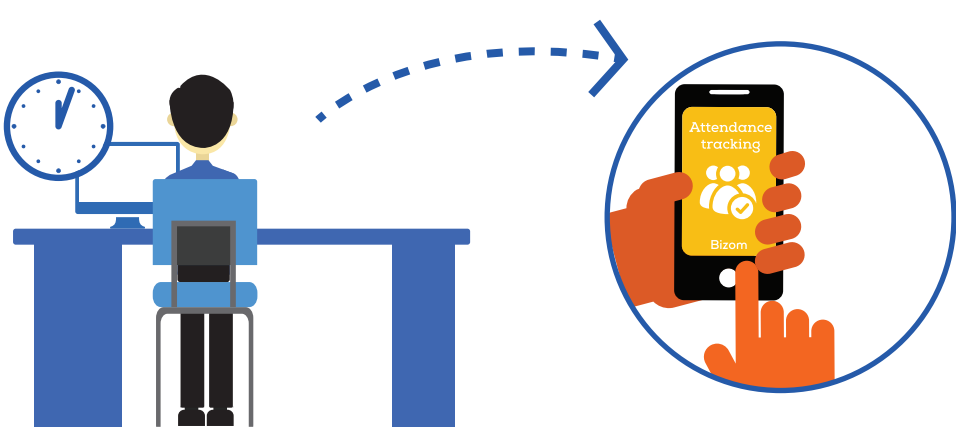
### Sales Issues

- ▶ Issues with tracking of Primary, Secondary and Tertiary sales
- ▶ Regulation of schemes and budgets
- ▶ There was no way to capture counter sales and counter sale returns from Channel Partners.

### Supply Chain Issues

- ▶ Inventory Management and Claims at Channel Partner Level had no clarity

## Our Solution

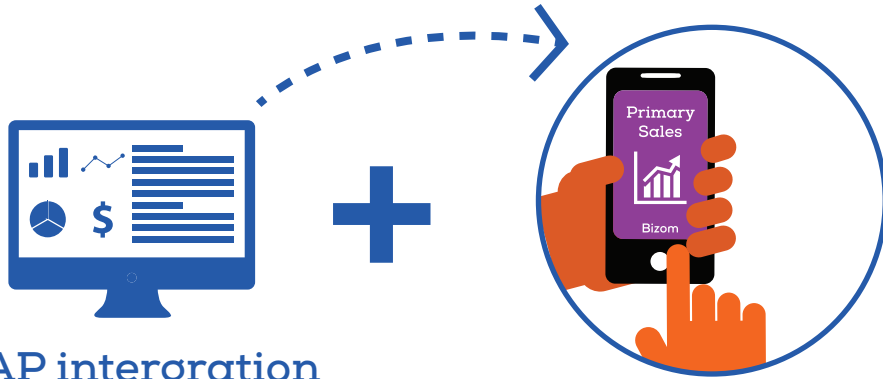
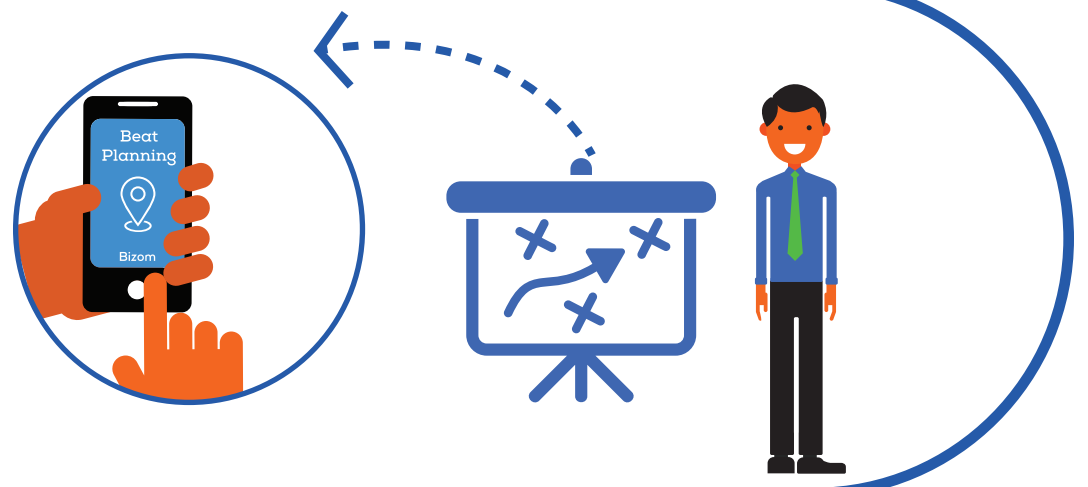


### 1. Attendance & leave Tracking

Attendance & leave Tracking of Users

### 2. Beat Planning

Beat/PJP Planning through Bizom and tracking dashboards



### 3. SAP Integration

SAP Integration for primary sales

### 4. Inventory Captured

Inventory level captured at channel partners



### 5. Order process

Sales Executive goes to the outlets. Provides collaterals and discounts / schemes through Bizom mobile app