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A Digital ERP

GUPTA POWER
PRESENTS
RHINO
WIRES | CABLES | LED

Streamlining Remote Sales Management of Wires & Cables for GUPTA POWER

A BreezeERP Case Study

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GUPTA POWER
PRESENTS
RHINO
WIRES | CABLES | LED

GUPTA POWER

Wires & Cables

One of India's leading manufacturers and exporters of conductors has widened its portfolio by specializing in Wires & Cables, LED Lighting, OFC under the brand name Rhino.

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SCOPE

Understanding The Challenges Faced by Sales Team

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Creating an Impact

PROBLEM 1

No Real time tracking of sales force, no accountability of oder, no customer relationship management.

PROBLEM 2

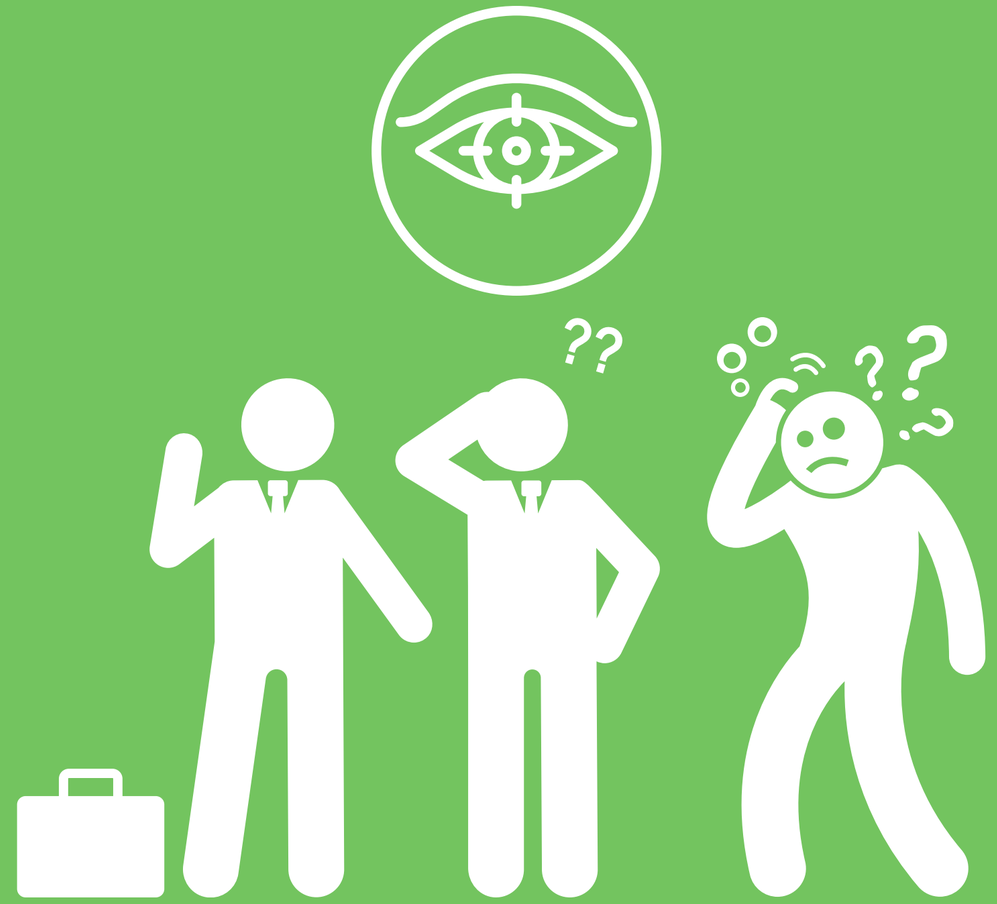
Large variance in actual vs sales forecast without any track of diagnosis

PROBLEM 3

Inability to scare up and down as per market requirement due to lack of any CRM based approach by sales team

A BREEZEERP CASE STUDY

Lack of Visibility Was Creating a Massive Leakage in Sales



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SOLUTION

A Streamlined Approach Using a Cloud Based App and Web Admin Portal

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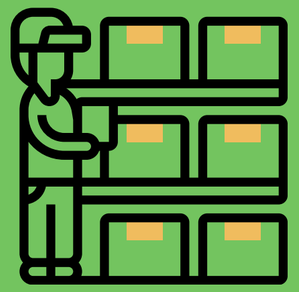
Supply of Goods -
Manufacturing to
Wholesale & distributor unit

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



orders are made to
distributor

Manufacturer

Distributor

Shop

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

CRM Solution

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LEAD MANAGEMENT

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

LOCATION TRACKING

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

STOCK MGMT

Manage the stock of your clients and forecast your stock requirements

ORDER MGMT

Order taking in a single click in the app in real time. Provision to list all the product with fixed/variable pricing.

HRMS

A complete attendance management, reimburse management and Leave management with approval system.

ERP INTEGRATION

REST API Integration with their existing ERP for real time billing, invoicing, financials, stock and requisition

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Other Features Implemented

Distributer/Retailers Master

Opening and Closing Stock tracking

Product Pricing

Order Booking Item-wise

Invoice/Supply update

Roles and rights configuration

IMEI Based login authentication

Travel Reimbursement management

OTP based verification

Visit/Revisit statistics with Photo option

Employees Home location login restriction

IDLE time alert

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Successful implementation with custom integration & training in 10 Days

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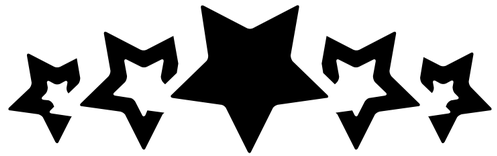
Increase in Visibility



5X

Increase in Sales

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BreezeERP is digital first cloud ERP that automates and connects all aspects of your business with a built in intelligence employees, sales and tasks letting you focus on the core of your business.

SAGGIFO
CHEMICALS & PHARMACEUTICALS P LTD

MESCAB
SmartLiving

Karuna

nd
NORDUSK™
LED

ORION
PEST CONTROL
honest, intelligent solutions

Bisleri

GTPL
Digital Cable TV | Broadband

©
AMITH

momore
the secret is in the sauce

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Thank you!

Contact us if there are any questions.

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