

## Sales Force Automation (SFA)

Mobile Seller is a state-of-the-art Sales Force Automation (SFA) enterprise solution providing mobile sales force with near real-time access to enterprise and field data when ever and where ever they need. Mobile Seller easily collect and manage complete sales and marketing information that can be instantly accessed by the officials. The mobile data collection module is very well integrated with the back-office management reporting system which can be accessed via intranet or internet and it gives real-time information or management reports with snazzy sales charts.

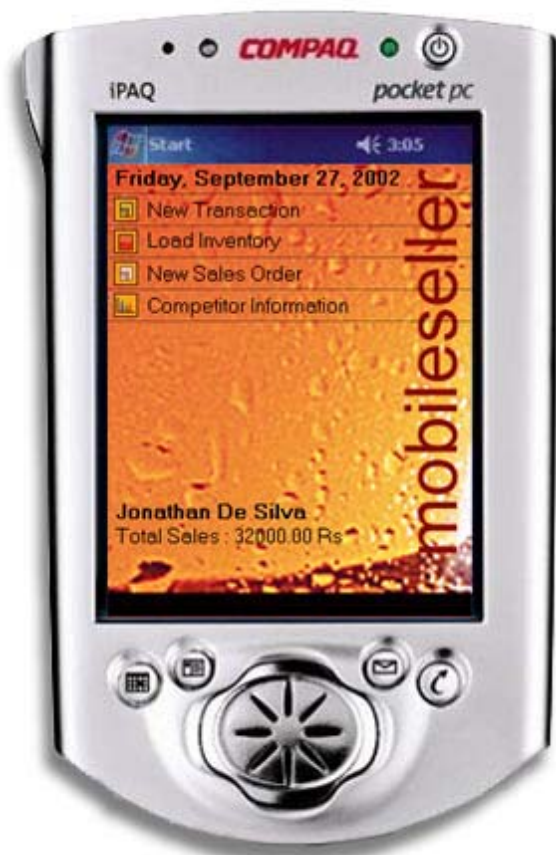
Mobile Seller SFA solution significantly speed up the rate that enterprise data is sent to the personnel at the field. Conversely, data collected from the field can instantly be integrated to the back-office sales system via internet providing the management with fresh sales statistics daily. This helps the organizations to integrate both financial and promotional account plans according to the field execution goals.

## Pocket PC Mobile Application

Mobile Seller client consists of four main modules namely Transaction Processing, Load Inventory, Competitor Sales Tracking, and Market Analysis. Transaction module captures the details of products sold to each customer and its payment details. Sales representatives can easily select the products from a predefined list and with in no time they can generate the point of sale receipts according to the most up to date price list. For each sale, the system will calculate the empty requirement according to the item to empty ratio. Application will carry forward the part payment details and it prompts the field workers to collect due payments on time.

The Load Inventory module gives the information about the truck load or current inventory status so that the reps can better plan the delivery process. Competitor Sales Tracking module allows the sales reps to capture competitor sales volumes and the delivery frequencies at every outlet. This is a very useful feature to asses the performance of competitors and the current market share.

Market Analysis module is a very neat feature and it will help the sales force to capture market information such as freezer shares, display details and facing statistics at each customer outlet. The system will also track the incentives and the complement and it will also record the competitor's ongoing promotional activities.



## How Mobile Seller Works

**Pocket Client :** Using Mobile Seller client application running on Pocket PCs, sales representative perform their tasks exchanging data with headquarters. These cutting-edge devices utilize the popular Pocket PC or Windows CE operating system and replace slow, error-prone and expensive paper based manual systems. Mobile Seller increases the 'velocity' and accuracy of data collection and transmission between mobile workers and headquarters or distributor points.

**Mobile Seller Back-Office Reports :** Powerful Web (Intranet/Internet) reporting functions makes it easy to convert data into useful reports and information viewable by authorized personnel. Web based reporting allows fast and easy access to all types of vital field information and access is secure and controlled by a role based security mechanism which is customizable for different organizational needs. Reports including tables, charts, and graphs are generated 'on the fly' from the latest data. Information can be grouped by region, product, time period, etc. for different interest groups. This reporting system is a very informative source and it helps sales forecasting, resource allocation, as well as management decision making.