

Bizom for Mars

How Bizom helped Mars track and manage its assets better!





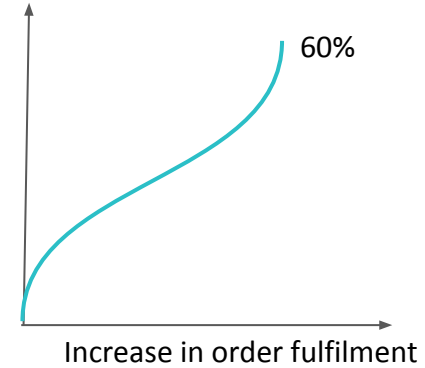
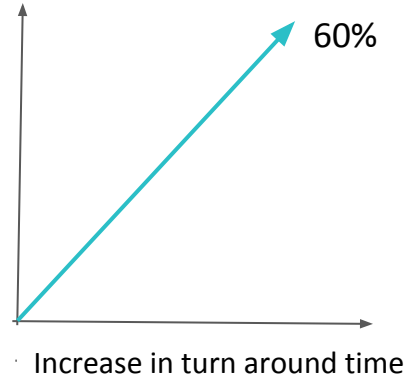
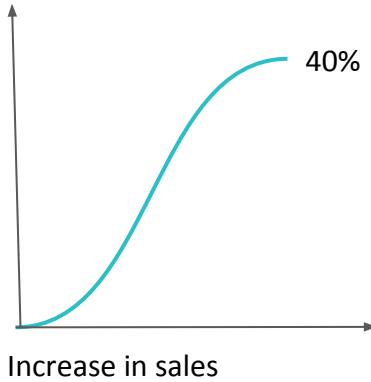
“

“We've Got our chiller Deployment and Audit process automated through Bizom. The kind of visibility we have got of our assets in the outlets now, is helping us to secure assets to prevent potential loss and ensure better utilization through higher focus on non complying outlets.”

-Saurabh Anand

”

After Bizom?



Mars attained these results with the help of Bizom which puts its automation solutions and analytics to best use and helps its customers achieve higher efficiencies.

Why Bizom?



One Stop Solution

Bizom provides complete automation of salesforce.

Bizom also works seamlessly even in remote areas where there is limited network.



Faster Go Live

Bizom went live for Mars, customized and configured to their requirements, in a very short span of time

Why Bizom?



Analytics

Bizom provides reports/dashboards and actionable alerts/notifications via our analytics engine. This results in data driven transformation across the organization, resulting in highly increased efficiency.



Super Easy UI

Bizom's super simple, highly intuitive user interface helps sales executives operate the application with minimal training. We call this "Paanchvi Paas" in India (so easy to use that even a 5th grader could use it!).

Why Bizom?



Hands-on Support

Bizom provided Mars with quick turn around time on support issues and master data.

Bizom - A Pioneer in Enterprise Mobility



 Founded in 2007 and profitable

 120+ Employees, 200+ Enterprise Customers, 90000+ Users

 Ranked 9th fastest growing tech company by Deloitte

Mars- Global manufacturers in confectionery



Mars is named as #50 on the Fortune 100 Best Companies to Work For list and the company strives to constantly evolve and grow. The company strives to deliver the very best quality products and services at a great value.

Mars opted for Bizom's asset management solution in November 2015 to track their chillers deployed in market. Bizom provides better visibility into asset location, health and service requirements.

Challenges along the way



- No way to reliably verify that the chillers deployed in market were still present at designated outlets
- Lack of information on chiller condition and repair requirements at retailer's outlets lead to faulty chillers causing spoilage of products
- There was no tracking of chiller fill rate for Mars products vs other brands

Solutions - Asset Management



Bizom's Asset Management module provides easy tracking, audit and management of assets (eg: chillers) deployed in market.

Bizom enables asset audit and helps keep track of service requirements, eventually resulting in lowered asset downtime, better asset health and improved compliance.



- Mars is using Bizom's asset management module helping Mars capture information on chillers placement as well as if any maintenance is required
- Sales executive can take pictures easily and capture all relevant information using Bizom's customized forms
- Mars can now efficiently audit the assets at retailer's end and provide better and fast service whenever required
- Mars now has visibility over what products are being kept in the chillers and its fill rate
- Alerts are sent to managers in case any chiller is malfunctioning or requires repairs

Our Presence



250+ Customers



130,000 Users



5 MM + Retailers

3RD

FASTEST GROWING
TECHNOLOGY COMPANY IN INDIA.

Deloitte.