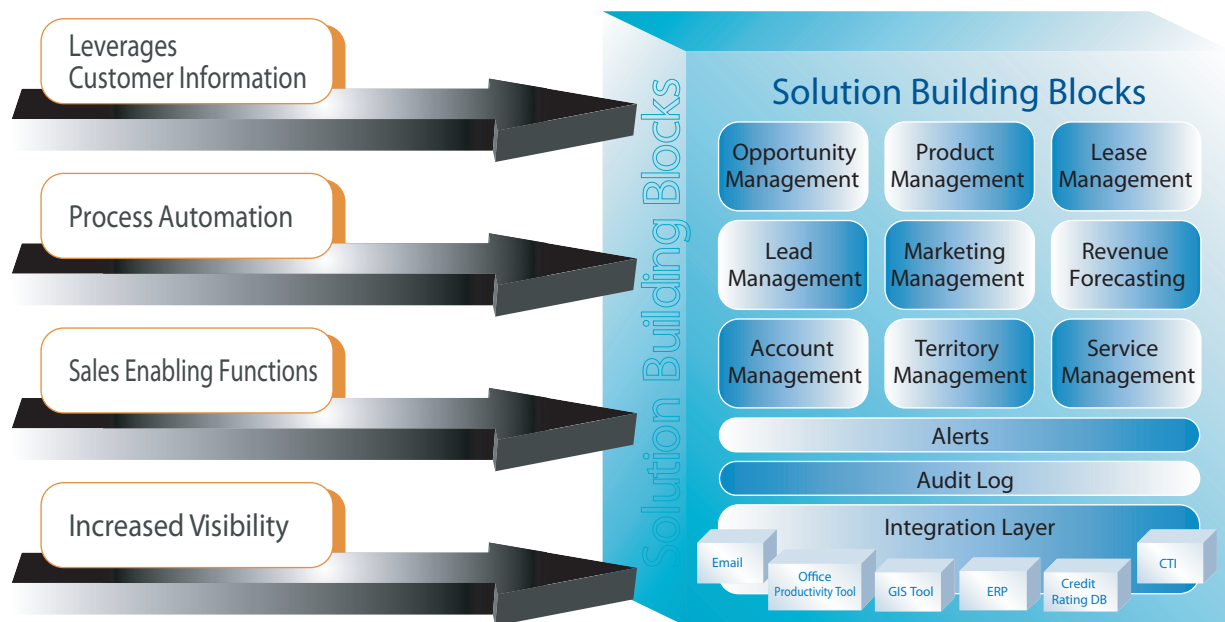


Solution for Wholesale Distributors

Intense competition between manufacturers/original equipment manufacturers (OEMs), online retailers and specialty distributors, fueled by the insatiable demands of increasingly knowledgeable consumers, has squeezed the revenues and margins of wholesale distributors to death. To survive in an unforgiving market, wholesale distributors must keep pace with the requirements of online retailers. Staying abreast with sophisticated analytic tools to retain and gain customers and drive revenue growth has become a business imperative for wholesale distributors.

Infosys' Wholesale Distribution Solution - built on Microsoft Dynamics CRM 4.0 - helps wholesale distributors manage their business efficiently, retain customers, and sustain growth by substantially improving sales productivity and operational effectiveness. Not only does it facilitate growth in existing accounts but it also helps gain new accounts in different geographies through proactive relationship management and tailored sales processes for specific products, services and market segments.

Solution Overview



Key Solution Features

- Completely integrated tool to manage Lead, Opportunity, Territory, Forecasting, and Sales Performance reviews on an easy-to-use platform that provides a holistic, 360-degree view of customer information
- Easy integration with Microsoft Outlook makes it available for use through Microsoft Outlook
- Smart dashboards to improve sales productivity made available by user roles. Analytical reports enhance upsell and cross-sell capabilities
- Workflow configuration allowed as per business needs for business users
- Automated support for lease management and lease renewals (applicable for equipment and consumer durables distribution)
- Comprehensive account and territory management, sales quota management, and incentive/compensation management functions in a multi-channel and multi-segment sales scenario
- Robust security through role-based access to only relevant records, even while filtering through stacks of records. The system acts as a single source of truth across the organization
- Power of choice with the flexibility for on-premise or hosted solution deployment

Key Solution Benefits

- Flexibility to handle multiple and varied sales processes at different stages
- Defines complex inter-relationships to:
 - Support compensation strategies, sales targets and territory alignments
 - Improve management insight of market demand
 - Guide selling resources in pursuing opportunities
- Integration with Microsoft Outlook enables the sales personnel to complete all CRM activities within Outlook itself
- Strong Business Intelligence (BI) capabilities provide customer-level data analytics, management dashboards and pre-built reporting

Infosys Value Add

- Lower total cost of ownership and maintenance on account of being built ground up on a Microsoft stack that includes MS Office and MS Exchange.
- Microsoft-Infosys alliance - Infosys' strategic alliance with Microsoft brings together innovative Microsoft technologies and integrated services delivery.
- Microsoft-certified consultants with industry-wide implementation experience and a Center of Excellence for business applications and functional solutions

Allied services

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Independent Validation

Gives your applications the third degree treatment and tests their robustness and ability to survive your business growth. A "must have" service if you are serious about long term leverage of your application assets.

Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of its parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dramatic productivity growth like no one else can.

Modular Global Sourcing

A strategically mature alternative to total outsourcing and ad-hoc offshoring. Align your sourcing strategy to your business strategy, modularize your applications and processes and leverage the power of Global Delivery Model (GDM).



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.