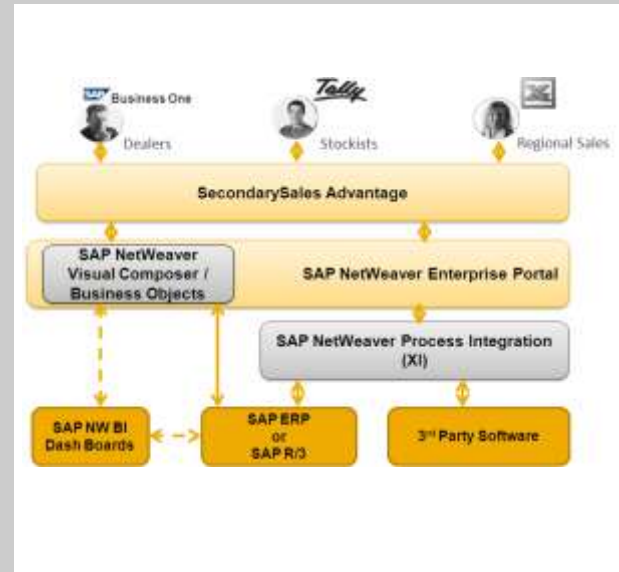


Power of Your SAP ERP Extended

Never lose track of secondary sales



SecondarySales Advantage: Secondary Sales Data Capture and Analysis

Agenda



- Arteria Technologies – An Introduction
- SecondarySales Advantage – Value Proposition
- Features
- Demo
- Technical Architecture & Implementation Details
- Summary

INTRODUCTION

- An SAP Software Solution and Service Partner based out of International Tech Park, Bangalore.
- Arteria is exclusively focused on Services and Products on SAP NetWeaver platform and help customers leverage the potential of SAP Net Weaver.
- We have over 150 SAP consultants based covering Technical and Functional skills
- Management team is **ex-SAP Labs** with several years of development, implementation and consulting experience.
- Key members holds patents in Financial Services domain (during their tenure with SAP).
- ISO 9001:2000 and ISO 27001:2005 Certified on all SAP projects, Arteria is on its way to achieving SEI CMM Level 3 Certification.

CREDENTIALS

- SAP NetWeaver Services partner in India.
- Awarded the “Best SAP NetWeaver Process Integration Partner 2007” for APJ.
- First and only partner to have a SAP certified NetWeaver Mobile Client
- SAP ISV with certified products and xApps Partner. Solutions have been developed with SAP India’s guidance and are certified by SAP Labs.
- SAP Co-Innovation Labs (COIL) partner in Bangalore.
- Arteria engages with SAP Labs and RIG for product feedback and enablement in emerging technologies like Interactive Forms and NetWeaver Mobile.
- SAP ePartner Certification solution Provider (Helps ISV in development and certification of their products).





NetWeaver based Products

- SupplierConnect Advantage
- DealerConnect Advantage
- SecondarySales Advantage
- Interactive Advantage
- Dashboards Advantage

Products on Mobile

- mApprove Advantage
- mDashboards Advantage
- mSalesForceAutomation Advantage

Productized Services

- ECM Advantage
- EDI Advantage
- SolMan Advantage

SAP NetWeaver Expertise

- SOA Consulting
- SAP NetWeaver Process Integration & B2B EDI
- SAP NetWeaver BW, CE, Portal, Mobile and MDM

Solution Extensions Expertise

- SAP Interactive Forms by Adobe
- SAP Archiving and Document Access by Open Text
- Seeburger EDI Adaptors
- Test Data Migration Server (TDMS)
- SAP BusinessObjects

Other Expertise

- SAP ABAP Custom & RICEFW Development
- SAP BASIS Services
- SAP Technical Upgrade
- Post Go-Live technical support

Customers



ADANI



Noida Power Company Ltd.



No visibility into your distribution network, causing

- Inaccurate demand or sales forecasting
- Sales team spending time on manual reports with limited accuracy instead of spending it on business generation
- Inaccurate analysis of market trends and launching new products

Service gaps between the stockist and the retailer

- The stockist overselling for extra credit
- Price discrimination
- Promotional schemes of the company not being passed to the retailer
- Lack of commitment and infiltration of stocks by the stockist

Service Gaps between the company and the stockist

- Misreporting of market information - Channel conflicts, Infiltration, Product delays
- Inventory pile up at distributor/C&F level
- Delay in clearance of claims

Service gaps between the retailer and the consumer

- Improper infrastructure and lack of organized retailing
- Retailer not passing the schemes to the final consumer
- Fussy Product returns
- No monitoring of slow moving products

SecondarySales Advantage: Solution and Benefits



SecondarySales Advantage: Secondary Sales Data Capture and Analysis

- Integrate with heterogeneous dealer systems
- Uniform formats of pulling data from dealer systems
- BI dash-boards for intelligent strategic decision making
- Either the dealer uploads data in defined format to Dealer Portal or direct pull via integration with the dealer system

Benefit - Strategic Decision Making and Reduced inventory pile up

- Timely, accurate and automated secondary sales reporting leading to accurate production and scheduling planning
- Reduced inventory holding levels at warehouses and stockist points

Benefit – Market Share and Better Sales

- Accurate demand and sales forecasting
- Focused advertising and effective marketing campaigns
- Realistic sales growth and better profitability
- Sales team spending all their bandwidth in business generation instead of compiling manual reports



DISTRIBUTOR NETWORK INTEGRATION

- Integration with heterogeneous stockist systems – SAP Business One, Tally, MS Dynamics/Navision or MS Excel 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

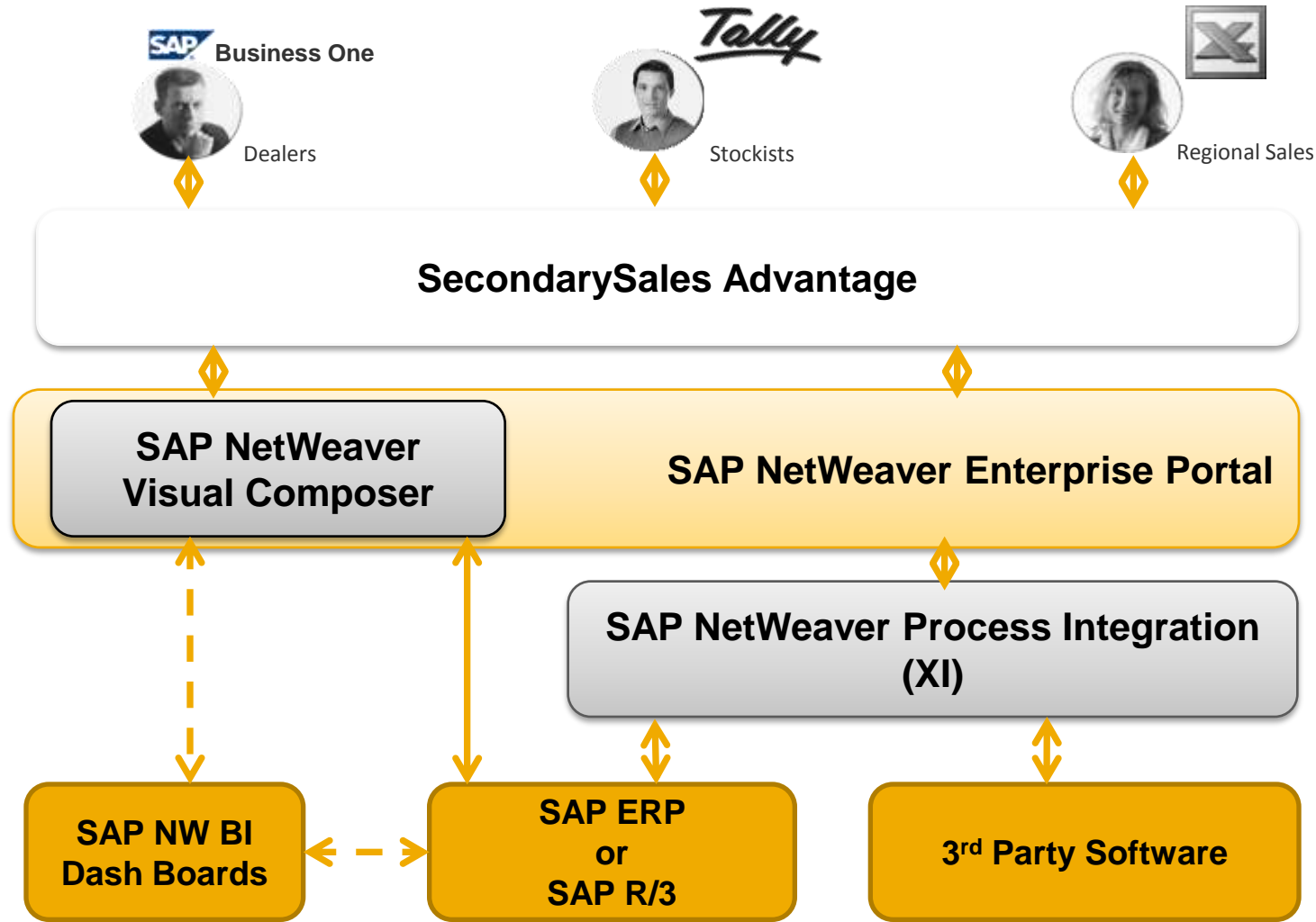
Technology

- SAP NetWeaver SoA Platform - Enterprise Portal, WebDynPro, BW and Web Application Server
- SAP NetWeaver Exchange Infrastructure Or Process Integration
- SAP NetWeaver Visual Composer or SAP Business Objects for visualization

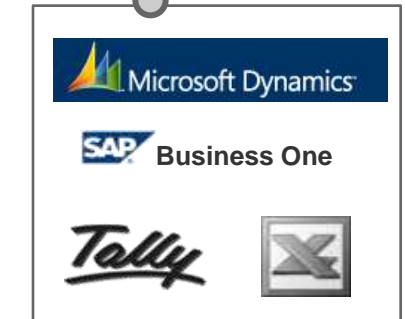
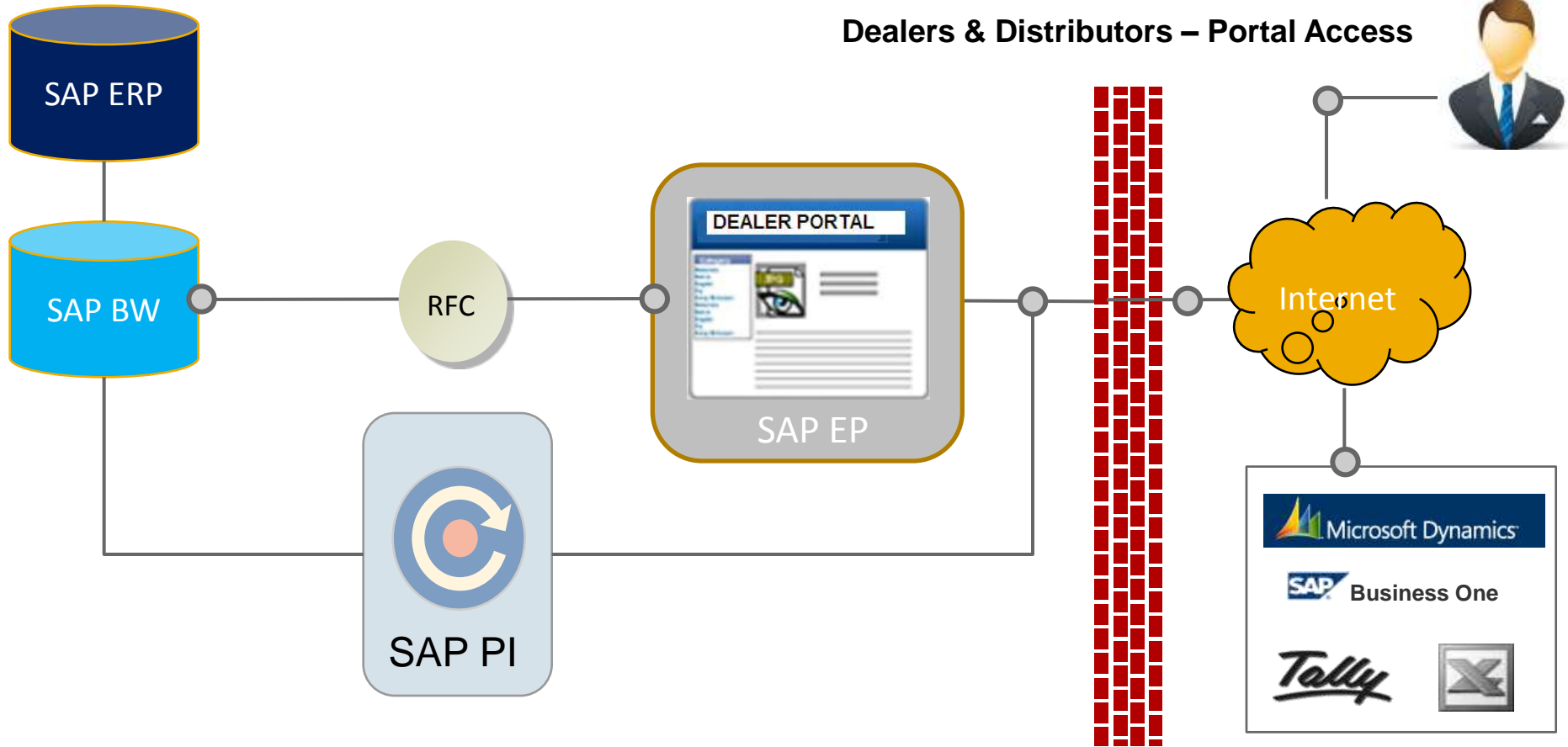
ANALYTICS

- 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

SecondarySales Advantage: Solution Overview



Technical Architecture & Implementation Details



Dealer & Distributor Systems – B2B Integration

Solution Implementation

- Easy to deploy (Rapid Go-Live) in 6-8 weeks for Dealer Portal and 2-4 weeks (also possible in parallel with Dealer Portal) for SecondarySales Advantage

SecondarySales Advantage: Benefits Summary



A SAP NetWeaver based platform to capture secondary sales data into SAP with uniform formats. In addition, pre-packaged data marts and dashboards help you analyze secondary sales data with primary sales from your existing SAP ERP and thereby allow you to make strategic sales decision to achieve your targets.



Secondary Sales Platform

- Capture and Analyze the critical secondary sales data
- Get accurate view on the inventory movement and take informed decisions on your sales activities.



Feature Rich

- Integrate with heterogeneous dealer systems using uniform data formats
- Dashboards and reports for strategic decision making



Lower TCO

- Single Platform: Runs on SAP NetWeaver
- Easy to deploy with rapid go-live of 2-4 weeks

Thank you for your Attention!

CONTACT US @

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