



## FMCG Sales & Distribution Management

### THE CLIENT

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The Client is a well-reckoned brand and a household name in India for South Indian packaged foods and 'masalas'. The Company has a pan India presence with sizable revenues from exports. The Client has won recognition as Best FMCG Company in the year 2007. The primary business is FMCG Sales & Distribution.

SANDS was chosen as the ERP Partner for implementing SAP B1 and creating an Enterprise Portal for CRM and integration of their 125+ distributors across India. SANDS was chosen against stiff competition from large players.

### OUR ENGAGEMENT

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- ① SAP B1 Implementation
- ① Implementation of I-Bolt (an EAI tool)
- ① Development of an Enterprise Portal –
  - ① integrating their 125+ distributors across the Country
  - ① Online order processing
  - ① Inventory & Sales tracking at distributor and stockist level
- ① Training of all users

### ENGAGEMENT HIGHLIGHTS

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- ① Successful integration of SAP B1 and Enterprise Portal using I-Bolt
- ① Successful web-enablement of SAP B1 – extended SAP B1 GUI on web browser
- ① Training of Internal Users across India
- ① Training of users from 125+ distributors

### THE SANDS VALUE-ADD

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- ① Tangible improvements in order lead time
- ① Improved inventory visibility
- ① Effective Change Management

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