

Sales Order Capture

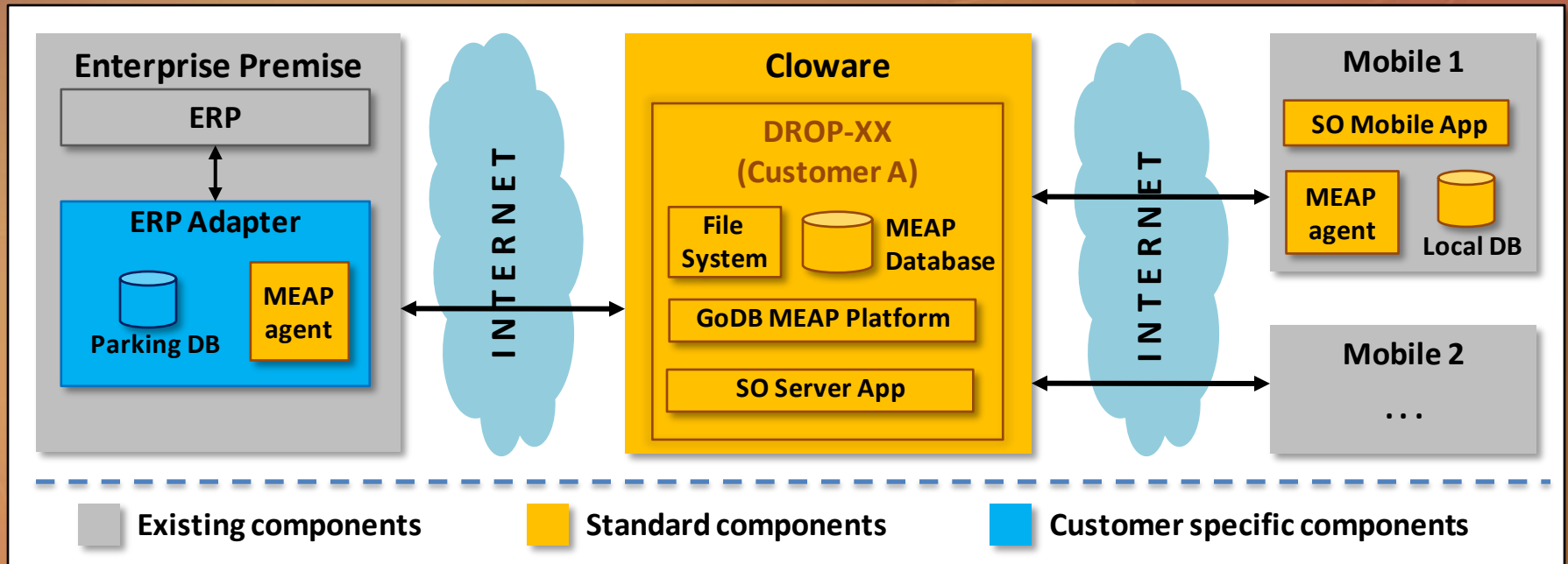
For Secondary Sales

Business Process



-
- 1** Sales rep download latest masters at start of day (or predefined interval)
 - 2** Sales rep captures orders on the field (even without connectivity) and upload at EOD
 - 3** Distributors login into system and view/download their Secondary orders
 - 4** After delivery, Distributor marks the order as processed and updates invoice details

Architecture



- **Standard Components**

- "Mobile app" for capturing Secondary order by Sales reps
- "Server App" for
 - IT Admin to manage SKUs/Price/Schemes
 - Distributors can view their secondary orders
 - Management users can view standard reports – Daily Orders etc

- **Customizations (optional)**

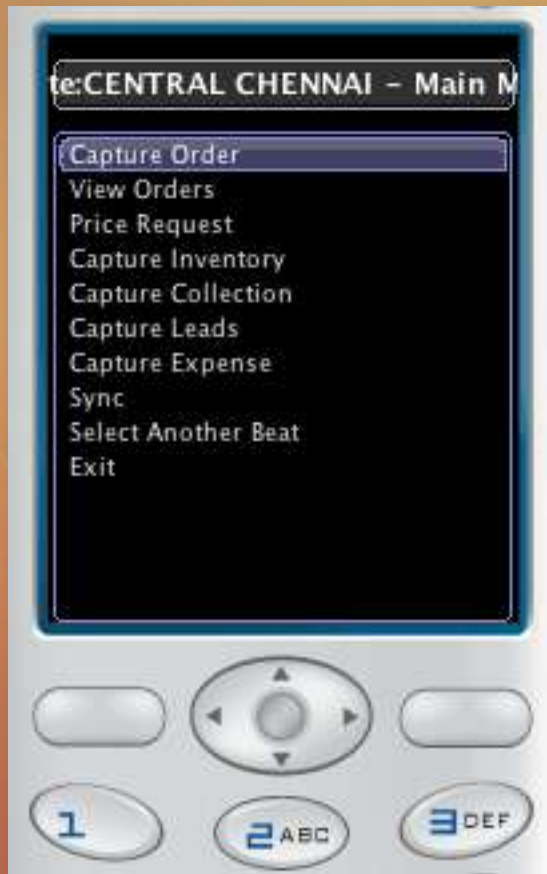
- GoDB can integrate the SO server app with the customer's ERP system
- GoDB can create custom reports based on customer's requirements

Mobile App - Features

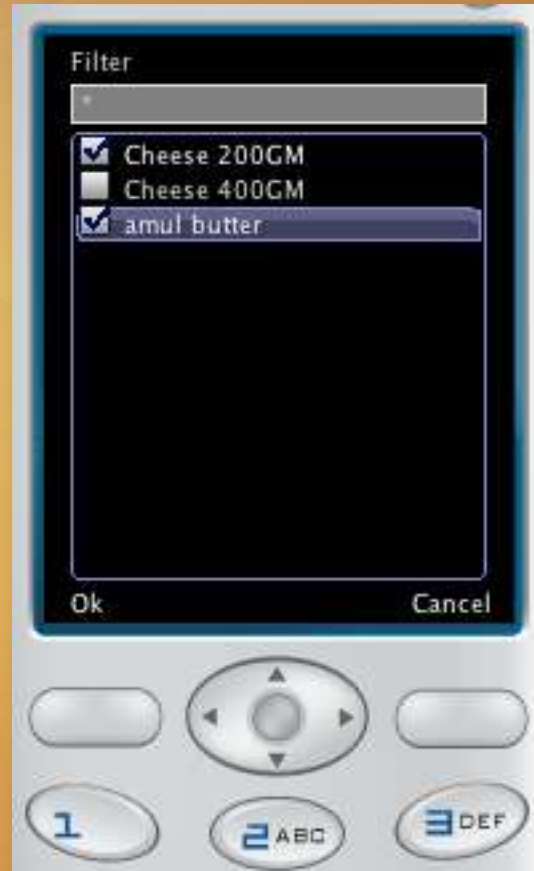
- **Login Authentication**
- **Choose beat/route and select retail outlets for visit**
- **Capture Order**
 - **Either List format or Grid format**
 - **Fields to be captured: SKU, Quantity, Returns, MRP**
 - **Adding SKU names via both (a) filter based or (b) category selection menu**
- **Capture sales rep's location as GPS coordinates, at each outlet (only Android devices)**
- **View order and make amendments (up to "n" days – configurable in the server)**
- **Capture Expenses – TA, DA, KM travelled**
- **Synchronize - The app would have the ability to store the data offline and sync with the GoDB's cloud based SO server.**

Mobile App (J2ME) Preview

Below are snapshots of the J2ME based mobile application:



Main Menu



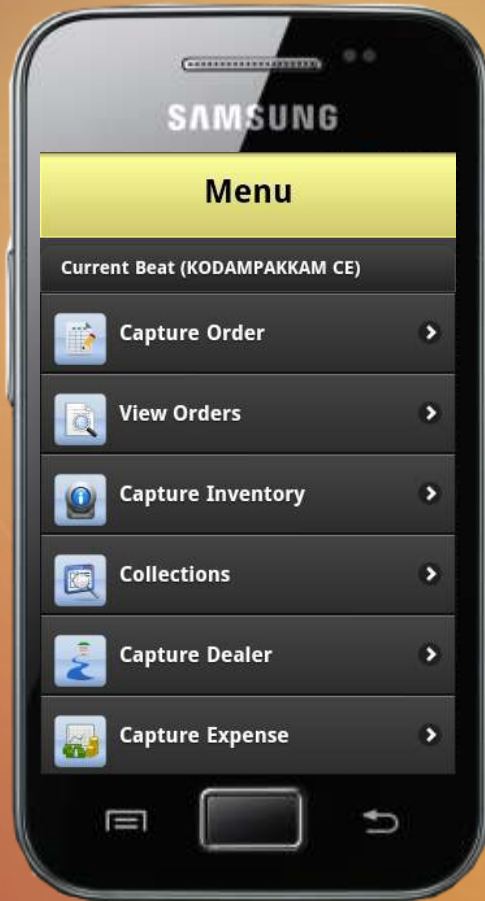
Select SKUs



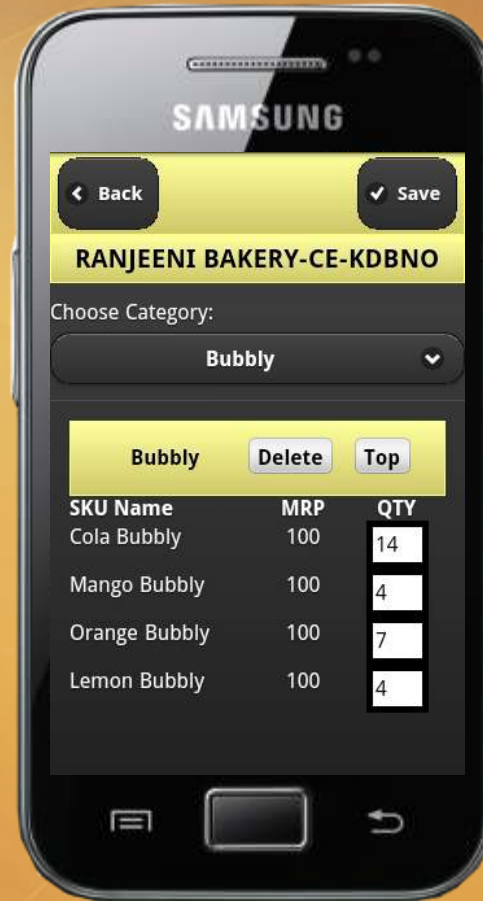
Order entry screen

Mobile App (Android) Preview

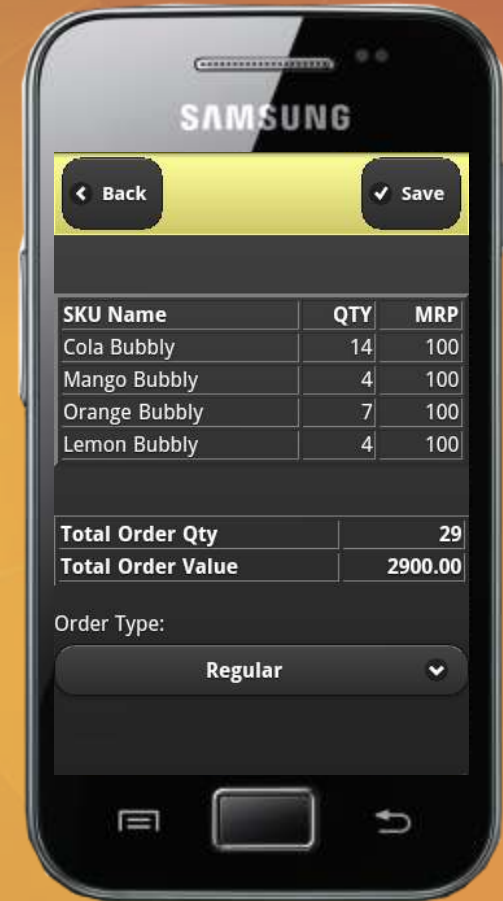
Below are snapshots of the Android based mobile app:



Main Menu



Select SKU & Order



Order summary

Server App - Features

- **Role based access**
 - **Define your own sales organization structure**
 - **Map users to the roles**
 - **Map access to modules at both role level and user level**
- **Product configuration**
 - **Define/import SKU**
 - **Create multiple Unit of Measurements for SKUs**
 - **Define Product Categories and SKU's to the categories**
 - **Create Location based product pricing**
- **Define your own territories - Country, State, City, Regions**
- **Schemes**
 - **Volume: Create unit based schemes (E.g. buy 10 get 1 free)**
 - **Value: Create amount based schemes**
- **Export/Import for all information – masters, transactions**

Server App - Preview

Below is a snapshot of the Web interface (for SKU definition)

The screenshot displays the Cloware MEAP - SKU web interface. The browser address bar shows the URL `drop1.cloware.com/sku.php`. The navigation menu includes **MEAP**, **Admin**, **Masters**, **Orders**, **Developers**, and **Downloads**. A user greeting "Welcome back GoDB, Sai [Logout]" is visible in the top right.

The main content area is titled "Manage SKUs" and features a table with the following columns: **SKUID**, **SKUCode**, **mrp**, **uom**, **cat**, **cat1**, **bar_code**, **pos**, **state**, **ip**, **u_ts**, and an edit icon. A dropdown menu is open over the table, listing various master data categories: **Sku**, **Sku-Price**, **Sku-Scheme**, **Sku-Scheme-Type**, **Category**, **Outlet**, **Beat**, **Roles**, **Location**, **Order Type**, **PriceReq Status**, and **Lookup**.

The table contains 15 rows of data, including SKUs for "Cheese", "Curd", and "Ghee". A footer banner at the bottom of the page reads: "Have a question/feedback? Please let us know [click-here](#)

SKUID	SKUCode	mrp	uom	cat	cat1	bar_code	pos	state	ip	u_ts	
1											
2											
3											
4											
5											
6											
7											
8											
9	Ghee (carton) 1LTR	185	1LTR	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
10	Ghee (carton) 500ML	95	500ML	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
11	Ghee (jar) 5LTR	950	5LTR	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
12	Ghee (jar) 1LTR	195	1LTR	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
13	Ghee (jar) 500ML	100	500ML	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
14	Ghee (jar) 200ML	45	200ML	Ghee			0	0	127.0.0.1	2012-05-25 07:56:23	
15	Ghee (jar) 5KG	10					0	0	127.0.0.1	2012-05-25 07:56:23	

Reports

- **Daily Report (Standard)**
 - A comprehensive report of all transactions done for the day are generated (on a daily basis)
 - IT Admin user can choose the time of the scheduler and the various fields required in the report.
 - An example report – Date, Sales rep, Beat, Distributor, Num outlets visited, Productive outlets, Total units, Approximate Start time of Beat, Approximate End time of beat
- **Custom Reports**
 - GoDB can engage with customer and build customer specific reports as required.
 - An Adapter module would be installed in one of the PC's in Customer's premise
 - This would periodically download the transaction data from the SO Server App and generate the reports as per customer's requirement

Overall Benefits

Manufacturer	<ul style="list-style-type: none">• Visibility to Secondary orders• Visibility to inventory at Secondary and even Tertiary levels	Better Forecasting
Distributor	<ul style="list-style-type: none">• Faster push of products• Expand retail coverage	Reduce inventory & Increase coverage
Retailer	<ul style="list-style-type: none">• Visibility to recalls, new products and promos• Easier inventory mgt & order placement	Shelf optimization & Improved availability
Consumer	<ul style="list-style-type: none">• Improved availability in general• Faster availability of schemes being marketed	Customer Satisfaction

Thank You



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