

Microsoft Dynamics™ CRM solution for Wholesale Distribution

The Infosys Wholesale Distribution Solution built on Microsoft Dynamics CRM helps distributors to increase sales while lowering operations costs.

Intense competition between manufacturers/OEMs, channel partners, online retailers and specialty distributors in the backdrop of an increasingly knowledgeable end customer has put severe revenue and margin pressure in wholesale distribution business. Several of our large clients in the sales and distribution space have shared the need to overhaul sales operations and service management by turning sales persons into consultants with an improved ability to provide 'differentiated' solutions to their customers. The need of the hour is to:

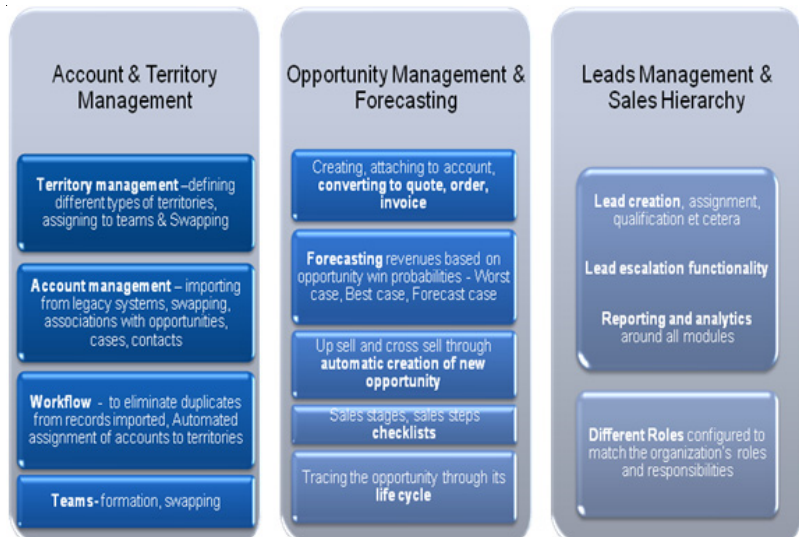
- Improve sales effectiveness and customer satisfaction levels
- Increase top-line revenues through value added services
- Reduce the costs of sales operations
- Better customer intelligence to drive cross sell and upsell opportunities

Solution Overview

The Infosys Wholesale Distribution Solution gives you better control on your sales operations. Based on the MSCRM technology, it primarily addresses the following organizational challenges:

- Improved sales & operational productivity and better control of sales pipeline
- Growth in existing / new accounts through proactive sales strategies and by leveraging tailored sales processes for specific products, services and market segments.

The Infosys Wealth Management Solution is built on the Microsoft Dynamics CRM 4.0 platform.



Key Features of the Solution

- Integrated customer information available through 360 degree customer view dashboard
- Allows business users to configure sales processes by product line, customer industry vertical or segment
- Comprehensive account and territory management, sales team management and pipeline / forecasting management functions in a multi product line and multi team scenario
- Entire solution functionality available within Microsoft Outlook
- Robust Security through role based access to only relevant records, with access privileges controlled at user, role and team levels.
- Power of choice - Infosys offers you the flexibility to use the solution on premise, or in a hosted pay-as-you-use model

Key Benefits of the solution

- Flexibility to handle multiple and varied sales processes with win probability auto-incremented at each stage
- The solution reduces administrative overheads as Sales Managers and Team Leads can manage their own territories and teams, opportunities, tasks and sales pipeline through this solution.
- The solution provides web services based integration capabilities to backend ERP systems for product, price and inventory information and with 3rd party credit rating agencies to be able to run credit checks
- Complete integration with Microsoft Outlook enables the sales person to complete all CRM activities from within Outlook. There is no requirement to launch or work in a different CRM application.
- Strong BI capabilities providing customer-level data analytics, management dashboards and pre built reporting.

Infosys Value Add

- Automated assignment of accounts, leads and opportunities to sales territories based on multiple criteria
- Ability to reassign and swap accounts and opportunities between territories and sales teams
- Tree view for territory hierarchy management and revenue rollup
- Best case, worst case and most likely scenarios for forecasting of revenues
- Tracking of lease expiry dates and system alerts for equipment leases
- Sales processes and stages configurable by product line or customer segment
- Configurable dashboard for quick access to information relevant to the appropriate user role
- Pre built adapters for integration with credit rating agencies
- Enhanced security of sensitive client data with transaction audit logs
- Solution available for either hosted or on premise deployment

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 leverages 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.

Global Presence

North America

Atlanta, Bellevue, Bentonville, Bridgewater, Charlotte, Detroit, Fremont, Hartford, Houston, Lake Forest, Lisle, Monterrey, New York, Phoenix, Plano, Quincy, Reston, Toronto

Europe

Amsterdam, Brno, Brussels, Copenhagen, Frankfurt, Geneva, Helsinki, Lodz, London, Milano, Oslo, Paris, Stockholm, Stuttgart, Utrecht, Zurich

Asia Pacific

Bangkok, Beijing, Hangzhou, Hong Kong, Manila, Mauritius, Melbourne, Shanghai, Sharjah, Sydney, Tokyo

India

Bangalore, Bhubaneswar, Chandigarh, Chennai, Gurgaon, Hyderabad, Jaipur, Mangalore, Mumbai, Mysore, New Delhi, Pune, Thiruvananthapuram

For more information, contact askus@infosys.com

About Infosys

Infosys Technologies Ltd. (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Infosys creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services.

With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered.

