A Case Study:

Secondary Sales and Inventory Management Solution based on

OutReach™ Lite

The Client

- Emami Limited is into manufacturing of health, beauty and personal care products for over 35 years

- All manufacturing units are ISO 9001:2000 certified and GMP compliant

- Emami has also been listed among the top 500 companies in BT-500 Most Valuable Companies of India in the private sector (Business Today)

- Brand Equity Most Trusted Brand 2012 have ranked Emami power brands Zandu balm, Fair and Handsome, Boroplus and Navratna among the top brands in the country.

The Challenges

- Emami covers all the states with 32 depots across India

- A wide distribution network comprising strong network of 3500 distributors and 4500 sub distributors

- Retail reach across of 5,00,000 outlets

- ERP does not provide visibility and control on
  - ✓ Distributor's stock Inventory
  - ✓ Sales from the distributor to retailers
  - ✓ Region/ Area/Distributor/Retailer/SKU wise Sales Report

The Solution

- Ubq Technologies offered a solution based on *OutReach*^{TM} Lite in 2010 to cover all distributors

- The solution was integrated with Emami's SAP ERP system

- Track product movement through Distributors (secondary sales) on-line, accurately

- SKU wise closing stock is captured by:

    - ✓ From distributors over telephone, or,

    - ✓ Distributors/ASOs login and enter over the Internet

- SKU wise overall Secondary Sales is derived as:

    Closing Stock = Opening Stock + Purchase – Sales

The Benefits

- *OutReach*^{TM} Lite brought in much needed visibility and control over distributors stock and sales

- Increased the success rate of marketing and sales strategies by basing them on actual sales data

- Able to do better sales planning using historical on data on stock and sales

- Able to get sales related measurable key performance indicators for each region, area, territory, etc.

The Technologies

- *OutReach*^{TM} Lite is designed on Java/J2EE technology

- It has 3-tier architecture - the user interface is web-browser based, typically Microsoft Internet Explorer

- It is platform neutral – runs on Windows and Linux

- The system runs on Oracle WebLogic / Tomcat-Apache application servers

- In the backend, uses Oracle/ MySQL database management system

Ubq Technologies

…orchestrating Intelligence!