



Sales Order and Stock Liquidation Mobile Application

The Company

A leading manufacturer and distributor worldwide of crop-protection products and the largest generic player in the sector. The Company supplies efficient solutions to farmers that assist them in combating disease and increase yields. In 2010 the Company's sales revenues were over USD 2 billion, and it is ranked number 7 in the world agro-chemicals sector.

Challenges

1. They used manual Sales ordering process using phone calls or by filling physical forms.
2. They found it difficult to find out the stock liquidation details at the dealers end.
3. This sales and stock information needed to be uploaded to their SAP system.
4. There was a lot of delay in Sales orders related submissions which was impacting the sales plan.
5. They used to receive sales orders through courier services, increasing their operational cost.
6. Sales managers were not able to monitor Sales activities effectively.
7. Management was not able to take right sales or business decisions in time.

Solution

To automate the Sales process, Empover i-Tech Pvt. Ltd. deployed a Solution using mobile based application in Java/J2ME platform integrated with the Hosted Web Application. This enables the Sales representatives to collect Sales orders easily and quickly. The hosted web application is available to all authorized users to view the reports. This application also consists of a Stock Liquidation application, using which the Sales force can take the details of the stock of each item at all the dealer outlets.

Features

1. Mobile application collects Sales order data by allowing the sales representative to
 - Choose the Distributor within a location
 - Choose the Item and SKU
 - Enter the quantity of the items needed
 - The rate of each item selected will be calculated internally taking from their SAP
2. The sales representative collects the Stock details in the following format
 - Choose the Distributor within a location
 - Choose the Item
 - Enter the opening stock
 - Enter the stock receipt
 - Enter the closing stock
3. Administrator can maintain User, Distributor, Location, Item, SKU, etc.
4. Daily/ Monthly Sales Order reports Item/Date/Distributor/Representative wise

Tools and technologies used for implementation

Java, J2ee, Java Script, AJAX, CSS, Apache Tomcat, MY SQL

Result

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

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