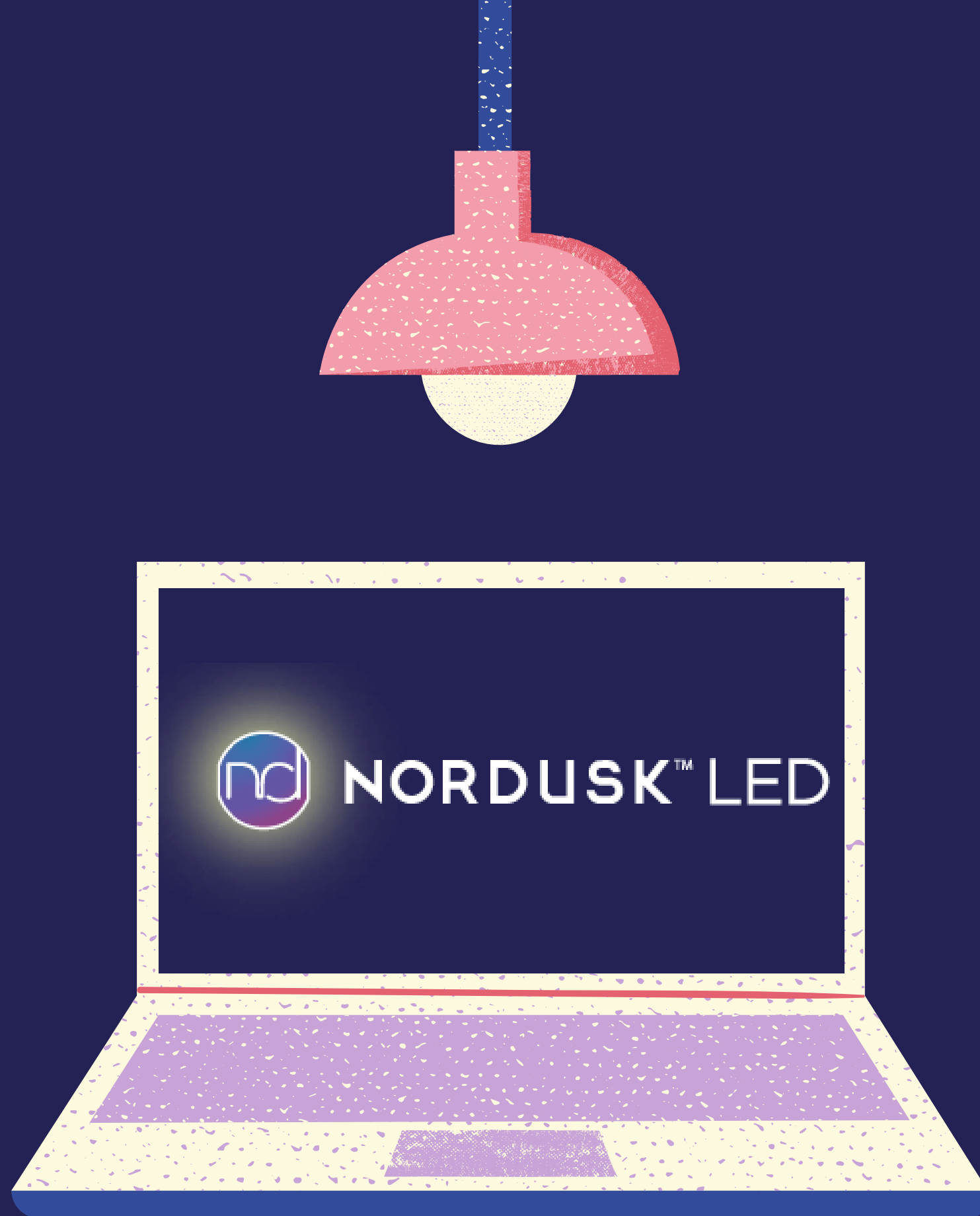


HOW BREEZE TRANSFORMED ONE OF THE LEADING LED COMPANY IN INDIA

A JOURNEY OF DIGITAL TRANSFORMATION OF
NORDUSK LED INCREASING SALES BY 5X





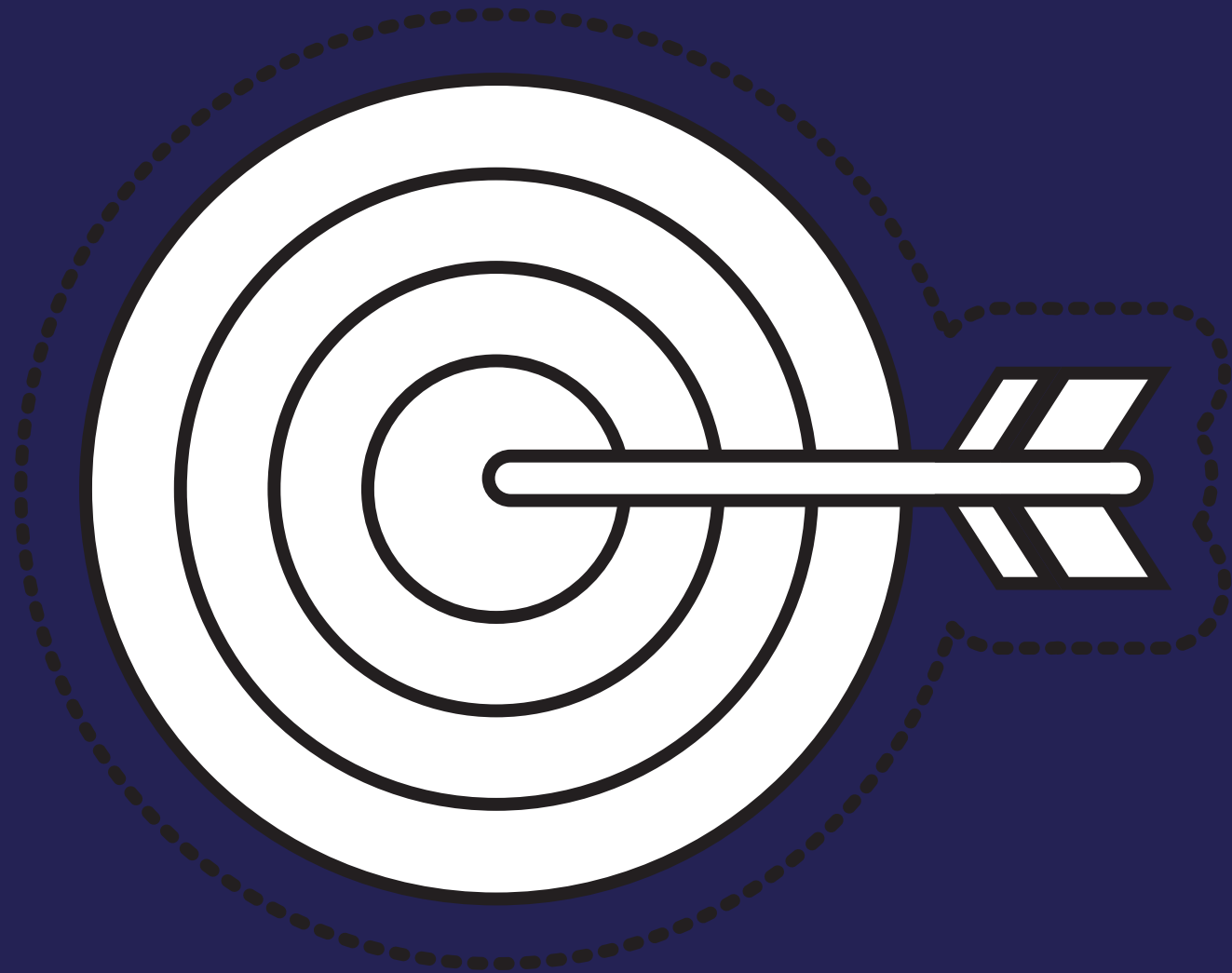
Nordusk Scales its sales by 5X

A case study on automation and scaling of one of the largest LED manufacturer of India with BreezeERP

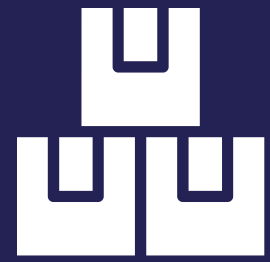


Nordusk comes under the aegis of The Karuna Group. Karuna Group is a Kolkata based company with turnover of over 15 billion INR. The group is associated with Distribution, Retail and Financial Services and has ventured into the LED lighting segment in 2015.

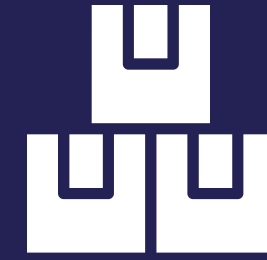
In a short span of about 2 years the brand has expanded from Bengal to Orissa, Bihar, Jharkhand and North Eastern states in the east to Maharashtra and Goa in the west and Rajasthan and Delhi in the north. They are also present in Andaman and Nicobar islands.



Challenges Nordusk Faced before Implimentaion of BreezeERP



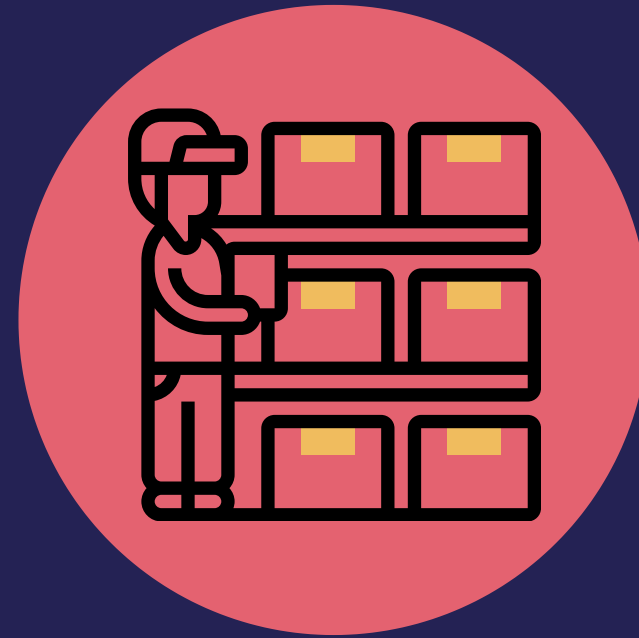
Supply of Goods -
Manufacturing to
Wholesale & distributor unit



Supply of Goods -
Wholesale & distributor unit
to shops in market



Manufacturer



Distributor



orders are made to
distributor



Shop



Supply of People -
To Shops in market to do Field Sales
Each agent has multiple shops as targets



**NOW IMAGINE
MANAGING 600+
FIELD AGENTS IN
60+ LOCATIONS PAN
INDIA**

Complete process Pan India was managed **manually** with

- ✗ NO TRACKING
- ✗ NO MEANS TO VERIFY LOCATION
- ✗ PAPERBASED ORDER BOOKING
- ✗ NO WAY TO VERIFY
OUTSTANDING

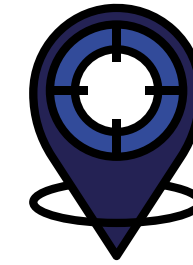


**Due to lack of tracking
and any visibility in sales,
the company was
bleeding expenses due to
irregular attendance,
unaccounted
reimbursement, unknown
credit history of shops
and more.**

NORDUSK approaches BreezeERP team with this problem Statement



The Problem Statements



We need to be able to track every move of our field agents even when he is in no internet service area.



We need to be able to pre-define: routes (PJPs), reimbursements and leaves. All going through a approval system based on hierarchy of the organisation



We want to be able to set a order limit based on Credit worthiness (Collection outstanding) of the shops



We want to capture new shops in a location and automatically add them to the ERP-CRM

The Solution

**Implementation
of the
Distribution, FSM
and order
management
modules of
BreezeERP for
NORDUSK**



Features of BreezeERP implemented for NORDUSK



LIVE tracking

REAL TIME Map view and tracking of each field agent on MAP



Lead Directory

QUALIFIED Lead directory for seamless search and discovery of Leads for agents



Route Optimisation

13% time lost to DRIVING. Optimised route by Breeze reduces loss of time



Automated Reporting

Automated REPORTs with Route details, leads prospected and sales closed



Auto Search & Track LEADs

track where your shops are reach out at ease using GPS

Enrich LEADs Direct to CRM

Feed leads (shops) in one click to the CRM

ORDER in a Click

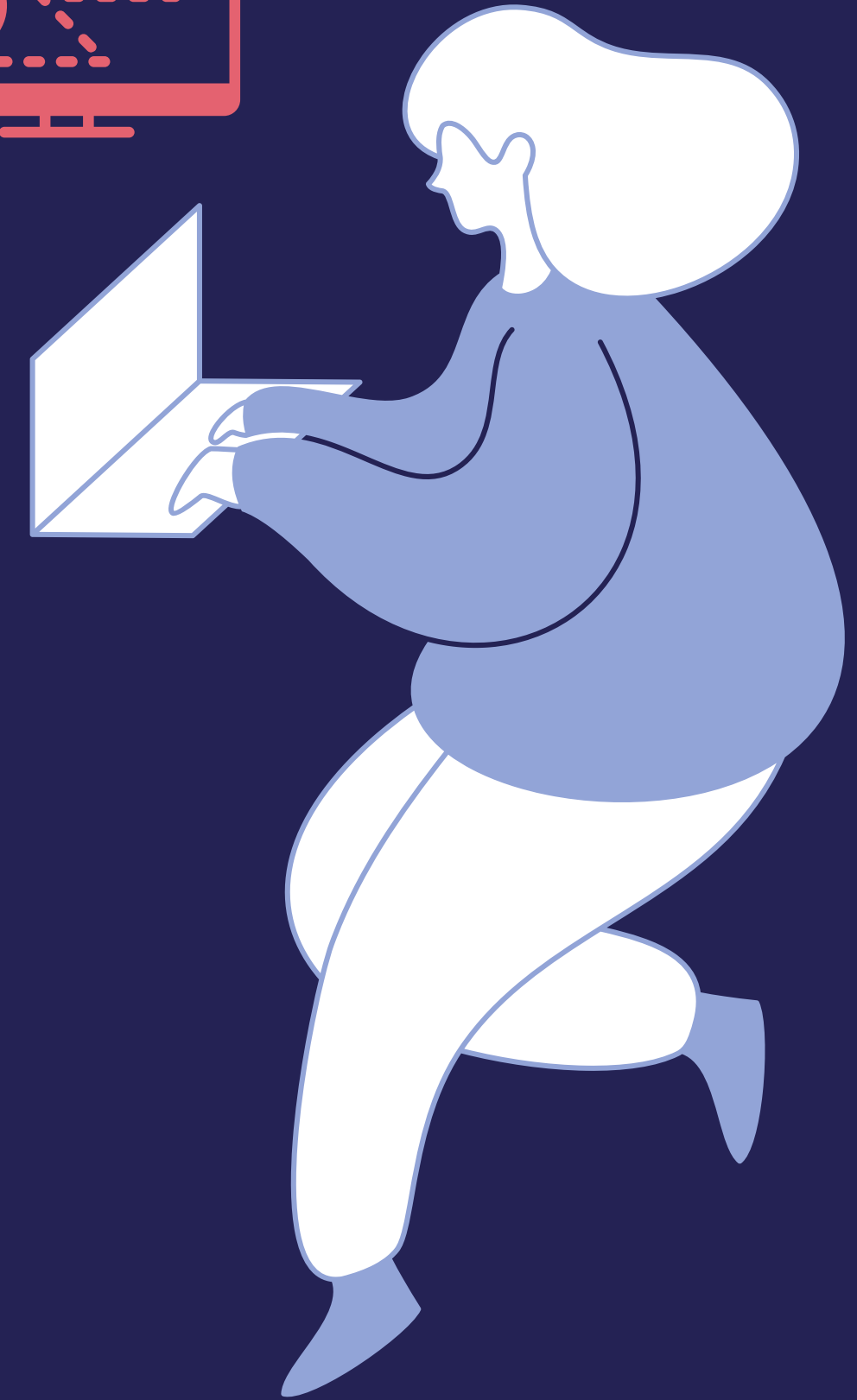
Product catalogue and one click order creation - save time.

Use APP offline

Access all features in offline mode

Set Reminders for Meetings

Set Reminders so that you never miss a meeting





Distributer/Retailers Master



IMEI Based login authentication



Opening and Closing Stock tracking



Travel Reimbursement management



Product Pricing



OTP based verification



Order Booking Item-wise



Visit/Revisit statistics with Photo option



Invoice/Supply update



Employees Home location login restriction



Roles and rights configuration



IDLE time alert

breeze

A Digital ERP

The Outcome of BreezeERP implementation



Sales increased

5X



1

**Shop Visits per agent
increased from less than 300
to more than 1600**

2

**Shelfie & finger print along with
IMEI lock for verification created
a seamless & automated
attendance management**

3

Capturing new shops and direct CRM integration increased number of leads (Shops) and consequently the order volume

4

**Idle time for each agent on the field reduced to less than 5 mins.
SMS/Whatsapp integration made adhoc communication streamlines**

5

**Reimbursement capping with
photo proof and approval
hierarchy reduced
reimbursement expense by 50%**

6

**Permanent Journey Plan (PJP) and
tracking provided actionable
insights to expand ROI**

7

By providing visibility of collection due to a shop, helped the organisation to churn defaulters and increase ROI

8

Integration with MLS provided greater clarity and visibility on KPI & performance createing strong roadmap for the future



**Successful
implementation
with custom
integration &
training in**
5 days



A Digital ERP

**NOW YOU DON'T NEED TO WORRY ABOUT LICENSING, INFRASTRUCTURE,
IMPLEMENTATION, CUSTOMISATION AND SUPPORT WEIGHING ON YOUR EXPENSES.**

**YOU WOULD NOT MISS ANY OPPORTUNITY IN INCREASING YOUR REVENUE, WITH A
COMPLETE VISIBILITY AND CONTROL ON YOUR BUSINESS.**

**JOIN COMPANIES LIKE NORDUSK, MES CAB, ROLICK, KARUNA GROUP IN IMPROVING
YOUR BUSINESS OPERATION AND INCREASE PROFITABILITY.**

Our Clients



Hahnemann



NorduskLED



Rollick



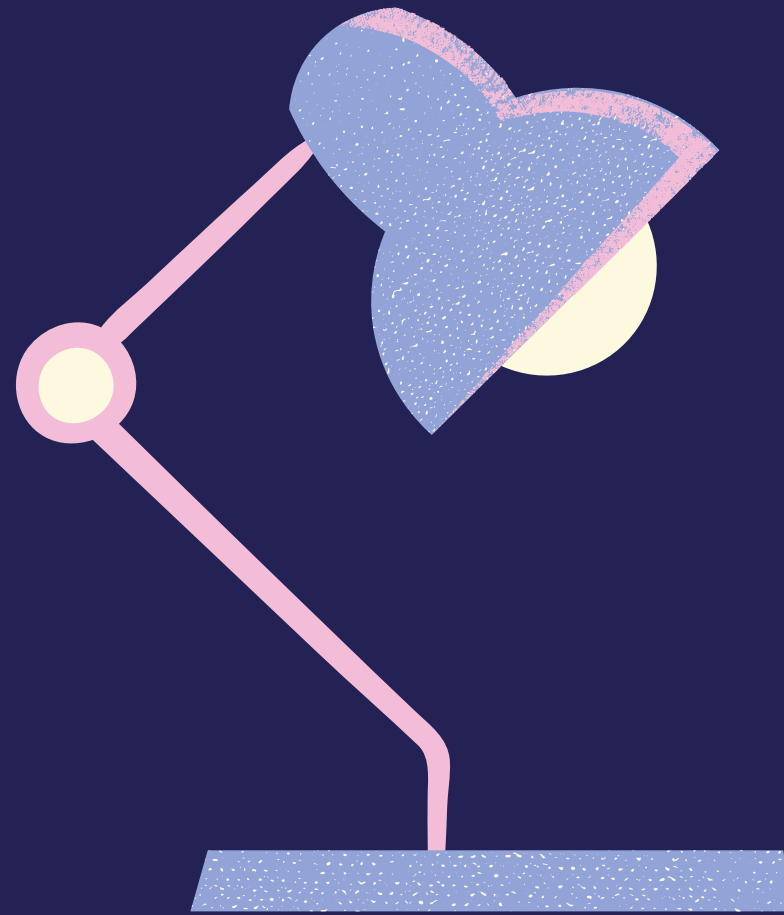
Mescab



Amith Marble



Bisleri



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