

Short Takes



Sales automation helps global food company
grow in Asia

Overview

Country/ Region: Asia Pacific

Industry: Food and beverages

Customer Profile

A global food company with leading brands in 200 countries

Business Situation

The client needed an effective sales automation solution that would automate and implement best-in class sales processes to achieve aggressive sales objectives in Asia

The Solution

Infosys developed and implemented an end-to-end sales automation solution consisting of a sales and distribution system, web-based portal and sales force automation system. This helped automate and transform sales and channel management processes.

The Benefit

The standardized, flexible and scalable sales automation solution enhanced sales force productivity and effectiveness across multiple geographies thus driving growth.

Situation

The client wanted to grow its business and become the largest food company in Asia. However, it was limited by its existing sales system along with the lack of automation and standardization of processes and systems across the region. This affected its ability to effectively leverage market and channel information to achieve growth.

The key limitations of the existing system included:

- **Lack of visibility into sales operations:** Inability to use distributor and store sales data to manage stock availability at shelf; impact on promotion effectiveness
- **Manual processes:** Loss of sales force time due to paperwork, follow-ups and administrative issues
- **Multiple stand-alone systems:** Lack of consolidated information on a timely basis for key areas including Sales, Logistics and Finance
- **No standards for processes and key performance indicator (KPI) measurement:** Limited ability to replicate best practices and drive discipline and change management both internally and externally

In addition, there were go-to-market challenges that included diverse and multiple distribution structures, besides regulatory and IT infrastructure issues across markets.

The client needed a partner who could build a standardized, flexible and scalable sales automation solution that would be easy to use and quick to deploy. Infosys was chosen for its domain and technology expertise and its ability to resolve complex challenges.

Infosys' Approach

Infosys engaged in a rigorous discovery process with the company's management to draw up a roadmap with user requirements driving business and technical functionality. It program managed the solution's deployment across multiple geographies and enabled change management both internally and externally. Infosys also integrated the sales automation solution seamlessly with various other ERP & SCM applications.

Solution

Infosys designed, developed and implemented a comprehensive, robust and flexible sales automation solution.

The solution comprised three key components:

Sales and Distribution (S&D) system

This core transaction system was deployed at the individual distributor level to enable sales automation and acceleration. The S&D system automated and transformed key processes such as order management, inventory management, warehousing, route management, distribution, accounting, and finance. This helped improve the quality and speed of distributor operations.

Web-based portal

The portal integrated multiple S&D systems across distributors with the client's back-end applications. It was a key market intelligence tool for corporate sales, supply chain and finance. It enabled informed decision making by ensuring flow of timely information.

Hand-held sales force automation (SFA) solution

Infosys helped the company select the PDA device that automated sales processes like order-to-cash, task management, and promotion execution, helping improve sales force productivity. The SFA solution was also adapted to different user requirements, enabling proactive customer management by enhancing sales force effectiveness.

Business Benefits

The standardization of sales processes and systems across multiple geographies enabled quicker rollout of the sales automation solution. It helped the company drive sales by providing:

- **Improved quality and speed of decision making at both the corporate level and the front line**
 - Timely visibility into distributor and store operations - inventory tracking, order generation, compliance adherence, etc.
 - Enhanced analytics capability through customized dashboards and streamlined reporting
- **Enhanced sales force productivity and effectiveness**
 - Best-in-class, standard selling process for improved customer management and store execution performance
 - Automation of sales processes like task management, order management and asset tracking allowing the sales teams "more time to sell"
 - Compliance to merchandising standards, planogram and promotions, improving store execution capability
- **Improved distributor ROI**
 - Improved cash flow due to streamlined ordering, inventory management and claims processing
 - Timely market information to proactively plan and execute promotions, creating opportunities for sales growth



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.