



Sales Information Management Mobile Application for Electronics Consumer Durable Company

The Company

An Advance and premium electronics consumer durable brand with range of television products and Home Appliances. Set up in April 2010, headquartered in Mumbai (India) and operating in 9 zones with 24 branch offices across the country. As part of product range it consist of High definition LEDs, LCDs and Ultra Slim Color TV's, Refrigerators, Washing Machines, Microwave Ovens and Air- Conditioners.

Solution

To automate the Sales information process, Empover i-Tech Pvt. Ltd. deployed a Solution using mobile based application in Android 2.2 platform integrated with the Hosted Web Application. This enables the Sales representatives to upload Sales information easily and quickly through GPRS or SMS. The hosted web application is available to all authorized users to view the reports. This application also consists of a location tracker which tracks the location of the sales representative on an hourly basis according to his movement from place to place and accordingly marks his attendance. The authorized users of the web application can view the Google map of the location from where the information is sent.

Features

1. Mobile application collects Sales information by allowing the sales representative to
 - Choose the Distributor/Retail Outlet within a location
 - Choose the Item and SKU
 - The rate of each item selected will be taken from the database and displayed
 - The total amount of all the items sold will calculated internally and displayed
 - Upload the sales information using their mobiles and send instantly to the web (server) application using either GPRS or SMS.
 - Update master data and personal profile data.
 - Update configuration settings
 - Allows number validation.
 - The location tracker feature will automatically track the location of the sales representative on an hourly basis according to his movement from place to place using GPS feature in their Android phones and accordingly marks his attendance.
 - Dynamic Mobile Application build and broadcast
2. Administrator can maintain User, Distributor, Location, Shop, Item, SKU, Offers, Sales Person Route information, etc.
3. Reports on different dimensions,
 - a) Daily/ Monthly Sales Order reports Item/Date/Distributor/Representative wise
 - b) Daily/ Monthly consolidated reports generate the locations travelled by the Sales representatives every one hour

Tools and technologies used for implementation

J2EE, J2ME, ANDROID2.2, MY SQL, Windows 2008 Server.

Result

- Enabled sales representatives to send sales information to the centralized web application immediately using GPRS/ SMS which can be viewed by the managers immediately to take required action.
- Since Sales information is being sent automatically from Mobile application to the server, all operational cost related to submitting sales report got almost eliminated.
- Online Mobile data communication improved decision making process.
- Sales report through Mobile and web based applications improved individual productivity.
- Improved individual productivity by increasing sales and decreasing time spent.

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