

## Solution Brief

### SecondarySales Advantage: Secondary Sales Data Capture And Analysis ACCURATE FORECASTS - RIGHT AND TIMELY DECISIONS



## NEVER LOSE TRACK OF SECONDARY SALES. NEVER MISS OUT ON AN OPPORTUNITY OF GROWTH.

The primary objective of deploying Arteria SecondarySales Advantage solution is to reduce the reporting time on secondary sales information capture besides information consolidation and reports generation on such data. SecondarySales Advantage is aimed at improving the supply chain related business analytics and will also aid the senior management to make strategic sales and marketing decisions for achieving better sales and performance results for the company.

Arteria SecondarySales Advantage is an enterprise application for secondary sales information capture and reporting. It can be accessed by the distribution network of the organization. Secondary sales data can be keyed in or automatically picked up or uploaded by distributor online. Besides capturing secondary sales information from the distribution network, the application also captures reporting information from Area Sales Officers (ASO), Circle Managers (CM) and Regional Managers (RM) of the company. Based on secondary sales captured by the distributors, reports on secondary sales is generated by SecondarySales Advantage to all the users of the system ie, Distributors, Area Sales Officers, Circle Managers and Regional Managers besides Senior and Top Management at head office.

The data captured from the Distribution Network is centrally available in SAP NetWeaver BW and dashboards are made available. SecondarySales Advantage reports are available for a particular distributor , for a group of distributors under a Area Sales Officer , for a group of Area Sales Officers under a Circle Manager , for a group of Circle Managers under a Regional Manager and finally for entire distribution chain at head office.

### Features

- **Distributor Network Integration**
  - Integration with heterogeneous stockist systems – SAP Business One, Tally, MS Dynamics/Navision or MSEXcel etc
  - Pre-defined SAP Business Warehouse info cubes for secondary sales data
  - Integration to SAP or non-SAP CRM systems
  - Easily adaptable to changing business needs
- **Analytics**
  - Dealer performance metrics
  - Promotional scheme performance
  - Sales growth analysis
  - Slow and fast moving products
  - Stock analysis
  - Sales figures obtained from calendar week sales
  - Seasonal and geographical buying patterns
  - Seasonal sales averages
  - Last year vs. current year sales, stock on hand or stock availability at the stockist
- **Technology**
  - SAP NetWeaver SoA Platform - Enterprise Portal, WebDynPro, BW and Web Application Server
  - SAP NetWeaver Exchange Infrastructure Or Process Integration
  - Runs on enterprise class, secure and scalable platform

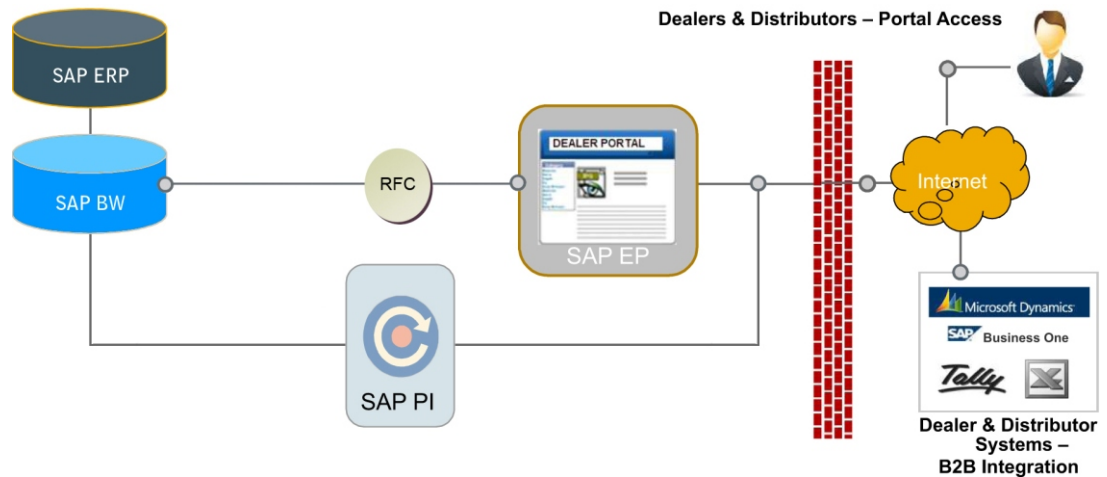
### BUSINESS ISSUES

- Inaccurate demand or sales forecasting leading to Inventory pile up at distributor and C&F level.
- Sales team spending time on manual reports with limited accuracy instead of spending time on business generation.
- Inaccurate analysis of market trends and misreporting of market information - Channel conflicts, Infiltration, Product launch delays.
- Promotional schemes of the company not being passed to the retailer.

### SOLUTION

- Integrate with heterogeneous dealer systems using uniform formats of pulling data from dealer systems or uploading data in a pre-defined format.
- Reduced inventory holding levels at warehouses and stockist points.
- Timely, accurate and automated secondary sales reporting leading to accurate production and scheduling planning.
- Dash-boards for intelligent strategic decision making.
- Accurate demand and sales forecasting.

## Solution Architecture



## QUICK FACTS

### Summary

The primary objective of deploying Arteria SecondarySales Advantage solution is to reduce the reporting time on secondary sales information capture besides information consolidation and reports generation on such data. SecondarySales Advantage is aimed at improving the supply chain related business analytics and will also aid the senior management to make strategic sales and marketing decisions for achieving better sales and performance results for the company.

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### Soution Implemenattaion

- Easy to deploy and Raipd Go-Live
- Works on top of Arteria DealerConnect
- Implementation time frame: 6-8 weeks for DealerConnect and 2-4 weeks for SecondarySales Advantage integration (both can be implemented parallely)

### Key Business Benefits

- Extended Visibility provides instant visibility of stock at dealer / stockist level.
- Reduces the inventory pile up and time to ship the inventory
- Improves the dealer / stockist / company relationship
- Improves the bill collection and time between order to cash
- Promotional schemes can be monitored effectively.

For more information on SecondarySales Advantage, please visit <http://www.arteriatech.com> | mail [sales@arteriatech.com](mailto:sales@arteriatech.com) | call +91 80 4242 3800