



Automate.



Innovate. Facilitate. Automate



bSmart is a research focused solutions company, developing innovative and versatile solutions for effective business automation.

Make your business communication smarter with bSmart Industrial Solutions

bSmart's research and knowledge about business processes has helped it in developing some innovative and highly effective solutions for various industry verticals.

Pharmaceutical

Dosage Reminder: An application for sending SMS alerts to the patient who are using the drug. The entire process gets initialized when a patient buying the medicine starts conversation through an SMS to the bSmart Code 57575xxx.

Promotion Activities: Activities for promoting new medicine, branding or gift vouchers can be done through Bulk SMS platform.

Product Verification: An application to control duplicity of medicine by sending the batch no. to bSmart code.

Due Payment Reminder: Payment reminders can be sent to all dealers with in the region and get control of collections.

Banking

Mobile Banking:

An application for sending SMS alert to the banking customers.

Account balance can be checked by sending SMS to bSmart Code.

Cheque clearing details can be sent through SMS.
Makers/Checker

Call Center

Enroute SMS: An application to help Call Center/BPO manage their transport management system with a most cost effective solution.

Stock Broker

Alerts: For hourly stock updates
For any transaction
GPRS Stock Application

Sales, Products and Marketing

TRIDENT: This application integrates back-end business operations with the company's global sales and distribution network.

Promotion: Activities for promoting new product, branding or gift vouchers can be done through Bulk SMS Platform.

Education Institutes

Keyword Information
Event Promotion
Exams Results
Interview Schedules
Any Change Information
Quiz/Competitions

Transport/Carrier companies

Tracking
Promotions
Delivery Alerts



Case Studies

Dosage Reminder Application

An application for sending SMS alerts to the patient who are using the drug. The entire process gets initialized when a patient buying the medicine starts conversation through an SMS to the **bSmart** Code 57575xxx.

Dosage Reminder Application for Dr. Reddy Lab

Concern: Dr. Reddy's Laboratory was Launching a drug for Asthma patients. The client wanted to set up an application for sending SMS Alerts to the patients who are using the drug.

Solution: As a result we developed the process as mentioned below. The entire process gets initialized when a patient buying the medicine starts conversation through an SMS to the **bSmart** Code 57575375. Ex: PPA <name> <city> to 57575375

Application Process Flow:

- Patient buys the drug and sends SMS to the **bSmart** code.
- Once the SMS is captured on the **bSmart** code, the number is registered with the application for sending dosage reminders to the patient.
- On second day patient gets an SMS as first dose reminder.
- From 3rd to 7th day patient gets daily dosage reminders
- On 14th day patient gets SMS reminding for repurchase of the drug.
- On 21st day patient gets SMS as Doctor Visit reminder.
- On 28th day patient gets Dosage Adherence Reminder.

Benefit:

Application is able to check for duplicate numbers and avoids the numbers responding multiple times to the **bSmart** code. Database of all registered mobile numbers for SMS alerts gets updated every day at Midnight and the updated database is used to send messages as per the message schedule.



Sandoz- Bulk SMSs

Problem area:

Sandoz needed an additional communication medium for connecting with their Doctors and Medical Representatives. They required a medium that would have a personal touch and ensured guaranteed delivery for its doctors. The solution that **bSmart** provided: We provided them Bulk SMS with customized messaging capabilities.

Features & benefits:

- Customized messaging (Included the Doctors / MR's names)
- Low cost & efficient form of mass advertising.
- Attractive web-based portal which is accessible 24/7 from any computer with internet connectivity.
- Complete MIS reports.
- Instant connect with Doctors / MR's / Sales force.

Novartis- MOBILE ERP/ CRM

Problem area:

High turnaround time when ERP/CRM systems crash

The solution that **bSmart** provided:

When the ERP/CRM faces a problem an alert is sent which triggers an SMS to be sent to engineers instantly giving details of the breakdown and its location

Its features & benefits:

- Instant notification to Engineers resulted in Low Turnaround Times.
- Considerable intangible savings through time saved by instant correction.
- No Manual intervention.... Completely automated.



Anti Counterfeiting - bSmart code

Problem area: Counterfeiting and Duplication of Drugs

The solution that bSmart provided:

Each drug has a Unique Product Code (UPC). This UPC is stored at a central database in the system. The entire process gets initialized when a patient buying the medicine sends an SMS to the bSmart Code 57575XXX.

Ex: Keyword <Unique Product Code> to 57575XXX

Application Flow:

- Customer sends a SMS in the above mentioned format to 57575XXX.
- System checks if the UPC is in desired length. If UPC is not of the desired length an error response goes stating to check the UPC and resend it.
- System checks if the UPC is present in the central database.
- System checks if the UPC has been validated earlier or not. If the UPC is validated earlier an error message goes stating UPC validated earlier. If the UPC is not validated earlier a message goes of UPC updated successfully.

Its features & benefits:

- No duplication can be done as the code is confirmed by the system.
- Fully automated system with no manual intervention.
- Technologically enhanced system.
- Further integration and development activity can be done with this system.

Coke: TRIDENT Sales Force Automation

Description of Process

The sales and distribution process for Coke is managed by independent agencies that use their own trucks to drive around the town and sell directly to retail shops. At the start of the day, the van driver fills out a form with the SKU listings of all Coke items being taken to the field. At the end of the day, the company manager fills out a closing sheet and consolidates the 'empties' that were brought back and the total sale of the day.

On sale of any item, the salesman makes a Triplicate receipt of which one copy goes to the retailer, another is retained by the distributor and the third copy is given to Coke.

After collecting the total receipts of the day, a data entry team at Coke begins to enter the figures into their own software. Once all the data is entered, users can generate reports after 3 days.

Challenges

- The tallying of 'receipts' with 'empties' is time consuming and may encounter human error.
- Coke has ZERO visibility of the on-field sales process until 3 days after which the report arrives.
- Generation of receipts is not accurate. The salesman might sometimes create a consolidated list hence creating discrepancies in vital business data.

Solution

Using TRIDENT, bSmart developed a client application for the blackberry to help the on-field distributors send back real time sales data. The application helps the salesman to generate electronic receipts directly on the blackberry while it also transmits that data back to the headquarters as and when the sale is recorded. The application maps the name of the distributors and can be updated at the source which will reflect on the application. Using this interface, the agent can generate multiple entries before creating a final invoice.



TRIDENT is a versatile solution designed to integrate with any back-end business operation, streamlining and automating its processes, like a company's global sales and distribution network or its internal address verification of customers.

One of biggest challenges organizations face today is tracking internal data past the secondary level. Even with the aid of advanced ERP systems and processes, Tertiary level data is a difficult task to obtain as companies have to deploy expensive and time consuming process management resources just to capture this data, and still are left with the task of processing it manually.

TRIDENT is designed to overcome this challenge by automatically linking tertiary level data with the core business, and delivering information to its user in real time. TRIDENT is able to assimilate data by providing its users with an attractive Graphic User Interface with the additional functionality to view and process this data.

TRIDENT is a cross platform solution allowing its users to interact with the system using SMS, GPRS or IVRS as communication mediums.

bSmart Stack Technology

TRIDENT is built on the patent pending bSmart Stack framework which integrates all the components of a complicated process, along with multiple modes of data communication, on to one single interface. It enables the user to manage processes, generate reports, view results and make modifications through a single User Interface. Many custom developed SFA (Sales Force Automation) applications are complicated and require a lot of time and resources to deploy. But the bSmart Stack's modular design reduces this time-to-market considerably, saving the company's valuable resources and providing a quick return of investment.

Benefits of using TRIDENT

- Availability of Multiple MIS reporting options and dynamic Business Intelligence based on live data.
- Gives instant data access and real time statistical analysis and comparison which Enables fast and flexible informed decision-making at any level.
- Empowers management to review daily targets, sales figures and charts with greater transparency.
- Increases competitiveness and revenue opportunities
- Mobile Dashboards and user interfaces with Resource Management Tools
- Filters and validation checks are in built, providing authenticity of data and preventing duplicity and fraud.





Blackberry Mobilization

Blackberry™ is a great wireless technological tool and can be utilized in many critical business communication processes. bSmart leverages and enhances its capabilities by developing strategic communication solutions on its platform.

TRIDENT Lead Management System (LMS)

In many cases, important sales prospects are lost and not pursued due to improper channeling of sales databases and information gathered from various sources. Conventional sales systems, although intelligent, may not prove efficient in automatically managing these leads amongst the vast sales distribution network. The **TRIDENT** Lead Management System incorporates the classical lead management process of dealing with a large number of business inquiries, organizing and maintaining them, and in addition tracks and monitors them through the entire sales cycle. **TRIDENT** LMS is not just an application or a program but it's a systematic and automated approach for businesses to maximize sales revenue and optimize its sales efforts by providing instant traceable access to all relevant information.



Benefits

- Provides systematic reporting and tracking through well defines flows.
- Organize large packets of information in an easily accessible manner.
- Product and employee performance tracking for better accountability from all levels of management.
- Region/Branch performance evaluation.
- Easy communication of product information, both internally and externally.
- Enables decision making on a real time basis.
- Easy to use, simple Graphic User Interfaces.
- Tools for cross-checking sales expenditure & incentive payouts.
- Evaluation of performance of the lead data source (Useful for 3rd party databases).
- Can keep track of effort and productivity of the various sales people and management.
- Immediate detection and evaluation of leads not converting to sales at an early stage.
- Can be easily implemented across internal and outsourced sales distribution networks.

The System

- A hierarchical structure in place to ensure transparent flow of information (Super Admin->Admin1->Admin2->Agent).
- Relevant reporting available at all levels with access control, enabling level based monitoring and restriction of information.
- Utility and Ease of use for optimum performance at Sales Agent level.
- Added features to aid in non-business functions.



TRIDENT Sales Force Automation (SFA)

In the Fast Moving Consumer Goods (FMCG) Industry, a large number of SKU's and loads of information for each SKU contribute to the unavailability of and discrepancy in data received and collected in the field. Keeping this problem in mind, **bSmart** has developed a module of **TRIDENT** as a client application for the Blackberry™ to help the sales teams and distributors receive and send real time sales information.

The 'feet-on-street' can now generate electronic receipts directly on the Blackberry, while simultaneously transmitting that data back to its head-quarters for real time authentication, tracking and updating as and when the sale is recorded.

Benefits

- Distributor, Retailer or Reseller wise, storing collating and displaying of Data.
- Multi-level categorization of prospects by product and SKU and region and timeline.
- Map out and track routes for retail outlet agents to follow, and dynamically modify the same on the fly.
- Transact, authenticate & update order, details on the move via the Blackberry.
- Print receipts, refunds and sales data on the linked Bluetooth thermal printer.
- Built-in billing and inventory management software.
- Sorting, storing and processing of product orders by retailer, product, SKU etc...
- Built-in Rate and discount management tools to calculate rates and discounts automatically based on preset criteria.
- Sales Targets can be set and their status tracked in real time.
- Mapping of Leads and Opportunities (via the **TRIDENT** LMS).

Generic Applications

bSmart Business SMS Desktop Application

bSmart Business SMS Desktop Application provides a low-cost, rapid-time-to-market and feature rich enterprise SMS solution for every department in practically every industry.

Purely for Mobile Termination (MT) requirements, **bSmart** has developed its Desktop Application, which once installed on the client's computer, connects directly to **bSmart's** unified messaging platform, allowing instant message delivery and reliable reports.

bSmart CODE

The interactive SMS medium which, when combined with our technology, can handle any business's mobile interactivity needs through a single interface. The **bSmart** Code Platform will be the technology that will mobilize the **bSmart** Code and hence offer a wide range of services such as Auto response Manager, Menu-based Competitions using rules engine, Natural Language Processing, Mobile ID Bar codes and many more patent pending products and services.

PERSONAL CODE- An individual will get a single SMS number with Auto response facility. The key advantage is that an individual can brand this number according to his/her name for communication.

bSmart SHORT CODE

bSmart provides any business with a keyword on the **bSmart** short code 57575 to be utilized for their mobile marketing strategies. This allows the business to launch as many interactive campaigns as they wish for as many products and services on the fly. After a few simple steps of setting up the keyword, the system sends customized auto response to all the respondents within seconds.

MIS Reporting: **bSmart** provides Real time reporting and graphical analysis through its secure web based interface. This service allows businesses to check the updated analysis of responses & detailed reports of all our services, providing details such as mobile number and the location of the respondent along with the responses.

SMS Broadcast: Alerts and Reminders can also be sent to the customers through **bSmart's** web based interface for mobile alerts like payment reminders, launch of new products and services etc... SMS services can also be integrated to company's website so that their customers can also register themselves through website and get the acknowledgment messages immediately on their handset, increasing speed and security.



bSmart™ Profile



bSmart has gained its experience in the area of mobile messaging and business process automation over the past few years and has been delivering versatile business services to millions of users worldwide. Its innovative and proven technology with a strong focus on enterprise needs is preferred by many premium businesses across various industries. Merged in 2006 under the Essel Group banner, **bSmart** is a leading provider of wireless enterprise software solutions. The company provides wireless software technology that automates business processes in the enterprise sector, including Mobile Banking, Mobile CRM, Mobile Retail, Mobile Sales Force Automation, Mobile Sales and Distribution and **bSmart** code Interactive Platform. Its mobile messaging platform has delivered more than 500 million messages to millions users across the globe.

- The leading systems enabler for Vodafone corporate clients across India.
- The preferred supplier of Enterprise SMS solutions for Vodafone India, Research in Motion and Motorola.
- Building products on a Service Oriented Architecture model.
- A technology licensor and research focused company.
- A versatile solutions provider in various industry sectors such as airlines, banks, construction, pharmaceutical, ITES, retailers and public service companies.
- Have been serving satisfied customers like IBM, General Electric, HSBC, Inox Leisure, Motorola, Vodafone, Hindustan Times, and Convergys, to name a few.



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