

Phase – 1 Document Ijjapureddy Parvathi Devi

1. Project Title

Revolutionizing Agriculture with AgriEdge Or-Mange Ltd: A Salesforce-Driven Order Management Solution

2. Problem Statement

AgriEdge Or-Mange Ltd is facing challenges in managing its agricultural supply chain operations.

- Manual order processing leads to errors & delays.
- Lack of real-time inventory visibility causes stockouts and overstocking.
- Disconnected customer service channels result in poor customer experience.

A Salesforce-driven Order Management System (OMS) is required to solve these challenges.

3. Objectives

- Automate order management to minimize manual errors.
 - Enable real-time inventory tracking.
 - Integrate with customer service channels for seamless support.
 - Provide analytics & reports for decision-making.
 - Ensure data security & compliance.
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4. Stakeholder Analysis

- **CEO/Management:** Wants visibility into sales & supply chain performance.
 - **Sales Team:** Needs easy order entry & tracking.
 - **Warehouse Staff:** Requires real-time stock visibility.
 - **Customers (Farmers, Distributors):** Expect timely delivery and support.
 - **IT/Admin:** Ensure system stability, security, and integrations.
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5. Business Process Mapping (Before Salesforce)

1. Customer places order via phone/email.
2. Sales rep manually records in spreadsheet.
3. Warehouse checks stock manually.

4. Delivery arranged after approval.
 5. Updates communicated via multiple channels.
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6. Business Process Mapping (After Salesforce OMS)

1. Customer places order → Captured in Salesforce.
 2. Automated workflow → Order created, tasks assigned.
 3. Inventory auto-updated in real-time.
 4. Warehouse notified instantly.
 5. Automated email/SMS updates to customers.
 6. Reports & dashboards provide insights.
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7. Industry-Specific Use Case Analysis

Agriculture industry requires:

- Seasonal demand forecasting (based on crop cycles).
 - Bulk orders (fertilizers, seeds).
 - Perishable items tracking (fruits, vegetables).
 - Farmer/distributor relationship management.
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8. AppExchange Exploration

Potential Salesforce add-ons from AppExchange:

- Inventory Management Apps.
 - SMS/WhatsApp Notification Apps.
 - Agri-Supply Chain Solutions.
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9. Conclusion

Phase 1 analysis confirms that Salesforce OMS is the right solution to transform AgriEdge's supply chain, reduce costs, and improve customer satisfaction.