



# TRIDENT Print Media Distribution



## Print Media Distribution - HT

### Problem or concern area for the particular industry/company:

1. Printed newspapers are dispatched from the printing house to various Cash Sales Points called Distribution Centers in early morning hours.
2. Within 2-3 hours the sales are registered and cash is submitted.
3. Vendor wise sales figures are then reported to the publication management in the late afternoon.
4. Sales data from all regions reach approximately in 3-4 days.
5. Other information like competition figures, new leads, etc. is also collected at the same time and reported.
6. One of the biggest challenges in the print media is to capture accurate data within the effective period as the business activity lasts only for couple of hours. If the data is not available or is inaccurate, the decision makers of the publication house may not be able to take timely and effective decisions.

### Overview of the product/application

In the fast paced world of newspaper publication, the distribution and circulation in the early hours of the morning are time critical processes as the newspapers carry a shelf life of only around 2 to 3 hours. The key requirement of the publication house was to access real time information from the field about the overall distribution progress. bSmart's research team worked with one such publication house and together pioneered a highly effective and user friendly application which provides the necessary real time data via graphical statistics and trends on the dashboard. It is a complete modernization of the logistics and circulation process of the print media vertical through a handheld device.

### Solution offered to the specific industry

In TRIDENT PMD, the data capturing tool is a handset, which is provided to all the agents at each distribution center. It is a user friendly and customized solution for various user activities. Unique & limited access is given according to each hierarchy level. Mobile dashboards are available at each level to calculate their respective trends.

Various reports and charts are available to the management over the web module on a real time basis. It facilitates them for effective decision making and proper utilization of man power.

### Features & benefits

1. Provides access to the most relevant information to the circulation staff (Print Order, Quantity etc.).
2. Facilitates its user to enter the sales figures on the handheld device at the distribution centers, which gets updated in the company's database in real-time (Sold, Unsold, Returned, Cash Received, etc.).
3. Automatically submits real-time sales reports to various managerial levels (on the handset & through the web).
4. Provides multiple reports and graphical analysis showcasing the most updated market conditions.
5. Provides clarity and transparency in sold & leftover stock.
6. Provides a complete automation and optimization of the distribution system.
7. Provides the perfect tool for multiple departments to work together with relevant and real time data.
8. Is very easy to use and requires virtually no assistance from the IT department.
9. Empowers fast, flexible and informed decision making at every level.



## Conclusion

Technology is meaningful if it revolutionizes the way we have been doing things. B-Smart's Print Media Distribution application does just that for publication houses. We have spent time at printing presses and distribution centers to understand the crux of the newspaper distribution business. Time is a constraint in this industry- the entire cycle being complete in barely 2 hours. There had to be a way of simplifying yet extracting value from these almost chaotic couple of hours. And that is just what we delivered. The results are for all to see. Tremendous cost savings through Scrap Control, Time Savings and Manpower reduction make a tangible difference to the company's bottom-line results. Vastly improved analytical capabilities on a real-time basis give you the power to track competitions actions, take on-the-spot mission critical decisions and ensures improved cohesion between the production and sales sides of the business. Our print media distribution application gives you the flexibility to efficiently run your business regardless of its size. Our application allows your business to evolve.



**Corporate Office:**

309, Creative Industrial Estate, N. M. Joshi Marg,  
Lower Parel (E), Mumbai 400 013,  
Tel: +91 22 4322 7575, Fax: +91 22 4322 7512.

**[www.bsmart.in](http://www.bsmart.in)**

**Regd. Office:**

Smart Wireless Pvt. Ltd.  
135 Continental Bldg.  
Dr. Annie Besant Road, Worli, Mumbai - 400 018.