STERISON TECHNOLOGY PVT. LTD.

Brochure

SALES FORCE AUTOMATION

SFA

Retail Execution
Intelligence Platform for FMCG/CPG Industries

Turn every store into the perfect store through in-app visit management. merchandisers collect in-store data and managers control their workflow, review data, and produce reports. Automate field data collection and in-store reporting with Visit Basis!

Field salespeople and merchandising strategists at consumer-packaged goods (CPG) businesses utilize retail execution software to increase sales and profit at retail outlets where their products are sold.

Retail and mobile workforce guidance and product education, Product pricing and placement optimization, Product promotion strategy, deployment, Retail site audit workflow, inspection software features, Data collection (e.g., images, surveys, etc.), New product order placement, Workforce management features for field sales / merchandising tea all of this can be done with the help of a single software.
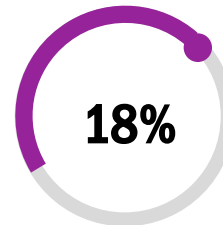
Smart SFA

Sales execution Towards smart SFA.

✓ 30% sales growth in a key market for a leading beverage brand

✓ 18% Increase in outlet reach for a global health and hygiene leader

✓ 50% increase in sales productivity for a packaged food leader

✓ 42 Mn$ in projected savings by stopping scheme leakages for a beverage leader

✓ 113% increase in drop-sizes for a leading confectionery brand

✓ 96% increase in productive calls for a leading consumer durables brand

45%
Increase in sales closure

18%

Reduction in sales cycle time

14%

Drops in sales administration time

Smart SFA

Benefits of
Sterison Smart SFA

Sales force automation plays a crucial role in motivating your sales team, keeping them informed in terms of the entire supply chain data, and enables them to make smarter decisions. Likewise, the managers can get actionable insights into real-time data and act accordingly. Our SFA offers seamless integration across devices without compromising organizational security.

Hence, it improves overall productivity, keeps the motivation high, boosts range selling, and increases market coverage, all the while empowering you to make smart sales teams. Thus, it is a reliable, efficient, and robust way to perform across all the sales vertical with clear insights into every business process and customer.

Smart SFA

Why does your FMCG Brand need it NOW?

A recent **McKinsey report** outlined that 30% of all sales tasks can be automated. Sales automation can help reduce the cost of sales processes by reducing the time spent on manual processes and reporting.

While businesses across the globe keep on benefitting from sales force automation, Indian FMCG is still suffering from performance issues and revenue trenches because of its inability to embrace automation the right way.

The FMCG brands also fail to adjust their working style and technology platforms to ensure seamless and effortless integration of sales reps and automation solutions.

Smart SFA

Give Your Sales Team the Best

Bring more performance and productivity to your business using the Industry Cloud Solution for Consumer Goods. Improve your sales, customer service and retail execution scores with guided selling and goal-oriented insights at a glance.

- Sales order, Point of Sale Materials and Stock Count
- Offline Pricing and Credit Limit Check
- Accounts Receivable and Collection
- KPI Tracking by Daily, Weekly, Monthly and Yearly Dashboards
- Daily Team Summary to Compare Performance, Targets, Goals
- Tracking new Customer On boarding and Workflow Approvals

- Asset Ordering/ Tracking Management
- Retail Execution Surveys with Visual Store Layout
- Computer vision Surveys (IR)
- E-Library with Sales guide materials
- Distribution and supply chain management
- Artificial intelligent Sales/ demand forecasting

10+
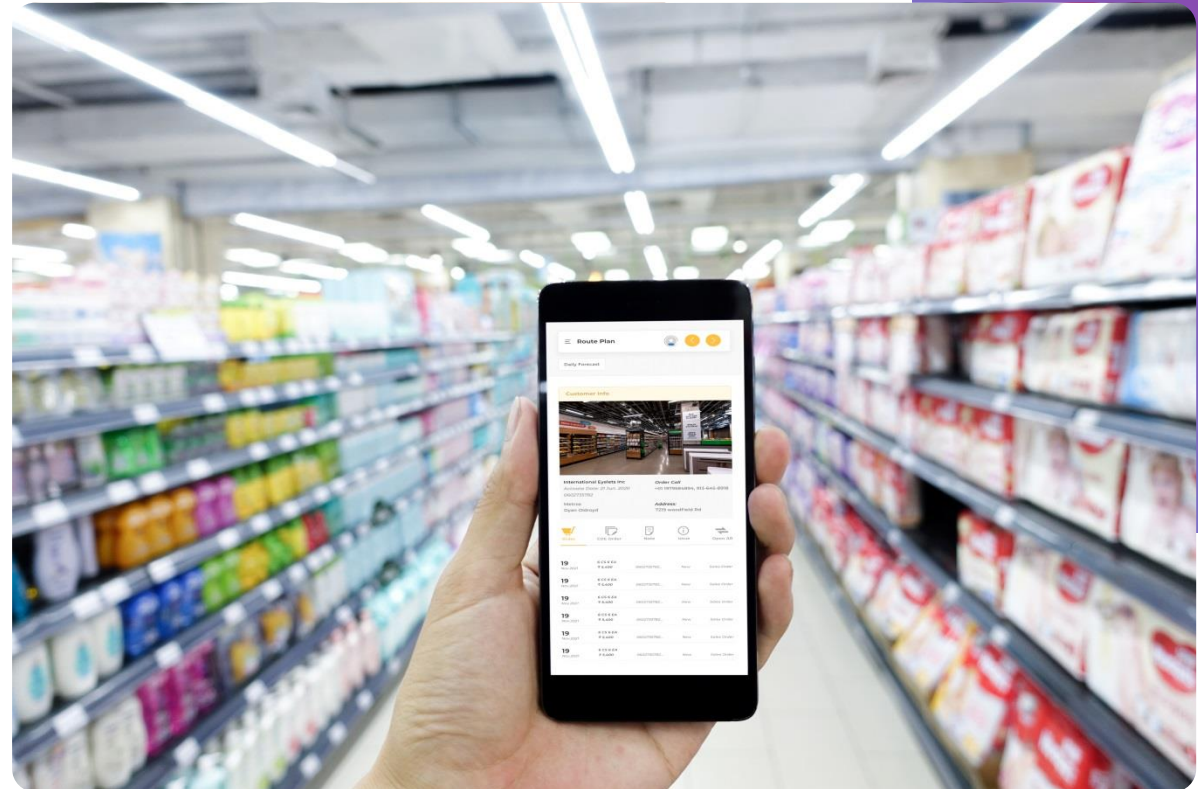
Additional features

Smart SFA

Improved Communication And Self Monitoring.

20 %

After smart SFA

Last year performance range

3 %

Before smart SFA

Previous year performance range

Our SFA has implications for organizational culture through increased transparency of salesperson activities. Our solution provide sales management with real-time access to salesperson activity and performance information.

The number of sales calls per day, the amount of attention given to each customer, the position of customers in the sales cycle, and the implementation of promotional programs are made instantly available to management.

Smart SFA

All-in-one System

Multi-stakeholder management or tightly integrated operations is seamless with Sterison SFA with different ad hoc systems that seldom talk to each other. It could be a nightmare integrating systems with enough data duplication overheads.

Dynamic framework

Provides dynamic framework with complete shareable modules and Tailor-made design.

FLEXIBLE INTEGRATION

We offer a clear approach to integrating business systems both internally and externally. Our integration solutions are deployed on the latest, innovative Microsoft technologies and can be deployed on-premises, as a hybrid solution, or in the cloud.

Operational Excellence

Connected Retail Technology Solutions deliver cost savings & efficiencies while empowering staff to do more selling on the shop floor

Smart SFA

Front line
Field sales execution

10+
Additional features

✓ Offline Pricing Credit Limit Check

✓ Seamless background sync for master and transactional data Asset Orders Asset/Equipment Tracking, Ordering, and Maintenance

✓ Accounts Receivable Collection Order Product Samples and Point of Sale Materials

✓ Stock Count

✓ KPI Tracking via Daily, Weekly, Monthly and Yearly Dashboards for Customer and Sales Rep

✓ Photo/Image capture Photo Gallery

✓ Photo Recognition Integration Customer Open Issues Tracking New Customer On boarding Workflow Approvals

✓ Retail Execution Surveys with Visual Store Layout

✓ Guided Selling, Gamification

✓ Filter Products by Category, Package, Model, SKU, and other Product Attributes

✓ E-Library Containing Sales and Marketing Materials and Videos GPS Route Plan via Google Maps Social Media Integration

✓ Workflow, GPS tracking, Map view
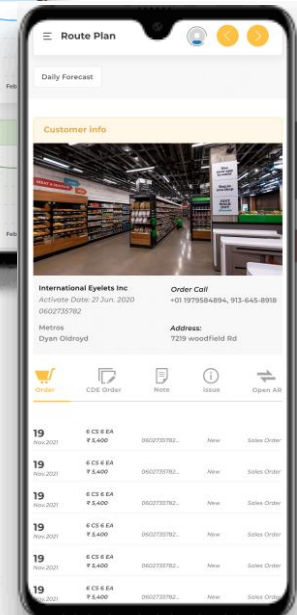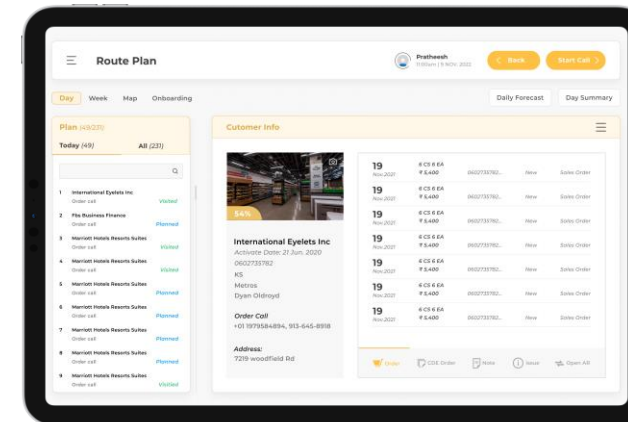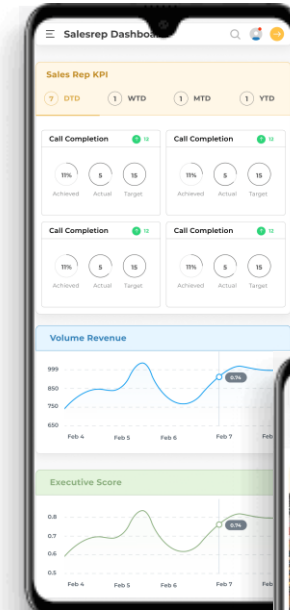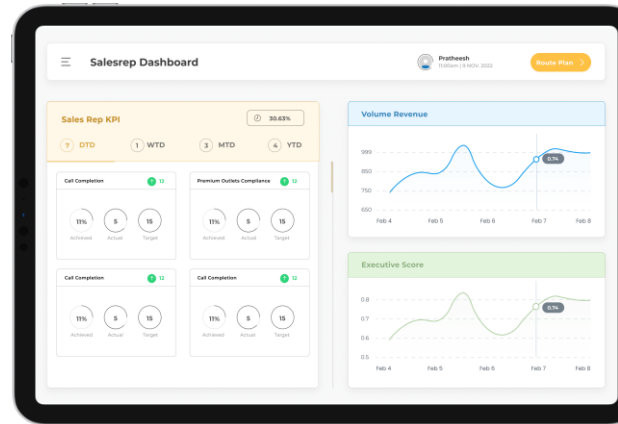
e-Route for Sales rep   e-Team for Supervisor   e-Merchandiser for Merchandiser   e-Promoter for Promoter   e-Delivery for Driver

Smart SFA

Distribution/ Back office Management System

50+

Additional features

Our solution combines sales force automation with distribution management technology enabling CPGs and third-party distributors to manage orders, warehouse inventory, and shipment operations more efficiently and close gaps in the supply chain.
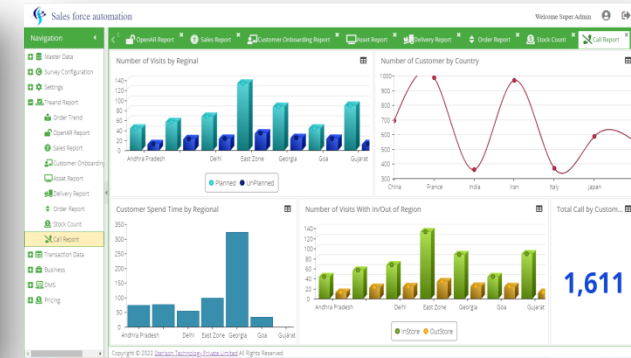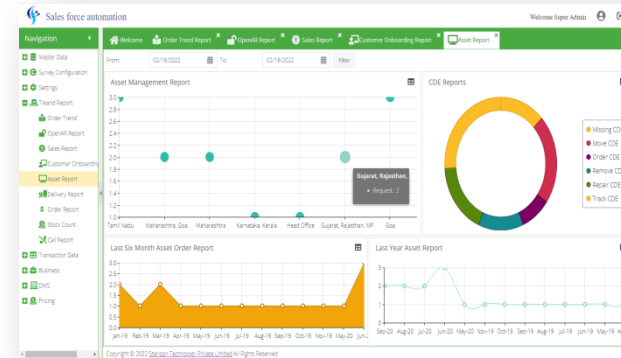
Streamlining

Distributors to identify and alleviate costly gaps in the supply chain.

visibility

Automates sell-in and sell-out materials as well as manages warehouse inventory, orders, picklists, and vendors

Smart SFA

Solving Business Challenges With AI

Sterison best in class forecast analyzes every demand driver to determine the real need for a product at any point in time. solution learns and self-tunes to generate highly accurate forecasts for all products including new, slow-moving, and end-of-life products.

90%

Despite these inherent advantages, forecast outperformed the incumbent's by nearly 1400 basis points and increased client forecasting coverage to over 90% of product line.

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High level solution Architecture

The overall design of the data tier can greatly affect an application's performance and scalability. The cloud storage platform is designed to be massively scalable to meet the data storage and performance needs of modern applications.

Retail Platform Technology

Angular 8+	.Net MVC	R	Python
Cordova	WCF	R Shiny	Node JS
xamarin	SSIS	Ext JS	MS SQL
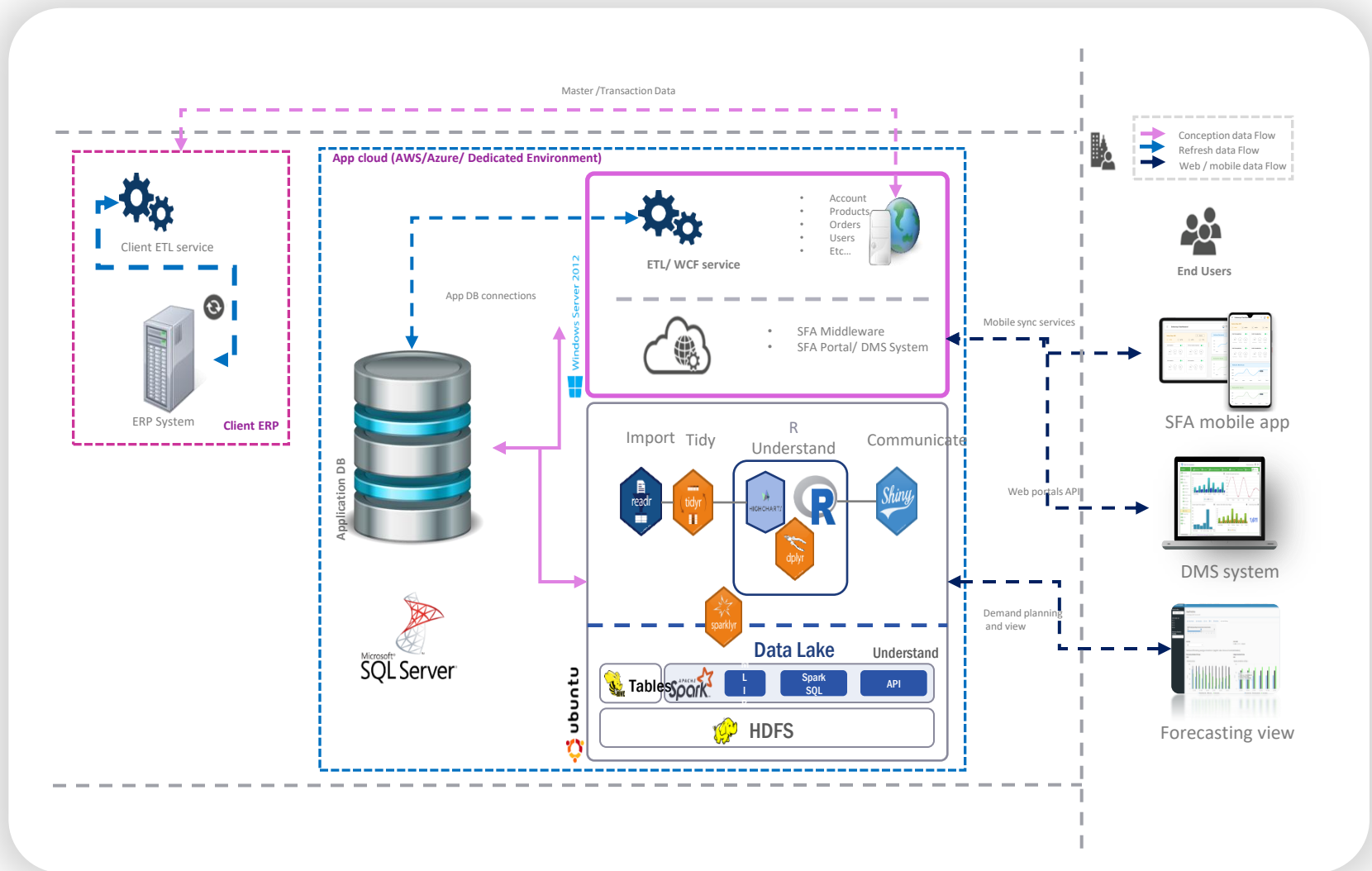
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Our Commitment

At Experian, we are only driven by customer success, providing a great experience during the partnership phase. To be able to achieve that, implementation planning for effective organizational transition is paramount. Outcome is all that matters. Our experience delivering products for the global market has given us the insight to be driven by pre and post implementation metrics to predictably deliver outcomes for our customers.

There is also significant planning that goes into phased roll-out in a large organization coupled with gamification to motivate people to adopt faster than their peer groups. Bottom-line for us is - system delivery alone is not the end, but the route traversed is equally or more important.

Sterison Vision

providing real time market intelligence helping customers achieve..

• Revenue growth

• Operations efficiency

• Better customer service

Smart SFA

Benefits Summary

20%

Increase in sales force productivity

20%

Improve in delivery schedule

✓ Instant access to real time intelligence

✓ Low TCO; Quick RoI

50%

Reduction in back office effort

20%

Reduction in order to delivery

40%

Reduction in inventory carrying costs

Smart SFA

About Sterison

➤ Sterison is a technology services company with a strong focus on delivering applications and products using multitude of software technologies and hardware products.

➤ The company has been working tirelessly to maintain a smile on our customer's faces and now is offering a line-up of ground breaking technology products and services.

➤ Whether you're looking for digitalization service, business solutions, supports we can partner with you at every stage of the business growth!

Our Key Customers

Coca-Cola

Dufil
Making Life Taste Better!

nadec

INDIAN ACHIEVERS' AWARDS
India's Most Coveted Award
Recognizing Achievements since 1999
www.iafindia.com

Partner Network

NASSCOM MEMBER

G2

Sencha

Capterra

Google Ads

GoodFirms

Microsoft Silver Partner

Software Suggest

Clutch

DMCA

STERISON
TECHNOLOGY PVT. LTD.

Building the future with tech, gear, and software

THANKYOU

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