

Introducing

# SDX

SALES  
DISTRIBUTION  
LOGISTICS

One Solution for \_\_\_\_\_  
The Consumer-Packaged Goods  
Industry \_\_\_\_\_





[Executive Summary](#)

[The Challenge](#)

[The One Solution for CPG](#)

[Why SDX](#)

[SDX Integration Capabilities](#)

[AI Capabilities](#)



## Modules

[Pre-Sales](#)

[XVan](#)

[CRM](#)

[Inventory Operations](#)

[Trade Promotions](#)

[Mobility](#)

[eCommerce](#)

[Reporting & Analytics](#)

# Table of Contents

# Executive Summary

SDX offers a comprehensive suite of solutions tailored for the CPG industry, designed to



**Streamline Operations**



**Drive Growth through Data-Driven Insights**



**Enhance Customer Engagement**

With our mobile-first approach and multi-lingual support, SDX is the global partner for businesses aiming to excel in today's dynamic market.

# The Challenge

CPG companies face challenges in local and global markets



**Intense Market  
Competition**



**Operational  
Inefficiencies**



**Evolutionary  
Consumer  
Preferences**



**The Need for Rapid,  
Data-Informed  
Decisions**

Overcoming these obstacles requires a sophisticated, integrated approach to business management.



# The One Solution for CPG



MOBILITY



ANALYTICS



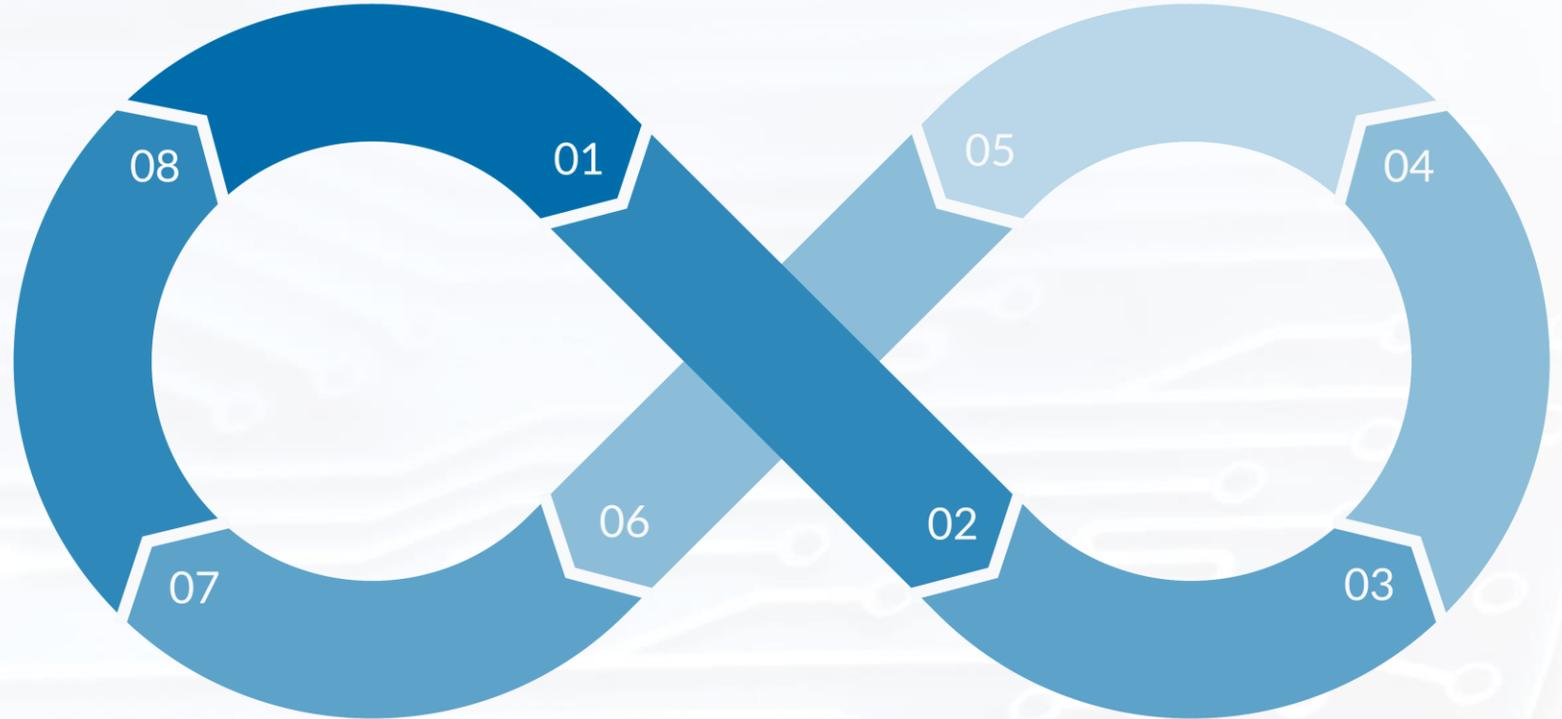
AI



ESG



SAAS



1. Planning



2. Order Management



3. Promotions Execution



4. Warehouse Operations



5. Order Fulfillment



6. Collection Management



7. Settlement Management



8. EOD Closing

# Why SDX?

SDX stands apart by offering:



An End to End Fully integrated Sales Distribution Logistics Enterprise Solution.



Seamless Integration with ERP systems like SAP, Oracle, Microsoft.



Advanced Analytics for actionable insights.



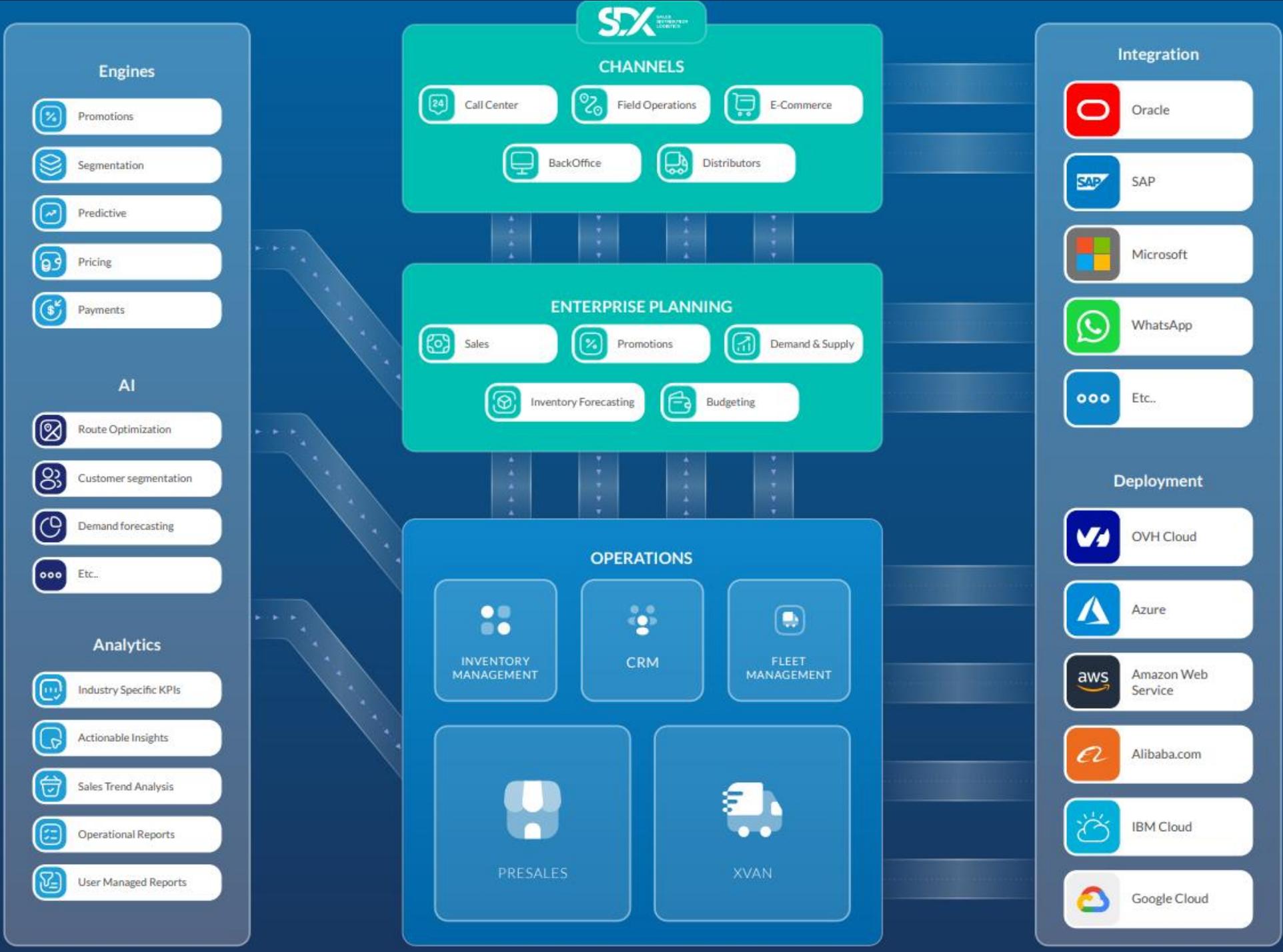
Accessible across all platforms and devices with a Mobile-First Standard



Scalability for Growing Businesses



# Architecture





# Modules



**Pre-Sales**



**XVan**



**CRM**



**Inventory Operations**



**Trade Promotions**



**eCommerce**



**Reporting & Analytics**



**Mobility**



## Pre-Sales

### Transforming CPG Sales

#### Elevate Your Sales Game with SDX for Pre-sales

In today's fast-paced CPG market, staying ahead means leveraging the right tools to streamline your sales process, from order creation to final settlement. SDX for Pre-sales offers a comprehensive solution that empowers sales teams, enhances efficiency, and drives customer satisfaction.





**Product Catalog:** Build and manage an extensive and up-to-date product catalog, ensuring sales reps have all the information they need at their fingertips.



**Multichannel Sales:** Manage orders across multiple channels seamlessly, providing a unified and efficient order processing experience.



**Route Management:** Optimize route planning for sales and fulfillment with real-time data to reduced travel time, increased customer engagements, and ensure timely visits.



**Dispatch Management & Load Operations:** Streamline dispatch processes & loading operations with intelligent recommendations, ensuring accuracy and efficiency in deliveries.



**Delivery Scheduling & Tracking:** Optimize sales & delivery routes, track progress in real-time, and monitor timely and accurate deliveries.



**Invoice & Payment Processing:** Execute smooth and flexible payment transactions, to enhance customer purchasing experience.



**End-to-end Settlement Management:** Automate & accelerate the entire settlement process, to ensure accuracy, reduce manual effort, and perform process audit.



**EOD Management:** Manage end-of-day operations with automated & audited processes, ensure timely and accurate transactions and controls for daily operations.



**Insights, Reporting & Analytics:** Harness the power of data, leverage advanced analytics, and gain insights into sales performance, customer trends, and market opportunities.



**Mobility:** Execute & manage end-to-end Pre-sales process from anywhere, at any time, with a fully mobile-optimized solution that ensures your team is always connected.





**Increase Efficiency:** Reduce manual tasks and streamline operations, allowing your team to focus on what they do best—selling.



**Data-Driven Insights:** Make informed decisions with access to comprehensive analytics on sales trends, customer behavior, and operational efficiency.



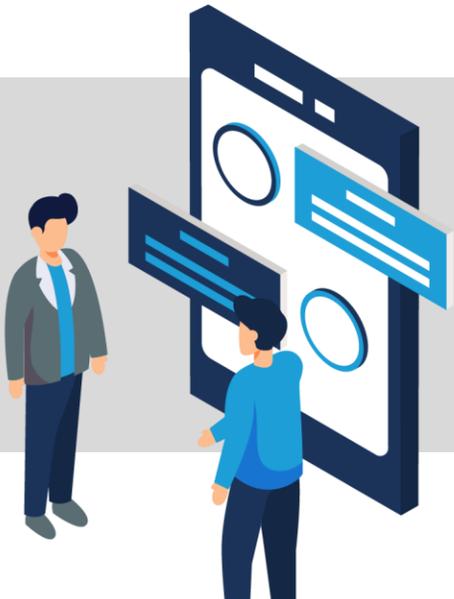
**Enhance Customer Satisfaction:** Meet customer needs promptly and accurately, building trust and loyalty in your brand.



**Scalability:** Whether you're a small business or a large enterprise, our module scales with your needs, supporting your growth every step of the way.

## Ready to Transform Your Pre-sales Strategy?

Discover how SDX for Pre-sales can elevate your business.  
Contact us today for a demo and see firsthand the difference it can make in your sales operations.





## X-Van

### Transforming Direct Sales and Delivery

#### Redefining Direct Store Delivery with SDX for X-Van

In the competitive landscape of direct sales and delivery, SDX for X-Van stands out as a game-changer. Designed to empower field representatives with the tools they need for success on the road, X-Van streamlines every aspect of direct sales, from truck inventory optimization to delivery and payment collection, all while on the move.





**Order Management for Direct Sales:** Simplify the sales process with an easy-to-use platform for managing orders directly from the van, ensuring a seamless customer experience.



**Promotional Activities & Discounts:** Easily manage and apply promotions or discounts, driving sales and customer satisfaction.



**Delivery Scheduling & Tracking:** Optimize delivery routes and track progress in real-time, ensuring timely and accurate deliveries.



**Invoice & Payment Processing:** Execute smooth and flexible payment transactions, to enhance customer purchasing experience.



**Cash Management & Processing:** Efficiently handle cash transactions, with secure processing and reconciliation capabilities to keep finances in check.



**Inventory Management for Vans:** Maintain real-time visibility into van inventory, enabling accurate sales transactions and inventory control.



**End to End Settlement Management:** Automate & accelerate the entire settlement process, to ensure accuracy, reduce manual effort, and perform process audit.



**EOD Management:** Manage end-of-day operations with automated & audited processes, ensure timely and accurate transactions and controls for daily operations.



**Insights, Reporting & Analytics:** Leverage comprehensive reporting and analytics for a holistic view of sales activities, customer trends, and operational efficiency.



**Mobility:** Ensure sales representatives are always connected, with mobile access to all necessary tools and information.





**Operational Efficiency:** Maximize the efficiency of direct sales and delivery operations, reducing time spent on administrative tasks.



**Enhanced Customer Satisfaction:** Provide a superior customer experience with timely deliveries, accurate transactions, and responsive service.



**Data-Driven Insights:** Utilize real-time data to optimize routes, manage inventory, and understand customer preferences, driving informed strategic decisions.

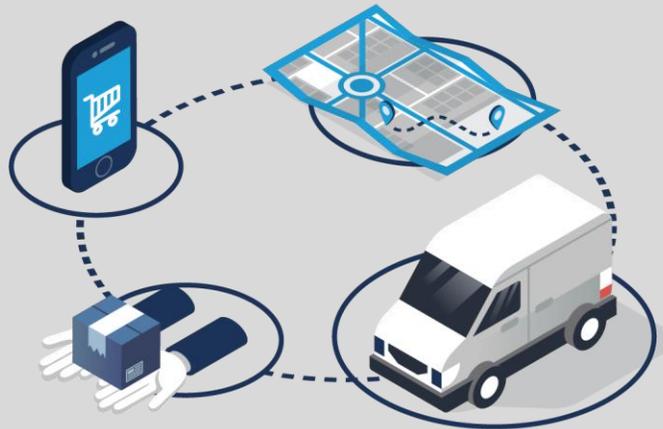


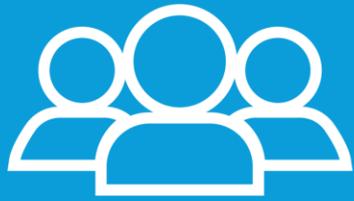
**Flexibility and Scalability:** Adapt to the evolving needs of your business and scale operations seamlessly with a flexible, comprehensive solution.

## Elevate Your Direct Sales and Delivery Operations

SDX for X-Van offers a robust solution for businesses aiming to streamline their direct sales and delivery processes. By integrating advanced functionalities such as real-time inventory tracking, efficient route planning, and comprehensive customer management, X-Van not only enhances operational efficiency but also elevates the customer experience.

Discover the power of X-Van and transform your direct sales and delivery operations. Contact us today to learn more or to schedule a demo.





## CRM

### Transform Customer Engagement with SDX for Customer Relationship Management

#### Elevate Your CRM with SDX

In the dynamic CPG industry, understanding and managing customer relationships is key to business success. SDX for Customer Relationship Management provides a comprehensive solution tailored for CPG, offering a 360-degree view of customer interactions and empowering sales, operations, and management teams with personalized, actionable insights. Transform customer engagement and leverage it as a strategic advantage with SDX.





**Account & Contact Management:** Centralize all customer information, providing sales teams with industry specific comprehensive customer information that enables personalized targeting and service excellence.



**Customer Contract Management:** Manage and monitor customer contracts with ease, ensuring compliance and fostering strong, reliable relationships.



**Customer Segmentation & Targeting:** Utilize advanced segmentation and targeting tools to tailor marketing efforts, sales strategies, and maximize engagement & conversion rates.



**Customer Service & Support:** Deliver exceptional customer service with integrated support tools, resolving issues promptly and maintaining high satisfaction levels.



**Credit Limit Management:** Manage customer credit effectively, reducing financial risk while accommodating customer needs.



**Customer Hierarchy Management:** Understand and navigate the complexities of customer hierarchies, ensuring accurate and strategic account management.



**Insights, Reporting & Analytics:** Gain deep insights into customer behaviors, preferences, and trends, driving informed decision-making and strategy development.



**Mobility:** Ensure sales and service teams have access to critical customer information anytime, anywhere, enhancing responsiveness and flexibility.





**Comprehensive Customer Insights:** Achieve a holistic understanding of your customers, from transaction history to interaction preferences, enabling personalized engagement.



**Operational Efficiency:** Streamline CRM processes, from contract management to support, improving operational efficiency and reducing overhead.



**Enhanced Sales Performance:** Empower your sales teams with the tools and information they need to target effectively, sell more, and build lasting relationships.



**Strategic Advantage:** Leverage detailed analytics and insights to make strategic decisions that align with customer needs and market opportunities.



## Revolutionize Your CRM Strategy with SDX

SDX for Customer Relationship Management is more than just a CRM; it's a strategic tool designed to empower your CPG business to drive business growth, deeper customer understanding and relationship, and enhance operational performance. By offering a comprehensive view of customer interactions and personalized insights, SDX positions your business to transform customer engagement into a competitive edge. Discover the power of truly integrated customer relationship management. Contact us today for a demo and see how SDX can transform your CRM strategy.





## Inventory Operations

### Optimize Your Inventory with SDX for Inventory Operations

Achieve Peak Efficiency in CPG Inventory Operations

For CPG businesses, managing inventory is a balancing act of precision and strategy. SDX for Inventory Operations is engineered to perfect this balance, offering real-time visibility, accurate demand forecasting, and seamless integration across the supply chain. Minimize carrying costs and ensure your products are always market-ready with SDX.





**Real-Time Inventory Tracking:** Gain instant visibility into inventory levels across all locations, ensuring accurate tracking and management.



**Truck Inventory Operations:** Utilize real-time tracking to manage and replenish inventory on the move, minimizing stock discrepancies and optimizing delivery schedules.



**Inventory Forecasting:** Utilize advanced algorithms for precise demand forecasting, aligning inventory levels with market needs.



**Barcode Scanning:** Streamline inventory management with efficient barcode scanning, enhancing accuracy and speed.



**Returns Management:** Manage returns efficiently, minimizing disruption and reintegrating returned goods into inventory seamlessly.



**Demand & Supply Planning:** Integrate demand forecasting with supply planning, optimizing inventory levels and reducing waste.



**Stock Auditing:** Conduct thorough and efficient stock audits to ensure data accuracy and compliance.



**Insights, Reporting & Analytics:** Harness the power of data with comprehensive reporting and analytics, offering insights into inventory performance and opportunities.



**Mobility:** Access critical inventory information on the go, enabling decisions and actions from anywhere, at any time.





**Operational Excellence:** Elevate your inventory management processes to achieve operational excellence, reducing costs and improving service levels.



**Strategic Insights:** Make informed decisions with advanced analytics and reporting, turning inventory management into a strategic asset.



**Market Readiness:** Ensure your products are consistently available to meet market demand, enhancing customer satisfaction and loyalty.



**Scalability:** Adapt and scale your inventory management practices to suit your business growth and changing market conditions.



## Transform Your Inventory Operations with SDX

SDX for Inventory Operations is more than just a tool; it's a strategic partner to optimize your inventory and meet the dynamic needs of the CPG market. By providing real-time visibility, enhancing forecast accuracy, and integrating seamlessly across the supply chain, SDX ensures your inventory operations is a catalyst for growth and efficiency. Discover the potential of optimized inventory Operations. Contact us today for a demonstration and explore how SDX can elevate your inventory strategy.





## Trade Promotions

### Elevate Your Sales with SDX for Trade Promotions Management

Transform Trade Promotions into Strategic Wins

In the fiercely competitive CPG sector, executing impactful trade promotions is key to driving sales and enhancing brand visibility. SDX for Trade Promotions provides an all-encompassing platform for managing every aspect of promotional campaigns, from planning, budgeting to performance monitoring and analysis.





**Promotions Planning & Budgeting:** Plan and allocate budgets for trade promotions, ensuring optimal use of resources.



**Promotions Management:** Execute and manage promotional campaigns across multiple channels and customer segments. Schedule promotions, define discount levels, and customize offers based on customer purchasing behavior and inventory levels.



**Target Customers' Segmentation:** Leverage detailed segmentation tools to tailor promotions to specific customer groups, enhancing engagement and effectiveness.



**Promotions' Rules Engine:** Set flexible promotion rules to accommodate various campaign types, discounts, and incentives, ensuring alignment with your marketing objectives.



**Promotion Personalization:** Personalize promotions based on customer preferences and purchasing behavior, increasing relevance and impact.



**Insights, Reporting & Analytics:** Gain insightful analytics on promotions performance, market trends, and customer engagement, driving informed strategic decisions.



**Mobility:** Access critical promotion management tools on the go, enabling teams to make informed decisions and adjustments anytime, anywhere.





**Strategic Advantage:** Elevate your promotional campaigns from tactical activities to strategic assets that significantly contribute to your bottom line.



**Increased Efficiency:** Streamline the planning, execution, and analysis of promotional campaigns, saving time and resources while maximizing impact.



**Enhanced Effectiveness:** Tailor promotions to your target audience with precision, leveraging data-driven insights to ensure each campaign resonates and delivers.



**Comprehensive Integration:** Benefit from a holistic view of your promotions, sales, and inventory, enabling a coordinated approach that maximizes effectiveness and minimizes stock issues.



## Take Your Trade Promotions to the Next Level with SDX

With SDX for Trade Promotions Management, your CPG business can harness the full potential of your promotional campaigns, turning them into powerful tools for growth and competitive advantage. By providing a comprehensive platform for managing all aspects of trade promotions, SDX ensures that your campaigns are not only effective but also strategically aligned with your overall business objectives.

Discover the impact of optimized trade promotions. Contact us today for a demo and see how SDX can transform your promotional strategy.





## eCommerce

### Transforming CPG Sales in the Digital Age with SDX for eCommerce

Empower Your B2B Online Sales with SDX

In the rapidly evolving CPG sector, establishing a strong online sales channel is crucial for staying competitive. SDX for eCommerce provides an all-in-one solution for seamlessly integrating online sales channels, managing customer self-service portal, and streamlining order processing to ensure a consistent and personalized customer experience across all platforms.





**Customer Self-service:** Enable customers to manage their accounts, place orders, track deliveries, and handle returns through a user-friendly online portal. This self-service capability empowers customers with the flexibility to interact with your business on their terms, improving engagement and satisfaction.



**Order Management:** Gain complete control over the order lifecycle, from initial placement to final delivery. This feature allows for real-time order tracking, modifications, and updates, providing transparency and improving communication with customers.



**Payment Processing:** Securely process payments through integrated gateways that support multiple payment methods, including credit cards and bank transfers. Advanced security protocols ensure safe transactions, protecting both your business and your customers.



**Consistent, Personalized Customer Experience:** Deliver a unified shopping experience for your customers, leveraging customer data to provide personalized product recommendations, promotions, and support, thereby enhancing customer loyalty and sales.



**Insights, Reporting & Analytics:** Provide your customers with valuable insights into their purchases, available promotions, and business performance comprehensive analytics on customer behavior, purchasing trends, enabling data-driven decision-making.



**Mobility:** Empower your customers with mobile access to e-commerce, allowing them to place and monitor orders from anywhere, at anytime.





**Enhanced Customer Experience:** Strengthen your customer experience by providing access to modern sales and support channels.



**Streamlined Operations:** Optimize operations by reducing service delivery and order costs, enabling (JIT) inventory practices to align stock with demand. Enhance efficiency, lower holding costs, and improve customer satisfaction, driving profitability.



**Data-Driven Growth:** Utilize advanced analytics to understand market trends, customer preferences, and performance metrics, guiding your strategy for growth and competitiveness.



**Flexibility and Scalability:** Adapt quickly to market changes and scale your online operations efficiently, ensuring your business remains at the forefront of the CPG industry.

## Elevate Your CPG Business with SDX for eCommerce

SDX for eCommerce is designed to meet the unique challenges and opportunities of the CPG industry in the digital marketplace. By providing a comprehensive set of tools for managing online sales channels, managing customer self-service portal, and customer experience, SDX ensures that your business not only survives but thrives in the competitive online landscape.

Discover how SDX can transform your B2B online sales strategy. Contact us today for a demo and explore the possibilities for your CPG business.





## Reporting & Analytics

### Harness the Power of Data with SDX for Reporting & Analytics

Turn Data into Strategic Advantage for Your CPG Business

In the competitive landscape of the CPG industry, understanding market dynamics, customer preferences, and operational efficiency is key to staying ahead. SDX for Reporting & Analytics empowers businesses with advanced analytics capabilities, turning data into actionable insights that drive strategic initiatives and optimize performance.





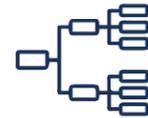
**Actionable Insights:** Unlock the value of data with role-based insights that are directly applicable to your business strategies, enabling swift and informed decision-making.



**Key Performance Metrics:** Monitor and measure the efficiency of your operations with 160+ industry specific key performance indicators (KPIs), identifying bottlenecks and areas for optimization.



**Sales Trend Analysis:** Keep a pulse on the market with detailed analyses of sales trends, identifying opportunities for growth and areas for improvement.



**Drill-down, Drill-up capabilities:** Explore your data with unparalleled depth and flexibility using drill-down and drill-up features.



**Customer Behavior Analysis:** Gain a deep understanding of your customers' purchasing patterns and preferences, enabling personalized marketing strategies and product offerings.



**User Managed Reporting:** Empower users with self service analytics, enabling them to manipulate and share reports in different formats on the fly





**Data-Driven Decisions:** Elevate your decision-making process with data-backed insights. With industry specific library of data backed insights providing real-time decision support capabilities for your team



**Strategic Initiatives:** Utilize analytics to guide strategic initiatives, from market expansion and product development to customer engagement and operational efficiency.



**Competitive Advantage:** Stay ahead of the competition by leveraging analytics to quickly adapt to market changes and customer needs, ensuring your CPG business remains at the forefront.



**Optimized Performance:** Improve overall business performance by identifying inefficiencies, optimizing operations, and tailoring marketing efforts to meet customer demands effectively.

## Transform Your Business with SDX Reporting & Analytics

SDX for Reporting & Analytics is more than just a data analysis tool; it's a strategic partner that provides comprehensive insights into sales trends, customer behavior, and operational performance. By empowering your decision-makers with real-time industry specific metrics, SDX ensures that your CPG business is not just data-rich but also insight-driven.

Discover the potential of data-driven decision-making. Contact us today for a demonstration of how the Reporting & Analytics module can transform your business strategy and operational efficiency.



## **SDX for Mobility: Empowering CPG Sales Teams On-the-Go**

Unleash the Power of Mobility in Your CPG Sales Operations

SDX for Mobility transforms all your business operations by empowering your teams with comprehensive mobile capabilities. The Mobility capabilities in SDX ensure seamless access to all essential tools and data, empowering users to efficiently manage customer interactions, process orders, and access inventory information on-the-go.



## **Mobility**





**Pre-sales Operations:** Equip your team with the tools needed for efficient pre-sales activities, including customer visits, order taking, and inventory checks, all from their mobile devices.



**X-Van Operations:** Enable direct sales and delivery with real-time access to inventory, pricing, and customer information, facilitating transactions directly from the van.



**Billing & Collection:** Simplify billing and payment collection in the field, allowing for immediate invoicing and secure payment processing to improve cash flow.



**Customer Experience Management:** Conduct surveys directly through mobile devices, gathering valuable customer insights and ensuring customer satisfaction.



**Online/Offline Capabilities:** Experience guaranteed business continuity for field operations team.



**Instant Messenger:** Communicate with your team directly through in-system messaging capability



**Assets:** Allocate, assign, track, manage, and maintain all marketing and promotional assets placed customer sites.



**Location Tracking:** Utilize GPS and location-based services to track sales team movements, optimize routes, and manage territories efficiently. This feature ensures that sales representatives can reach their destinations quickly and safely, while also enabling managers to allocate resources more effectively based on geographical data.



**Barcode Scanning:** Incorporate barcode scanning capabilities to facilitate quick and accurate inventory checks, customer check-in and Asset identification.



**Insights, Reporting & Analytics:** Access real-time reports and analytics on sales performance, customer feedback, and market trends, enabling data-driven decision-making wherever you are.





**Increased Productivity:** Eliminate downtime and improve operational efficiency by enabling sales teams to conduct business processes from anywhere.



**Data-Driven Insights:** Make informed decisions on the spot with access to real-time data and analytics, optimizing sales strategies and operations.



**Enhanced Customer Engagement:** Meet customer needs promptly and effectively, building stronger relationships and driving sales growth.



**Operational Flexibility:** Adapt to the fast-changing market conditions and customer requirements with a mobile solution that keeps your team agile and informed.

## Transform Your Sales Strategy with SDX Mobility

SDX for Mobility is designed to meet the needs of modern CPG operations from sales to distribution to logistics, providing them with the tools and information necessary to meet their objectives. By enabling your field operations to manage orders, customer interactions, and analytics from anywhere.

Discover the benefits of a mobile-empowered sales, distribution, and logistics business. Contact us today for a demonstration of how SDX Mobility can take your business to the next level.



# SDX Integration Capabilities



**Comprehensive Integration:** SDX stands at the forefront of integration capabilities within the sales and distribution logistics domain. Our solution is engineered to ensure your business remains interconnected, agile, and competitive.



**Ready Adaptors for Major ERPs:** Equipped with pre-configured adaptors for industry-leading ERP systems such as Oracle, SAP, and Microsoft, SDX facilitates swift and effective synchronization with your existing business infrastructure.



**Built on a Robust Platform:** Leveraging the strengths of a highly adaptable and scalable platform, SDX offers extensive and powerful integration options. This underlying technology enhances our solution's ability to seamlessly connect with any third-party system, providing a customized fit to meet the diverse needs of your business.



**Universal Compatibility:** Beyond our immediate adaptors, the flexible architecture of SDX allows for bespoke integration with any third-party solution. This adaptability ensures that, irrespective of your technological environment, SDX can be integrated effectively, optimizing data flow and operational efficiency across your enterprise.



**Key Takeaway:** With SDX's superior integration capabilities, your business is positioned to harness the full potential of your ERP systems while maintaining the flexibility to incorporate any third-party solutions. This drives unparalleled efficiency and innovation in your sales and distribution logistics, ensuring you stay ahead in a dynamic market.

# AI Roadmap

## Our Roadmap to a Driven AI solution



**Demand Planning and Forecasting:** Our initial focus is on leveraging AI to enhance demand planning and forecasting, enabling businesses to predict market needs with unprecedented precision and reduce inventory waste.



**Intelligent Route Optimization:** AI algorithms will optimize delivery routes in real-time, reducing fuel consumption and delivery times, while minimizing carbon footprints.



**Automated Customer Segmentation:** Tailor marketing and sales strategies with AI-powered customer segmentation, delivering personalized experiences at scale.



**Predictive Maintenance for Fleet Management:** Anticipate maintenance needs and reduce downtime with AI-driven insights, ensuring fleet reliability and operational continuity.



**Anomaly Detection in Supply Chain:** Identify and address potential disruptions in the supply chain before they impact business, enhancing resilience and customer satisfaction.



**Key Takeaway:** SDX's integration of AI capabilities marks a significant leap forward in sales and distribution logistics. With a clear roadmap for incorporating AI across critical areas such as demand forecasting, route optimization, and customer engagement, SDX is set to redefine industry standards. Our AI-powered solution not only promises enhanced operational efficiency but also a sustainable, customer-centric approach to CPG logistics.



SCAN ME

Take the first step towards transforming your CPG business with SDX.

Contact us today for a demo and let us show you how SDX can drive your business forward.