

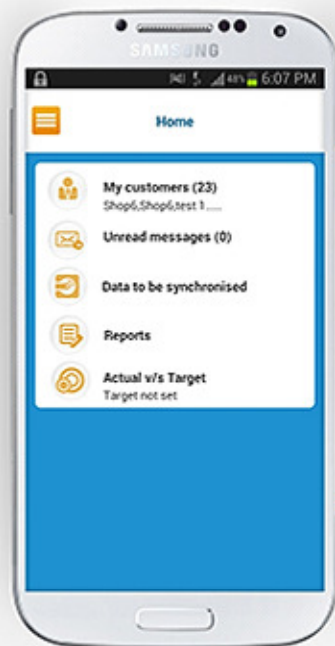
# Absolute Control over Field Sales Operations



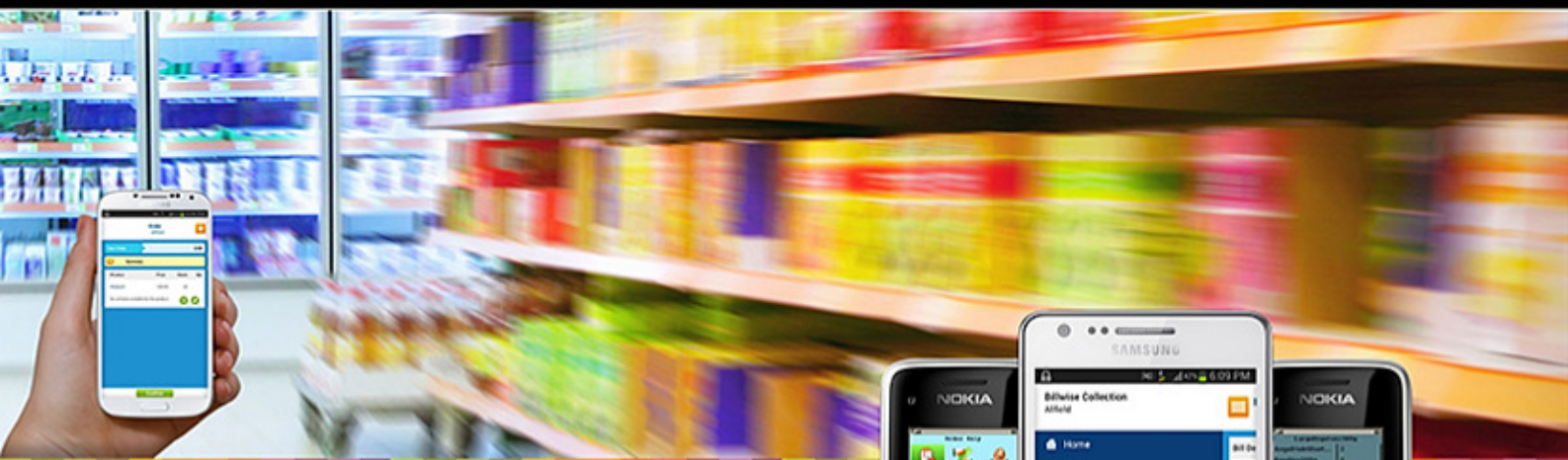
**Real Time Intelligence** can transform the way you do business. That is what FieldMax<sup>®</sup> delivers every instant, while the field sales team perform their routine operations through FieldMax<sup>®</sup> mobile.

FieldMax<sup>®</sup> - A state of the art solution designed for organisations with field operations, it combines the power of mobility and data crunching capability on cloud. It brings you real time intelligence, helping you manage your business most effectively.

FieldMax<sup>®</sup> enables sales personnel to capture field information (order details, collection details, etc.) using a mobile application. The information captured from the field is made available to the back office (management, sales and operations team) in real time over a web application. The solution supports bi-directional information exchange with existing IT systems (Accounting Systems, ERP, etc.) and offers extensive analytics capabilities for the management to steer sales & distribution operations.



FieldMax<sup>®</sup> is proven in multiple geographies. 100 plus organisations spread between Asia, Africa, Middle East and Australia have deployed FieldMax<sup>®</sup> to streamline their business operations.



## FieldMax® Mobile

- Used by field sales personnel
- Runs on mobile/ tablet devices
- Transmits data using 3G/ GPRS
- Automates entire field activities
- Offers offline data capture capability
- Android and Java ME/ Symbian versions



## FieldMax® Office

- Used by back office/ management staff
- Browser based application
- Powerful management dashboards
- Advanced analytical capabilities
- Can be interfaced with existing IT systems
- Configurable to suit business scenarios



## FieldMax® Features

### Order Picking

Based on routes, shops, product groups, brands, SKUs, etc.

### Feedback

Sales returns, Complaints

### Market Intelligence

Inputs from Point of Sales



### Stock Updates

Visibility on warehouse stock position. Facilitates capture of retailer stock details

### Payment Collection

Cash, Cheque, Coupon & automated receipts via SMS

### Pocket MIS

For Field Executives

## Key Benefits

- ✓ Enhanced two way communication with sales & distribution
- ✓ Increased visibility into sales force effectiveness
- ✓ Optimised planning of market visit routes
- ✓ Enables analysis of secondary sales
- ✓ Access to marketing and competitor intelligence
- ✓ Faster sales order cycle
- ✓ Improved receivable collections and reduction in bad debt
- ✓ Quick ROI with minimal capital investment

### Process Efficiency

FieldMax® helps you optimise the processes that are linked to operational KPIs (Key Performance

### Real Time Intelligence

Facilitates real time analysis of market and customer parameters for intelligent and quick decisions.

### Absolute Control

Gain enhanced visibility and absolute control over field sales operations.

**experion®**  
experience value...

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