

Business Challenges

Develop an efficient and competitive Sales & Distribution Channel

- ✓ To enable Complex sales based and Usage based KPIs
- ✓ To give competitive edge through push sales
- ✓ To enable real-time last mile sales view

Solution Offered

Channel

- Sales Target, ROI, Invoice, Collection
- Commission Management

Inventory

- Stock Management, Payment and collections

Sales KPIs

- Accumulations, Sales Quality and Transaction based

Promotion

- FOS Management, Campaign On

Case Study

Sales & Distribution

for green field 4G LTE operator in *Africa*

targeting to provide efficient sales and distribution network for services rollout

Results Achieved

Reduced Stock exhaustion in market, Revenue Generation of 180,000 USD per quarter.

Market Penetration of 4G to 22% in highly competitive market due to optimised distribution strategy



Dealers

1000



Channels

**Branded Stores
Open Market Sales**



Retailers

**5
Average per dealer**