



# **TRIDENT Sales Force Automation**



## Trident SMS (SFA) - Pepsi

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

Pepsi has its registered office at Gurgaon, Haryana and its manufacturing plants are spread across the country at about 20 locations. Pepsi had run a competition amongst its manufacturing plants in which, the plants were required to send their daily production volumes for each SKU to the Production Head, by the end-of-day in separate excel sheets. These reports were collated by a resource at Gurgaon before reaching the Production Head's Table. The problem / concern of the Production Head was to capture the production volumes in a single report format through a speedy & convenient mode to avoid the lag-time of about a week's time.

### Overview of the product/application

TRIDENT SMS is a sales / activity reporting application which enables the user to capture the sales / activity data through low-priced medium of communication called "SMS" on real-time basis. The application comes with BI tools which help the user to generate various analytical reports using an utmost user-friendly web interface. TRIDENT web-interface offers a comprehensive control panel in which, the administrator can Add / Modify / Delete the geographical network of the organization like Country, Region, State & City along with Hierarchical arrangement like NSM, ZSM, RSM, ASM & Sales Officer etc. The sales / activity data is captured by the application based on which, several analytical reports can be generated and exported to MS Excel format along with graphical representation like Pie-Charts, Bar-Charts etc.

### Solution offered to the specific industry

The solution offered by bSmart was a customized version of TRIDENT SMS application. The manufacturing plants from PAN India reported the production volumes through SMS. The SMS was decoded by TRIDENT and the entire production data from all the production units was collated in a single report format. This helped the Production Head at Pepsi to capture & view the production volumes in a single report format on real-time basis using an inexpensive mode of communication called SMS



## Features & benefits

1. Distributor, Retailer or Reseller wise, storing collating and displaying of data.
2. Multi-level categorization of prospects by product and SKU and region and timeline.
3. Map out and track routes for retail outlet agents to follow and dynamically modify the same on the fly.
4. Transact, authenticate and update order details on the move TM via the Blackberry.
5. Print receipts, refunds and sales data on the linked Bluetooth thermal printer.
6. Built-in billing and inventory management software.
7. Sorting, storing and processing of product orders by retailer, product, SKU etc.
8. Built-in Rate and discount management tools to calculate rates and discounts automatically based on preset criteria.
9. All data directly synced with central server and live consolidation facilities.
10. Sales Targets can be set and their status tracked in real time.
11. Mapping of Leads and Opportunities (via the TRIDENT LMS).

## Conclusion

TRIDENT SMS enables the users to capture the sales / activity data on real-time basis by using the most common & inexpensive mode of communication – SMS. It is powered by BI tools & comes with utmost user-friendly web-interface which allows the user to setup the entire sales force and to generate various analytical reports.



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