

# **WINGS DISTRIBUTOR MANAGEMENT SOLUTION – CASE STUDY**

## **PRE-PAID CARDS OF MOBILE SERVICE PROVIDERS**

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## **WINGS DISTRIBUTOR MANAGEMENT SYSTEM**

### **PRE-PAID CARDS FOR MOBILE PHONE SERVICE PROVIDERS**

#### **WINGS FOR MOBILE SERVICE PROVIDERS**

Wings has deployed its Wings DMS Solution for one of India's leading telecom operator to manage the Sales & Distribution of its pre-paid cards business<sup>1</sup>.

This Case Study highlights how the Solution works for a telecom company and helps it achieve extraordinary efficiencies by automating systems of its Distributors.

#### **BUSINESS DESCRIPTION**

A typical business model of a telecom company with regard to its pre-paid cards business with regard to its sales and distribution is described below.

#### **PRODUCT DETAILS**

Broadly, there are two types of pre-paid products: SIM Card and Refill Coupons. Refill Coupons are of different denominations and stocks are maintained accordingly. SIM Cards data is maintained according to the unique mobile numbers relating to all SIM Cards. The mobile number of each card is the key field.

#### **DISTRIBUTION**

The Distributor sells the products to retailers by employing Sales Executives. The Sales Executive typically travels on a fixed Route or Beat and sells to the retailers.

Typically, stock of SIM Cards and Refill Coupons flows as under.



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<sup>1</sup> A Solution to take care of post-paid cards can also be tailored on similar lines.

## **REQUIREMENTS & SOLUTION**

The Company desired to standardise the systems of the Distributors and to get critical information and analysis out of the Distributors' data, including secondary sales information.

Wings Trade was chosen as the software to take care of the special requirements of the Sales & Distribution Chain of the Company.

The Company had several special requirements which were not met with by any other software. Wings Trade was able to do so. The key requirements and the solution offered are discussed below.

## **GENERATING & TRACKING SIM NUMBERS**

It is essential for the Distributor to track the pre-paid products by SIM Numbers.

Wings Trade allows the user to enter SIM Numbers against products bought and sold. To increase efficiency, it can even auto-generate any number of consecutive SIM numbers while entering purchases.

All sales made can also track stock movement by SIM numbers. The software will not allow sales of SIM Numbers not entered in the system and available for sale, thereby minimising errors.

Distributors can easily reconcile their records with those of the Company when the Company provides the data of activation in Excel sheets.

Reports are also generated by SIM Numbers.

## **SIM CARD ACTIVATION & CUSTOMER VERIFICATION**

When the SIM Card is sold to the end user, for activation it is essential for the end user to submit his details (address, verification etc). The system should accept customer details and track activation.

Wings Trade enables users to enter customer details for each SIM Card sold and also flag every sale for customer data being received by the Company based on data received from the Company periodically.

Relevant reports generated are helpful for compliance.

The Distributor is able to control and manage SIM Card activation and verification of customer details.

## **TRACKING RETAILER INVENTORIES**

Companies desire to track the inventories not only of the Distributor but also of the Retailers. Wings Trade enables this in the system of the Distributor.

Wings Trade tracks the opening stock in hand of each Retailer, purchases by him, activation of stocks sold by him and the closing stock in his hand on any day. All this is done on the system of the Distributor without involving the Retailer.

This valuable information helps the Company and the Distributor manage the sales to all Retailers effectively.

## **E TOP UP / EASY RECHARGE**

Service Providers offer recharges without the use of recharge coupons. This is done electronically and is often referred to as E Top Up, Easy Recharge etc.

E Top Ups are sold by Distributors to Retailers who enable recharges electronically for end users.

Wings Trade enables tracking of E Top Ups with Distributors easily like any other physical product purchased and sold. It also provides inventory reports for the same.

Wings Trade allows unsold E Top Ups returned to the Distributor by the Retailer to be accounted for and tracked.

## **PROMOTIONAL SCHEMES**

Companies use Promo Schemes to increase sales which are based on purchased quantity by the outlet.

The Schemes may be based on flat rate or slab-wise. Generally Schemes are applicable on SIM Card sales.

The powerful Promo Scheme Engine of Wings Trade enables definition of all kinds of schemes. Once defined, schemes are automatically applied to sales made of applicable products. Inventories are also automatically affected.

Valuable reports of sales relating to Promo Schemes help companies get a better insight into the sales mechanism and devise superior marketing strategies.

Claims on the Company by the Distributor relating to Schemes are also managed easily and automatically.

## **SECONDARY SALES INFO**

The most critical requirement of efficient Sales & Distribution management systems is to offer critical information from the Distributors to the Principal Company.

Wings Trade achieves this by offering unmatched secondary sales, inventory and other information from the Distributors' systems.

Some special reports are:

- Serial No. Tracker
- Pending SIM No. Report
- Secondary Sales Report
- Serial No. Not Activated (Pending) Report
- Daily Activity Report
- Stock Report
- Top Outlets
- Key Outlets
- Off-Take Report
- Proof of Identity Document Status Report

## **DATA TRANSFER TO COMPANY**

Wings Trade enables the Distributor to transmit data, periodically, to the Company over the internet. The data is transferred in pre-defined, text formats using ordinary dial up connections. The data can be for any period, but is typically for a day. The data can include details of sales, activations, etc.

The Company can, using Wings e-S&D, collate the data so collected from Distributors and get comprehensive analysis and reports.

## **PRE ACTIVATION CARDS**

Sometimes pre-activated SIM Cards with Refill Coupon of various denominations are billed to the Distributor/Retailer for achieving volume sales. The Company also passes on discount or commission to the distributor. The Company needs a report on the number of pre-activated cards sold to the end user and lying with Retailer with denomination details. Wings Trade offers this analysis as Off Take Report.

## **OUTLET CLASSIFICATION & SALES ROUTES**

To get data according to the retail outlets the Distributor sells to, it was essential to classify the retail outlets properly.

Wings Trade enables outlets to be defined under different categories and classified as, for example, 'Normal Outlet' 'Key Outlet', or as A, B, C, D etc. Sales made to these outlets can then be analysed according to Outlet Type.

The Sales Executive of the Distributor typically moves in the field on specified routes/beats. Wings Trade allows Routes to be maintained as a master and Customers and Sales Executives to be tagged to individual routes. This enables reporting by Routes as well, besides easy entry of transactions.

## **REPORTS FOR THE DISTRIBUTOR**

Wings Trade gives to the Distributor an insight into his business like never before by way of analysis and reports. Some key analysis includes:

- Extensive Sales Analysis on various parameters
- Complete Inventory Reports including denomination wise stocks
- Tracking Outstanding Market Wise
- Claims Transactions

## **INTEGRATED ACCOUNTING & INVENTORY**

Wings Trade offers a comprehensive accounting and inventory management system to the Distributor. Not only does it automate his operations smoothly and completely, it also allows him to do, seamlessly, financial accounting and inventory management. This ensures no duplicate entry, manual interfacing with an external accounting application and increases efficiencies.

It generates ready to use financial books including ledger, Profit & Loss Statement, Balance Sheet etc. In addition, it takes care of all his inventory management requirements.

## **BENEFITS**

The deployment of Wings Trade with the Distributors of the Company provided it with huge benefits, like:

- standardized systems across the entire distribution chain
- availability of hitherto difficult-to-get secondary sales and other analysis and reports from the Distributors' systems;
- automation of Distributors' systems with a state of the art application offering all features required by the distributors
- Increase in efficiencies of the distributors' business with superior automation helps the Company increase revenues

All this directly and quickly results in higher sales and higher profits.

The Distributors found great value in the deployment as:

- the software offered features to manage their operations which no other software offered
- the software enabled them to manage not just the sales and distribution but also integrated financial accounting and inventory management
- the software offered valuable information and analysis enabling them to increase efficiencies and reduce inventory and debt holding and costs substantially.

## **WINGS E-S&D**

Wings e-S&D is the server application of the Wings DMS Solution. Wings e-S&D is a current generation Business Intelligence software designed to help obtain valuable data and intelligence from your distributors and empower you to strategize and manage your sales and distribution effectively. Wings e-S&D helps you get data relating to sales, secondary sales, inventory positions and movements, promotional schemes, sales team productivity etc from your distributors, stockiest and C&F Agents.

With the highly critical data it gathers for you, Wings e-S&D helps you plan, correct and devise effective marketing, sales and production plans and strategies.

## **WHAT IT DOES**

Wings e-S&D:

- Receives data over the internet generated by Wings Trade (which is deployed with distributors)
- Aggregate such data and generate all the various reports required by you and to make them available to individual managers in your Company as per their requirements
- Managers of the company can log onto the system and view a large number of analysis reports generated out of the data received from our distributors. This can include all the reports that the company may want out of the data so generated and collected. Typically the reports include:
  - Primary Sales Report
  - Secondary Sales Reports
  - SKU-wise Reports
  - Promotional Scheme performance
  - SKU, Brand, Group, Category wise Sales
  - Inventory Reports
  - ABC Analysis
  - Top N (Products, SKUs, Distributors, Sales Officers, Zones etc) Reports, etc
  - Month To Date and Year To Date Report

The reports generated can be based on the hierarchy of the company's management team so that each manager is able to view reports relevant to him.

- Completely a web-based software enables all the user to have access to the data from anywhere in the world.
- Send data (New Products Masters, Price Revision, Schemes) down to Wings Trade used by distributors to easily integrate with their systems

## **WINGS DMS SOLUTION BENEFITS**

Companies distributing their products through a large supply chain (which may include distributors, stockists, Carrying and Forwarding Agents, etc) find a great need to deploy an integrated, standard system across the entire supply chain to improve productivity and efficiencies.

A standard, integrated system across the supply chain:

- Enables the company and the distributors speak the same language, get identical reports from, and exchange information with distributors in the same formats and on the same platform
- Automate collection of critical information from distributors, which was hitherto manual hence inaccurate and expensive, like: secondary sales, sales team productivity, analysis of sales, inventories and inventory movements, monitoring promotional schemes.
- Enables the company to standardise all systems across their distributors ensuring that: all distributor systems are computerised and reliably so; the entire businesses of all distributors are automated with a customised solution; that distributors' increase their efficiencies across board

Companies derive great value by deploying a good SCM solution in a variety of ways:

- Superior marketing strategies resulting from a better insight into supply chain behaviour
- Superior production plans resulting from a better understanding of product behaviour in the supply chain

Higher sales resulting from a more efficient management of products, inventories, orders & reorder management, promotional strategies

*This is a typical case study based on an actual implementation. For private circulation only.*

*For details, please contact Wings.*

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