

# Helping Organizations Force Sales

**iFAST** is a frontline automation and sales tracker application, which provides a 5000-foot view of your Demand Chain. This is a real time information system that empowers the organization, to efficiently and effectively manage their sales force, assets and secondary sales.

iFAST is an unique online real time decision support system for the entire Demand Chain, which drives the Top Management, Middle Tier Managers and the Front line field staff to shift their focus from "doing things right" to "doing the right things". It is the tool of the 21<sup>st</sup> century for the organizations, employing field force at different hierarchies, geographically dispersed, selling products and services ranging from FMCG, Pharmaceutical, capital equipments, industrial consumables and White/Brown goods.

iFAST gives the user the competitive edge to meet the challenges posed in today's business environment. Inventory positions at C&F, Warehouse, Distributors & sales personnel are available within the system. It gives up-to-date information on the secondary sales, receivables and returns. It helps the organization in reviewing the achievements of the company, products and the employees.

## The Need

- ❖ Real time visibility of the sales force activities and assets
- ❖ Decision support with real time inputs for Production Planning & Control, Cash flow management, Logistics, Marketing and Product Management departments

## ROI - Intangibles

Better integration & collation of field data for reporting - increases sales

Course corrections done real time on projects and promotions - better cost advantage.

Visibility of expenses - cost reduction in the sales management process

Distributor stock and collections monitoring - push & pull analysis

Monitoring the stock and flow of samples and freebies - prevent misuse of assets

Fleet footed organization - steps ahead of competition

## Product Features

- ❖ Activities of the field force
- ❖ Real Time feed back on activity
- ❖ Field Target Management
- ❖ Field Activity Planning
- ❖ Daily reporting of secondary sales
- ❖ Daily reporting of primary bookings
- ❖ Tracking Institutional Sales
- ❖ Tracking Secondary Sales
- ❖ Field sales expenses
- ❖ Current Asset Management
- ❖ Inventory at stock points
- ❖ Distributors Stock visibility
- ❖ Indent Planning
- ❖ On line receivables by distributors
- ❖ Collections are recorded real time
- ❖ Improved management of stock - Samples & Freebies
- ❖ Progress of assigned tasks
- ❖ Lead Management - Opportunities, Tasks, and Events

## ERP Integration

**The iFAST is compatible with all popular ERP systems and the integration points are:**

- ❖ From ERP ----- Invoice and Receivables.
- ❖ To ERP ----- Sales order, Indents and Expenses.
- ❖ HRMS integration ----- Performance Reports, Leave application and Perks Monitoring.

## ROI Tangibles

Real time access to sales force activities and assets tracking

Communication/Courier charges - Inbound (Sales personnel to AM, AM to RM, RM to Corporate)

Processing man power

Telecommunication costs

# Online Sales & Current Asset Management System

**Dashboard based approach is used to provide information at various levels. This facilitates management and staff to take informed decisions.**

## Benefits To Top Tier

- ❖ Absolute real time visibility of field related activities
- ❖ Real time monitoring of sales, receivables and expenses
- ❖ Visibility of OTC cycle time
- ❖ Real time feedback of promotions and campaigns.
- ❖ An unique real time decision support system for the Demand Chain.

## Benefits To Middle Tier

- ❖ Opportunity of real time intervention and course correction - efficient supervision
- ❖ Open line of communication and assigning tasks - cost effective channel
- ❖ Real time tracking of targets.
- ❖ Real time management of sales orders, receivables and pending supplies - enterprise out visibility.

## Benefits To Frontline

- ❖ Easy planning and reminder of activities to be carried out.
- ❖ Easy reporting of the activities - DAR, DSR
- ❖ Bird's eye view of targets and pending tasks
- ❖ Effective tool for performance reporting and highlighting exceptional areas
- ❖ Useful statistics and reports during the annual review activity.

## Usage

iFAST is available either as a service in an ASP (application service provider) model, or as a software product. In the ASP model the user needs to have only a browser to access the system. In the software product model, the organization takes care of hardware and hosting responsibilities.

iFast is built on J2EE platform, using EJB, JDBC, JTA, Web services and XML. It can run on any application server and access data stored in any relational database.



The screenshot displays several detailed reports:

- Frontline Daily Call Plan:** A table listing employees (Aparajita Pharmacy, Elvina, Dr. Harsh, Dr. Peter) with their assigned tasks, dates, and times.
- Expense for approval:** A table listing employees (Harsh Jain, Dinkar M, Dilip Kumar) with their expense details including date, amount, and status.
- Receivables:** A table listing customers (Aparajita Pharmacy, Elvina) with their invoice details, total amount, and due dates.
- Target:** A table showing target performance for employees (Lakshmi Narayanan, Harsh Jain, Dinkar M, Dilip Kumar, John David, Ramesh V) against YTD and VTD metrics.
- Return Material Authorization:** A table listing return details for different customers and dates.

The screenshot displays several more reports:

- My Stock:** A table listing stock items (Cafesol, Salsolins, Almax, Gilma, Colgate, TISSOT, Nestle) with their current and previous stock levels.
- My Unapproved Expense - Pending:** A table listing pending expenses for employees (Harsh Jain, Dinkar M, Dilip Kumar) with details on amount and reason.
- Assigned Activity:** A table listing assigned activities for employees (Vivek S, Ramesh Kumar, Rishi Tanuja) with details on activity type, assigned by, and due date.

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